

Ask Our Experts- Episode 32- focuses on ICT Interventions in PM-KISAN - Transforming Farmer Welfare through Technology

- *Ask Our Experts - a LIVE programme by NeGD focusing on Digital India initiatives*
- *The show is broadcast on Fridays on Digital India's YouTube channel*

The National e-Governance Division (NeGD), Ministry of Electronics and Information Technology (MeitY), conducted an episode of 'Ask Our Experts' on September 12, 2025, focused on 'ICT Interventions in PM-KISAN'. The programme, broadcast LIVE, highlighted innovative IT solutions enabling the successful PAN India implementation of the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) scheme.

The expert panel, which included Shri Prashant Mittal, Deputy Director-General and Head of Group, Data Governance and Strategy Division, National Informatics Centre (NIC) and Shri Rajesh Srivastava, Senior Director, NIC & Project Head, PM-KISAN, elaborated on the end-to-end technology framework that facilitates the direct transfer of financial support to the accounts of landholding farmers across the country under this flagship Central Sector Scheme aimed at augmenting farmers' income.

Discussions included the design and operational aspects of the PM-KISAN portal, benefits of digitised fund transfers in enhancing transparency and efficiency, and integration with other digital governance initiatives. The session also touched upon the scheme's contribution towards empowering farmers through timely and targeted financial assistance enabled by technology.

Viewers asked questions related to the scheme's implementation challenges, technology adoption, and future enhancements to the experts. The episode concluded with announcement of reward for the 'Digital India Question Ninjas' who asked insightful questions.

The full episode is available for viewing here:

<https://www.youtube.com/watch?v=ekOoxMeaQko>

'Ask Our Experts' is a unique interactive programme streamed live on Digital India's YouTube channel (<https://www.youtube.com/@DigitalIndiaofficial>). It offers citizens direct access to government officials and experts for detailed discussions on Digital India initiatives, focusing on transparency, inclusion, and efficient service delivery.