Let’s turn farming into a thriving subsidiary enterprise, as this is the path to success and building family ties!

**Kisan Melas**

*Ludhiana* **March 14-15**

- March 5: Nag Kalan Jahangir (Amritsar)
- March 12: Ballowal Saunkhri
- March 18: Faridkot
- March 20: Gurdaspur
- March 22: Rauni (Patiala)
The Punjab Agricultural University is organizing Kisan Melas at its main campus Ludhiana, and Regional Research Stations/Krishi Vigyan Kendras, during the month of March. Based on the theme “Khete naal sehatik dhanda, partvaar sukhi munaf chaiha,” the melas will underline the need for adopting subsidiary occupations along with agriculture. These melas have become an integral part of the cultural heritage of Punjab farming families. Farmers and farm women from Punjab and adjoining states attend Kisan melas in huge numbers to upgrade their agricultural knowledge and to purchase improved seed/planting material of PAU varieties/hybrids. In Kisan melas, besides field demonstrations, an agro-industrial exhibition is also set up and farm produce competitions are held. This year, in March 2024, Kisan melas are scheduled to be held on March 5 at Nag Kalan Jahanigar (Amritsar), March 7 at Ballowal Saunkhri, March 12 at Bathinda, March 18 at Faridkot, March 20 at Gurdaspur, March 22 at Rauni (Pathiala), and March 14 and 15 at Ludhiana campus. Quality seeds and planting material, biofertilizers and farm publications will be sold to the farmers under one roof in addition to showcasing live demonstrations, holding farmers-scientists’ interaction, crop produce and home science competitions.

This issue of Progressive Farming is specifically dedicated to the PAU Kisan melas and Cotton cultivation. Cotton (also known as white gold) is one of the traditional crops of Punjab which has lost its ground over a period of time due to multiple reasons. There is an urgent need to increase the area under cotton and revive its old glory. Comprehensive measures are needed to promote cotton cultivation in the state, which otherwise is withering. It is necessary to sustain it as an alternative crop, not only for crop diversification and raising farmers’ incomes but also for the sustenance of cotton ginning, spinning and textile mills and protecting and promoting employment. The PAU research continues to evolve to face such challenges.

Farmers along with their families are invited to these kisan melas and seize the opportunities to sow and grow, involve and evolve as well as progress and prosper.