

Evaluating Farmers' Participation Dynamics and Satisfaction Levels: A Case Study of Kisan Melas in Punjab

Guranshpreet Singh Sethi¹, Manisha Bhatia², Hardeep Singh Sabhikhi³

ABSTRACT

Kisan melas serve as an effective platform for dissemination of agricultural technologies and strengthening farmer–scientist interactions. The primary goal of such farmers' fairs is to educate the farmers about new technologies developed by the researchers, mostly from State Agricultural Universities (SAUs), agricultural and allied research centers and the government sector. Considering its importance, an exploratory study was conducted with the aim to assess farmers' participation and satisfaction towards kisan melas. The data was collected during the kisan melas organized in Punjab during March and September 2025. A total of 120 farmers were selected using random sampling technique and data were collected through a structured interview schedule. Frequencies and percentages were calculated. Satisfaction was measured using 3-point scale. Mean scores were calculated and ranked accordingly. The findings revealed that a majority of farmers (54 per cent) attended both melas, indicating sustained interest among farmers. Extension workers (38 per cent) emerged as the major source of information, followed by digital media such as WhatsApp and internet (22 per cent). The primary purpose of attending the mela was to gain technical knowledge (67.5 per cent), followed by obtaining updated agricultural information (61.67 per cent) and seed purchase (59 per cent). Farmers reported gaining maximum information on improved crop production practices (81 per cent), farm machinery (76 per cent) and government schemes (73 per cent).

1. Assistant Professor (Animal Science), Krishi Vigyan Kendra, Fatehgarh Sahib, Punjab Agricultural University, Ludhiana
2. Assistant Professor (Home Science), Krishi Vigyan Kendra, Fatehgarh Sahib, Punjab Agricultural University, Ludhiana
3. Deputy Director (Training), Krishi Vigyan Kendra, Patiala, Punjab Agricultural University, Ludhiana

Corresponding author: guranshsethi94@pau.edu

Received: 08 July 2026

Revised: 21 August 2026

Accepted: 24 August 2026

 <https://doi.org/10.56093/JAEM.v27i1.2>

Although 30.83 per cent of farmers reported no constraints; issues such as high prices of commodities, lack of proper sanitation and drinking water facilities were highlighted by rest of the farmers. Among the various aspects, behaviour of staff was ranked highest on satisfaction score (mean = 2.48), whereas quality of products was ranked the lowest (mean = 2.23). The study concludes that kisan melas are effective in technology dissemination but there is a scope of improvement in infrastructure and input quality to enhance farmer satisfaction.

Key words: Agriculture, Kisan mela, Perception, Constraints, Satisfaction

Introduction

Agricultural extension plays a crucial role in enhancing farmers' knowledge, skills and adoption of improved technologies. It plays a crucial role in bridging the gap between research institutions and farmers by ensuring recommended technologies, improved varieties, management practices and advisory services reach farming communities in a practical and understandable form. Traditional extension methods such as demonstrations, training programmes, farmer meetings, exhibitions and fairs continue to be important extension activities, especially in regions where face-to-face interaction remains a trusted mode of communication (Swanson & Rajalahti, 2010).

Among the traditional extension methods, kisan melas serve as important opportunity for communication between farmers, researchers and other stakeholders, promoting improved dairy and agricultural technology, knowledge sharing and innovation demonstration (Badhala et al., 2026). It is an effective way to raise awareness of various technologies among farmers, scientists, officers from agriculture and related departments, non-governmental organizations, private agencies, who come together at a common place where various technologies related to agriculture and related sectors are displayed for the public with the aim of education, entertainment and sales. (Jambagi, 2020).

Earlier studies have shown that farmers generally perceive kisan melas as useful for obtaining technical information, observing improved technologies and interacting with experts. Ansari and Paswan (2018) reported that a majority of farmers considered kisan melas organised by universities as useful, especially for obtaining information related to agricultural machinery, integrated farming systems, dairy and allied sectors. Similarly, Kumari et al. (2023) observed that most of the farmers attending a university kisan mela were satisfied with the venue, timing, stall orientation and behaviour of organizing personnel, although some constraints such as drinking water, input pricing and seed availability were also reported. More recently, Swati and Singh (2024) also emphasized that

farmers perceive kisan melas as an effective platform for knowledge exchange and extension outreach.

Despite the widespread organization of kisan mela across agricultural institutions, there is still a need to systematically evaluate them from the perspective of farmers who actually attend them. Understanding their purpose of participation, constraints faced by them while attending kisan mela and level of satisfaction is necessary for effectiveness of future melas. The study becomes more relevant in light of the fact that kisan melas are organized for farmers by a number of organizations in addition to agricultural universities. As a result, the current study is more pertinent to examine the efficacy of kisan melas hosted by agricultural universities to keep it at par with kisan melas organised by other organizations. Keeping this in view, the present study was undertaken with the objectives:

- To study the participation pattern of the farmers in the kisan melas;
- To highlight the constraints faced by the farmers while attending kisan melas;
- To assess the satisfaction of farmers attending kisan melas.

Material and Methods

The present study was conducted at two kisan melas organized by Punjab Agricultural University, Ludhiana, Punjab, one held in March 2025 and the other in September 2025. A total of 120 male farmers attending the mela were selected randomly during the two events. The farmers were personally interviewed at the mela venue. A structured interview schedule was developed and used for data collection. The interview schedule included sections on socio-economic profile, participation pattern, constraints faced by the farmers and statements to assess the satisfaction level regarding various aspects of the mela. Participation pattern was studied by including questions on the source of information of mela, purpose of attending, information gained during the kisan mela. The data were tabulated and analysed using appropriate statistical tools. Satisfaction was measured on 3-point scale. A mean satisfaction score was calculated on a 3-point scale (1 = Not satisfied, 2 = Satisfied, 3 = Most satisfied). Mean scores for each item were calculated and ranked accordingly.

Results and Discussion

Socio-economic profile of farmers

The results regarding socio-economic profile of the farmers including age, education, caste, operation landholding, livestock possession are presented in table 1. The results indicate that a higher proportion of farmers belonged to the

middle age group i.e. between 30 to 50 years (37.00%) followed closely by young farmers below 30 years (34.00%).

Table 1: Distribution of farmers according to their socio-economic profile (n = 120)

Variables	Category	Frequency	Percentage
Age	Below 30 years	41	34.17
	30-50 years	45	37.50
	Above 50 years	34	28.33
Education	Middle	6	5.00
	High school	27	22.50
	Senior Secondary	52	43.33
	Graduate	35	29.17
Caste	SC	7	5.83
	BC	7	5.83
	General	106	88.33
Operational landholding	Landless	8	6.67
	Marginal	17	14.17
	Small	42	35.00
	Medium	36	30.00
	Large	17	14.17
Livestock possession	No animal	11	9.17
	Small (1-5)	44	36.67
	Medium (6-10)	35	29.17
	Large (>10)	30	25.00

In the present study, most of farmers had attained education upto senior secondary (43.00%) and graduation (29.00%), indicating a relatively high literacy level among participating farmers. A greater majority of farmers belonged to General category while only 10 per cent of them belonged to SC and BC category. This might be due to the fact that In Punjab, SC households have relatively lower representation in agricultural landholding compared with other social groups as indicated in NSS 77th Round report (2019). Similar observations regarding socio-economic profile of farmers were also reported by Ansari and

Paswan (2018) and a further study conducted by both these authors (2020) who found that a large proportion of kisan mela participants had formal schooling and was receptive to technical information shared during such events.

The economic status of the farmer is important to study as this may have an impact on their capacity to adopt and sustain agricultural and allied enterprises. To have an insight into the economic status of the farmers, data on their land and livestock possession were gathered. The data revealed that the majority (35.00%) of the farmers were small landholders while a similar proportion of them were medium farmers (30.00%). Marginal and large farmers constituted an equal proportion of 14.17 per cent each, whereas only 6.67 per cent of the farmers were landless. The findings on the another economic indicator with respect to animal holding showed that the highest proportion of farmers (36.67.00%) possessed a small herd size (1–5 animals), followed by 29.17 per cent having medium herd size (6–10 animals). While one-fourth of the farmers had large herds (>10 animals) and only 9.17 per cent of them did not own any animals. The results points to the fact that the farmers in the present study were below 50 years of age, belonged to general category, educated and had limited to moderate land and animal resources. These findings are in line with the findings of Swati and Singh (2024), who also observed that majority of the farmers who attended kisan mela were actively engaged in farming and had sufficient educational background to benefit from extension events.

Participation pattern and source of information

Kisan melas are organised by Punjab Agricultural University twice in a year i.e. during March and September. Participation pattern was seen as the attendance of farmers in the kisan melas organised by the University.

The results in table 2 revealed that more than half of the farmers (54.00%) attended both kisan melas organized in March and September, indicating sustained interest and perceived usefulness of these events. These results are consistent with research by Sharma et al. (2023), who also reported that most farmers frequently attended kisan melas twice in a year at Punjab Agricultural University in Ludhiana. Repeated participation signifies that farmers consider kisan melas as reliable and valuable platforms for continuous learning and exposure to the new technologies.

Table 2: Distribution of farmers according to their participation pattern and sources of information (n = 120)

Indicator	Category	Frequency	Percentage
Kisan mela attended	March only	21	18
	September only	34	28
	Both March and September	65	54
Source of information	KVK/Extension workers	46	38
	Newspaper	17	14
	Internet/WhatsApp	26	22
	Friends/relatives	12	10
	Changi Kheti/Progressive Farming/Kheti Sandesh	14	12
	Others	5	4

Among the source of information about the conduct of kisan mela, extension personnel and Krishi Vigyan Kendras (KVKs) emerged as the primary source (38.00%), followed by internet and WhatsApp (22.00%). The relatively lower reliance on newspapers (14.00%) and friends/relatives (10.00%) suggests a shift towards more credible and real-time information sources. This is in slight deviance with the findings of the study conducted by Yadav and Kumar (2018), where the most popular sources of information for kisan mela were friends, relatives and fellow farmers followed by KVKs/University, private organization, state agriculture department, newspaper, farm magazine, radio, SMS/internet/new media, and television. The growing role of digital media is also consistent with the observations of Sandeep et al. (2022), who highlighted that social media platforms are becoming increasingly effective in agricultural information dissemination among farmers. Thus, in the present study traditional communication channels i.e. KVK and extension personnel emerged as the most important source of information. On the other hand, modern communication channels such as internet/WhatsApp are also evolving as important source of information. With rapid proliferation of smartphone -enabled extension networks rural agrarian communities are being restructured (Mittal and Meher, 2016)

Purpose of attending the kisan mela

The results regarding the purpose of attending the kisan mela revealed that the

technical information gained by the farmers through exhibitions was the main purpose of attending kisan mela as shared by 67 per cent of the farmers (Table 3). Almost a similar proportion of farmers (61.67%) visited kisan mela to acquire latest information related to agriculture. The data further indicated that about three-fifths of the farmers visited kisan mela to purchase seed. Information related to animal husbandry was next to follow. Relatively lower per cent of farmers (15.00%) reported entertainment as the primary purpose to attend melas. This indicates that farmers perceive kisan melas as both educational and commercial platforms.

Table 3: Distribution of farmers according to their purpose of attending the kisan mela (n = 120)

Purpose of attending kisan mela	Frequency	Percentage*
Technical information through exhibitions	81	67.5
Latest information related to agriculture	74	61.67
Seed purchase	71	59.17
Information related to animal husbandry	67	55.83
Entertainment	18	15
Purchase of machinery	17	14.17

*Multiple response

The findings of the present study are in line with the study conducted by Ansari and Paswan (2018), who reported that farmers considered kisan mela useful particularly for information on agricultural implements, dairy, allied enterprises and integrated farming systems. Similar findings were reported by Gangil et al. (2019) in which the primary goal of farmers' visits to kisan mela was to learn about new techniques before making purchases of supplies linked to agriculture, horticulture, crops and fodder.

Thus the study revealed that farmers attended kisan mela with a professional and knowledge-oriented mind-set rather than recreational purposes.

Information gained from the mela

The results on the information gained from the mela revealed that the majority of the farmers (81.67%) gained information on improved crop production practices followed by farm machinery and implements (Table 4). More than seven of every ten farmers viewed that they gathered information on government schemes and subsidies. Almost same proportion of the farmers agreed to have gained information on pest and disease management.

Table 4: Distribution of farmers according to their type of information gained from kisan mela (n = 120)

Information gained	Frequency	Percentage*
Improved crop production practices	98	81.67
Farm machinery and implements	92	76.67
Government schemes and subsidies	88	73.33
Pest and disease management	84	70.00
Fertilizer and nutrient management	76	63.33
Marketing and agribusiness opportunities	53	44.17
Allied enterprises	44	36.67

*Multiple response

However, information related to nutrient management (63 per cent), marketing and agri-business opportunities (44 per cent) and allied enterprises (36 per cent) were gathered by relatively lesser number of farmers. This points towards the effectiveness of the kisan mela in disseminating core agricultural technologies and policy related information. Similar results were presented by Goswami et al. (2024) as their study found that majority of farmers participating in kisan mela gained useful information regarding agricultural tools and machinery, seed processing and storage, high yielding seed varieties, fertilizers, mushroom cultivation, dairy and animal husbandry, irrigation techniques and organic farming.

Constraints faced by farmers during the Kisan mela

The constraints perceived by the farmers are important to focus on the potential areas of improvement for conducting kisan melas in future. So the results on this aspect in the present study revealed that three out of every ten farmers did not perceive any constraint (Table 5). The most frequently reported constraint included higher prices of the products and seeds. Other areas which require improvement including sanitation related issues and poor drinking water facility.

Table 5: Distribution of farmers according to the constraints perceived while participating in kisan melas (n = 120)

Constraints	Frequency	Percentage*
No constraints	37	30.83
High price of product/seed etc.	35	29.17
Sanitation facility	26	21.67
Lack of drinking water facility	23	19.17
Non-availability of desired quality seeds	18	15.00
Duration of Kisan Mela	8	6.67
Routine agricultural work gets disturbed	7	5.83
Any other	6	5.00

*Multiple response

The results of the present study are in line with the results of studies conducted by Pratap et al. (2019), who found that while most farmers had no constraints, some mentioned financial costs, difficulty getting to the kisan mela ground, lack of food arrangements, and non-availability of desired grade seeds. Similarly results of the study by Kumari et al. (2023), also indicated that at a university kisan mela farmers face obstacles such the unavailability of desired grade seeds, the high cost of goods and seeds and the lack of drinking water facilities. On the similar lines study conducted by Sattari et al. (2021) reported lack of interaction of farmers with scientists and experts, lack of drinking water, misbehaviour by other farmers, a lack of transportation as major constraints.

The findings of the present study therefore indicate that alongwith information about the technologies and accessibility and availability of seeds and planting material, efficient basic facilities like sanitation and drinking water facility are important to improve the efficiency of kisan melas.

Satisfaction of farmers regarding different aspects of the Kisan Mela

Satisfaction of the farmers regarding different aspects of the kisan mela was studied on the basis of satisfaction score calculated on 3 point scale. A minimum score of 7 and maximum score of 21 was obtained. Based on the scores farmers were classified into three categories- low satisfaction, medium satisfaction and high satisfaction. Majority of the farmers were moderately satisfied with the different aspects of the kisan mela.

Table 6: Distribution of farmers according to their satisfaction about kisan mela (n=120)

Category	Frequency	Percentage
Low Satisfaction (≤ 14)	15	12.5
Medium Satisfaction (15 – 18)	91	75.83
High Satisfaction (≥ 19)	14	11.67

More than three-fourths of the farmers (75.83%) exhibited a medium level of satisfaction regarding the kisan mela, indicating that the event largely met the expectations of the visitors in terms of information dissemination, organization and usefulness. Nearly 12 per cent of the farmers reported a high level of satisfaction, reflecting the effectiveness of the mela in providing relevant agricultural knowledge and exposure to improved technologies. Similar proportion of the farmers fell under the low satisfaction category, suggesting that a relatively small proportion of visitors perceived shortcomings in the event. The findings indicate predominance of medium to high satisfaction levels which points to the fact that kisan mela are effective agricultural extension platform and plays an important role in enhancing farmers' knowledge and improved farming practices. Therefore, it can be said that kisan melas served as an effective extension platform for the majority of the participants, although further improvements in specific aspects identified by farmers may enhance overall satisfaction levels. A similar study by Badhala et al. (2026) indicated that kisan mela are an effective extension intervention and favourably influence farmers' knowledge, attitude and adoption behaviour.

Item wise satisfaction score as shown in Table 7 indicated that behaviour of faculty and staff was ranked at number one position with mean score of 2.48. It was closely followed by orientation of different stalls (mean score = 2.47) and location of venue (mean = 2.40). This is indicative of the organisational management and communication skills of the faculty and staff contributing positively to the overall experience of the farmers.

Table 7: Satisfaction of farmers regarding different aspects of kisan mela (n = 120)

Sr. No.	Item	Mean Score	SD	Rank
1	Location of venue	2.40	0.56	III
2	Timings of mela	2.38	0.57	IV
3	Orientation of different stalls	2.47	0.55	II

4	Information provided in kisan mela	2.33	0.61	V
5	Behaviour of faculty/staff	2.48	0.59	I
6	Information regarding new variety of crop	2.30	0.63	VI
7	Quality of available products	2.23	0.75	VII

However, in the present study relatively lower satisfaction scores were observed regarding the quality of available products (mean = 2.23) and information regarding new crop varieties (Mean = 2.30). This suggests that alongwith the effective organization, there is also a need to improve the quality and relevance of information and inputs provided during melas. Study by Sharma et al. 2023 also indicated that the farmers were satisfied about the technical information provided during kisan mela organised by Punjab Agricultural University, Ludhiana, while less satisfaction was expressed with the arrangements regarding eatables and entertainment.

Conclusion

This study underscores that kisan melas organized by state agricultural universities serve as a resilient and trusted institutional bridge for technology dissemination and expert-farmer engagement in Punjab. The high rate of repeat attendance (54 per cent) demonstrates that these melas remain highly relevant in the modern agricultural extension landscape. While information on crop production and farm machinery successfully trickles down to small and medium landholders, there is a clear deficit in information seeking related to market-driven agribusiness opportunities and allied agricultural enterprises.

Furthermore, while the interpersonal communication skills of extension staff received high satisfaction scores, the physical infrastructure – specifically basic sanitation, drinking water availability, and product pricing models – represents a critical bottleneck. The present study was limited to a sample of 120 male farmers across two seasonal events in a single year. Future research should expand to multi-year longitudinal assessments and deliberately incorporate the perspectives of women farmers and youth to capture a more inclusive demographic shift in agricultural extension adoption.

References

- Ansari, M. N., and Paswan, A. K. (2018). Perception of farmers about usefulness of university kisan mela. *Indian Journal of Extension Education*, 54(1), 179–182.
- Ansari, M. N., and Paswan, A. K. (2020). Perception of farmers about usefulness of university kisan mela. *International Journal of Current Microbiology and Applied Sciences*, 11, 2682–2685. <https://www.ijcmas.com/special/11/M.%20N.%20Ansari%20and%20A.%20K.%20Paswan.pdf>
- Badhala, B. S., Singh, A. P., Sharma, R. N., Khan, I. M., Samota, S. D., Jain, S., Badhala, R., Bairwa, C. L., and Mahala, S. K. (2026). Farmers' perception and feedback on the kisan mela for enhancing agricultural and dairy practices at SKNAU, Jobner. *International Journal of Agricultural Extension and Social Development*, 9(4), 170–175. <https://www.doi.org/10.33545/26180723.2026.v9.i4c.3465>
- Gangil, D., Singh, A., Verma, H.K. and Kansal S.K. 2019. Perception of the farmers regarding utility of Kisan Mela. *Indian Journal of Extension Education*, 55(1), 172-175.
- Goswami, P., Kandpal, A. S., Bhatt, S., Joshi, A., Pathak, A., Uniyal, S., Bhatt, R., Mishra, S. K., and Agarwal, D. (2024). Effectiveness of farmers fair in transfer of technology: A study in GBPUA&T, Pantnagar. *Agricultural Mechanization in Asia*, 55(1), 16833–16838.
- Jambagi, A. K. (2020). Role of fairs and festivals in agriculture and rural development. *International Journal of Creative Research Thoughts*, 8(1), 51–54. <https://www.ijcrt.org/papers/IJCRT2001008.pdf>
- Kumari, S., Ravi, O. P. K., Pal, J., and Singh, A. K. (2023). Level of satisfaction among farmers towards university's kisan mela. *Asian Journal of Agricultural Extension, Economics & Sociology*, 41(10), 863–870. DOI: 10.9734/AJAEES/2023/v41i10223
- Ministry of Statistics and Programme Implementation (MOSPI). 2019. NSS 77th Round Survey on Land and Livestock Holdings of Households and Situation Assessment of Agricultural Households. National Statistical Office (NSO), Report No. 587. Available at https://mospi.gov.in/sites/default/files/publication_reports/Report_587m_0.pdf
- Mittal, S., and Mehar, M. (2016). Socio-economic factors affecting adoption of modern information and communication technology by farmers in India: Analysis using multivariate probit model. *The Journal of Agricultural*

-
- Education and Extension, 22(2), 199–212. <https://doi.org/10.1080/1389224X.2014.997255>.
- Pratap, J., Khan, M. A., Singh, V., Singh, V. P., and Mandil, R. (2019). Farmers' perception about constraints during kisan mela. *The Pharma Innovation Journal*, 8(9), 241–243. <https://www.thepharmajournal.com/archives/2019/vol8issue9/PartE/8-8-83-301.pdf>
- Sandeep, G. P., Prashanth, P., Sreenivasulu, M., and Madavilata, A. (2022). Effectiveness of agricultural information disseminated through social media. *Indian Journal of Extension Education*, 58(2), 186–190. DOI: 10.48165/IJEE.2022.58244
- Sattari, A. A., Malik, A. K., Yadav, K., Kumar, R., and Kumar, D. (2021). Perception of the farmers regarding constraints faced during farmers' fair. *International Journal of Social Sciences*, 10(1), 45–50. DOI: 10.46852/2249-6637.01.2021.6
- Sharma, M., Bhatia, M., and Singh, P. (2023). Farmers' perspective on relevance and importance of kisan melas. *Journal of Community Mobilization and Sustainable Development*, 18(1), 277–282.
- Swanson, B. E., and Rajalahti, R. (2010). Strengthening agricultural extension and advisory systems: Procedures for assessing, transforming, and evaluating extension systems (Agriculture and Rural Development Discussion Paper No. 45). World Bank, 1–87. <https://>