

**ANDAMAN & NICOBAR ADMINISTRATION  
DIRECTORATE OF ANIMAL HUSBANDRY AND  
VETERINARY SERVICES**

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Sri Vijaya Puram, dated the 10<sup>th</sup> July, 2025

**PRESS NOTE**

**“Pashu Paksi Aur Hum” – A Radio Initiative by the Department of Animal Husbandry & Veterinary Services: Reaching the Unreachable**

The Department of Animal Husbandry & Veterinary Services has launched a farmer outreach programme through Akashvani (All India Radio) to disseminate information about departmental schemes, emerging technologies, and updates in the field of Animal Husbandry.

Livestock is predominantly owned by small and marginal farmers, many of whom live in remote and scattered rural areas where various means of communication are ineffective. Reaching these farmers consistently has long been a challenge.

Recognizing that radio continues to be a popular and effective medium in rural communities, the department has introduced an engaging radio programme titled **“Pashu Paksi Aur Hum”**, centered around the theme **“Swasth Pashu, Samriddh Kisaan”**

This initiative features live, interactive call-in sessions and talk shows designed to address the seasonal and specific needs of farmers. As a starting phase, a series of 12 episodes have been facilitated to be produced for broadcast **every Monday from 6:00 PM to 6:30 PM**. Each episode focuses on a topic relevant to animal health & management practices, ensuring that farmers receive timely and practical information.

The initiative has received an encouraging response from listeners so far. Farmers from across South Andaman and other regions have actively participated by calling in during the live broadcasts to seek clarification on various issues. On average, 3 to 5 calls have been received during each episode, reflecting the growing interest and relevance of the programme. Notably, there has been an overwhelming level of participation from women