PROGRESSIVE FARMING
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Come and enjoy PAU Farmers' Fair
Where scientific farming techniques are rare

Kisan Melas
Ludhiana September 14-15

Nag Kalan Jahangir (Amritsar) September 5
Ballowal Saunkhri September 8
Gurdaspur September 12
Faridkot September 19
Rauni (Patiala) September 22
Bathinda September 27
Dear farmers and farm women,

Here comes the month of September, eagerly awaited by the farmers of the State as Kisan Melas are being organized by PAU across the state during this month. Since their inception in 1967, these melas have proved beneficial for hardworking farmers, farm women, and rural adolescents in Punjab and neighbouring regions. These provide a platform for healthy interaction among farmers and scientists about new skills and technologies. The sale of seeds of improved varieties of rabi crops especially wheat is a major source of attraction in these melas. Huge rush of farmers in Kisan Melas is testimony of faith of farmers in PAU research and extension system over the years. In Kisan Melas, besides field demonstrations, an agro-industrial exhibition is also put up and farm produce competitions are held. This year, in September 2023, Kisan Melas are scheduled to be held on September 05 at Nag Kalan Jahan Singh (Amritsar), September 08 at Ballowal Saunkhiri, September 12 at Gurdaspur, September 14-15 at Ludhiana campus, September 19 at Faridkot, September 22 at Rauni (Pathiala) and September 27 at Bathinda. The main objective of Kisan Melas is to give farmers and scientists a forum for constructive dialogue about cutting-edge technologies for improving sustainability and profitability of agriculture. There is a need to make efforts to promote processing and value addition of agriculture produce along with intelligent marketing. PAU has been reorienting and refocusing its research according to the changing agriculture scenario and feedback received from farmers, and always endeavours to upgrade the knowledge of farmers to the latest developments in agriculture.

Farmers along with their families have been participating in the melas with gusto. Hoping that this year also you will grace these melas with your presence and make it a mega success.

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