

International Journal of Agriculture Extension and Social Development

Volume 9; Issue 4; April 2026; Page No. 170-175

Received: 02-01-2026
Accepted: 08-02-2026

Indexed Journal
Peer Reviewed Journal

Farmers' perception and feedback on the Kisan mela for enhancing agricultural and dairy practices at SKNAU, Jobner

¹BS Badhala, ¹Arun Pratap Singh, ²RN Sharma, ²IM Khan, ¹SD Samota, ¹Sonu Jain, ³Rekha Badhala, ¹CL Bairwa and ⁴SK Mahala

¹Assistant Professors, SKNAU, Jobner, Rajasthan, India

²Professors, SKNAU, Jobner, Rajasthan, India

³Ph.D. (Agriculture Extension Education), COA, Bikaner, Rajasthan, India

⁴M.Sc. (Agriculture Extension Education.), SKNCOA, Jobner, Rajasthan, India

DOI: <https://www.doi.org/10.33545/26180723.2026.v9.i4c.3465>

Corresponding Author: BS Badhala

Abstract

The study assessed the impact of the "Rangeelo Kisan Mela" organized by Sri Karan Narendra Agriculture University, Jobner, in collaboration with National Dairy Development Board, on farmers' knowledge, attitude, and adoption behaviour. A total of 100 farmers were randomly surveyed using a structured interview schedule covering technical sessions, exhibitions, competitions, cultural programmes, and facilities. Findings revealed that 88% of farmers rated scientific sessions as excellent to very good, 92% found the agricultural exhibition inspiring, and 53% identified the animal husbandry exhibition as the main attraction. Practical knowledge from live demonstrations was reported as very high to high by 100% of respondents. Majority of farmers appreciated cultural programmes, infrastructure, and transparent competition management. The study concludes that the mela significantly enhanced farmers' awareness, skills, and adoption of improved agricultural and dairy practices, highlighting the importance of regular organization of such events for sustainable rural development.

Keywords: Kisan mela, Rangeelo Kisan Mela, farmers' perception, farmer feedback

Introduction

Agriculture and dairy farming form the backbone of rural livelihoods in India, providing employment, income, and nutritional security to a large population. In this context, extension activities such as Kisan Melas play a crucial role in bridging the gap between scientific research and field-level practices. These events act as effective platforms for interaction among farmers, scientists, and other stakeholders, facilitating the exchange of knowledge, demonstration of innovations, and promotion of improved agricultural and dairy technologies. According to Badhala (2025) ^[4], transfer of technology in agricultural extension refers to the systematic process of disseminating agricultural innovations and research-based practices from scientific institutions to the farming community to improve adoption and practical use. In this context, tools such as kisan mela, demonstrations, field trials and extension activities play an important role in linking research and farm practices.

Sri Karan Narendra Agriculture University, Jobner organized a two-day "Rangeelo Kisan Mela – Kisano Ke Sang, Grameen Samridhi Ke Rang" in collaboration with National Dairy Development Board (NDDB), Anand, Gujarat, and NDDB Dairy Services, Delhi. The mela showcased exhibitions on animal husbandry, horticulture, agricultural machinery, and innovative farming practices, along with vibrant displays of Rajasthani culture. The event

witnessed enthusiastic participation of farmers who actively engaged in technical sessions, exhibitions, and competitions. Kisan Melas significantly contribute to the dissemination of modern agricultural technologies, enhancement of farmers' skills, and awareness regarding government schemes. They also provide a platform for direct interaction with experts, encourage adoption of innovative practices, and ultimately help in improving productivity and income.

The present study was undertaken to assess the impact of the mela on farmers' knowledge, attitude, and adoption behaviour based on their feedback regarding various components of the event.

Methodology

The study was conducted during the KisanMela at Sri Karan Narendra Agriculture University, Jobner. A total of 100 farmers were selected randomly to ensure a representative sample. A structured interview schedule was used to collect primary data, covering aspects such as scientific sessions, agricultural exhibitions, cultural programmes, infrastructure facilities, livestock competitions, and the online registration process.

The collected data were analyzed using simple statistical tools like frequency and percentage distribution. This method helped in understanding farmers' perceptions and satisfaction levels regarding different activities conducted

during the mela.

Results and Discussion

Table–1 presents the distribution of responses of farmers regarding various components of the “Rangeelo Kisan Mela.” The findings indicate that the majority of respondents had a highly favorable perception towards the

information provided by university scientists during farmer–scientist interactions and technical sessions. About 44 per cent of the respondents rated the information as excellent, followed by an equal proportion (44%) who rated it as very good, while 12 per cent perceived it as good, indicating effective dissemination of scientific knowledge.

Table 1: Distribution of Responses of Farmers (n = 100)

Sr. No.	Particular/Questions	Response categories of farmers			
1	How do you perceive the information provided by university scientists during farmer–scientist interaction and technical sessions in terms of increasing your agricultural income?	Excellent (44%)	Very Good (44%)	Good (12%)	Do Not Agree
2	What is your opinion regarding the agricultural exhibition organized during the Kisan Mela and its adoption?	Highly Inspiring (45%)	Inspiring (47%)	Average (8%)	Not Inspiring
3	Which of the following was the main attraction of the Kisan Mela?	Farmer–Scientist Interaction (11%)	Agricultural Exhibition (26%)	Farmer Competitions (10%)	Animal Husbandry Exhibition (53%)
4	What is your feedback regarding the drinking water facility at the Kisan Mela?	Fully Satisfactory (60%)	Satisfactory (26%)	Needs Improvement (13%)	Unsatisfactory (1%)
5	How inspiring did you find the farmer interaction sessions (success stories and experiences of progressive farmers)?	Excellent (55%)	Very Good (41%)	Good (04%)	Not Inspiring
6	What is your feedback regarding the organization of Rajasthani folk culture, handicrafts, and traditional food?	Excellent (55%)	Very Good (40%)	Good (05%)	Do Not Agree
7	What is your opinion about the transparency and management of the animal fair award competitions (milk production-based categories)?	Excellent (52%)	Very Good (47%)	Good (01%)	Average
8	Would you like to participate in animal competitions in the future?	Yes (76%)	No (18%)	I will consider it (6%)	
9	How easy was the online registration process (www.rangeelo.co.in) for you?	Very Easy (64%)	Easy (35%)	Somewhat Difficult (01%)	Difficult
10	How transparent do you consider the animal selection process (home-level screening and final competition in Jaipur)?	Fully Transparent (55%)	Partially Transparent (44%)	Not Transparent (1%)	Unsure
11	How important do you consider special exhibitions (camel, sheep, goat, IVF-ET calves, etc.) for rural livelihood?	Highly Useful (56%)	Useful (42%)	Limited Use (02%)	Not Useful
12	What is your preferred duration for future Kisan Melas?	1 Day (72%)	2 Days (22%)	4 Days (3%)	1 Week (3%)
13	How do you rate the grand animal fair and exhibition of high genetic merit indigenous animals?	Excellent (59%)	Very Good (32%)	Good (09%)	Average
14	How much practical knowledge did you gain from live demonstrations (machinery, nutrition, health management)?	Very High (64%)	High (36%)	Moderate	Low
15	How much knowledge did you gain about animal nutrition and health management techniques?	Very High (63%)	High (34%)	Moderate (03%)	Low
16	Which organization conducted this Kisan Mela?	Agriculture University Jobner & NDDB (98%)	Department of Agriculture (02%)	Department of Animal Husbandry (00%)	

With respect to the agricultural exhibition, 47 per cent of the farmers considered it inspiring, while 45 per cent found it highly inspiring and only 8 per cent rated it as average, reflecting its strong potential in influencing adoption behaviour. Regarding the major attraction of the mela, more than half of the respondents (53%) reported the animal husbandry exhibition as the main highlight, followed by agricultural exhibition (26%), farmer–scientist interaction (11%), and farmer competitions (10%).

In terms of infrastructural facilities, 60 per cent of the respondents expressed that the drinking water facility was fully satisfactory, whereas 26 per cent rated it as satisfactory. However, 13 per cent felt that there was scope for improvement and only 1 per cent reported

dissatisfaction. The farmer interaction sessions, particularly those involving success stories of progressive farmers, were rated as excellent by 55 per cent and very good by 41 per cent of the respondents, indicating their motivational impact.

Similarly, the organization of Rajasthani folk culture, handicrafts, and traditional food received excellent ratings from 55 per cent of the respondents and very good from 40 per cent, demonstrating the cultural relevance and attractiveness of the event. The transparency and management of animal fair award competitions were perceived as excellent by 52 per cent and very good by 47 per cent of the respondents, indicating a high level of trust among farmers.

A large proportion of respondents (76%) expressed willingness to participate in animal competitions in future, while 18% said “No” and 6% replied “I will consider it”. The online registration process was found to be very easy by 64 per cent and easy by 35 per cent of the respondents, indicating the effectiveness of digital facilitation.

Regarding transparency in the animal selection process, 55 per cent of farmers perceived it as fully transparent and 44 per cent as partially transparent. Special exhibitions, including camel, sheep, goat, and IVF-ET calves, were considered highly useful by 56 per cent and useful by 42 per cent of the respondents, highlighting their importance in enhancing rural livelihood opportunities.

In terms of duration preference, a majority (72%) preferred a four-day mela, followed by 22 per cent who preferred two days. The grand animal fair and exhibition of high genetic merit indigenous animals were rated as excellent by 59 per cent and very good by 32 per cent, reflecting high appreciation.

Furthermore, 64 per cent of the respondents reported gaining very high practical knowledge from live demonstrations, while 36 per cent reported high knowledge gain. Similarly, knowledge related to animal nutrition and health management was reported as very high and high by the majority of respondents.

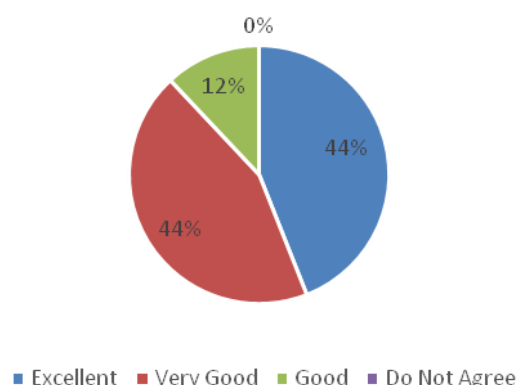
Regarding the knowledge gained about animal nutrition and health management techniques, 63% of respondents reported very high knowledge, 34% reported high, and 3% reported moderate knowledge.

Finally, an overwhelming majority (98%) of the respondents acknowledged the role of the National Dairy Development Board in organizing the Kisan Mela.

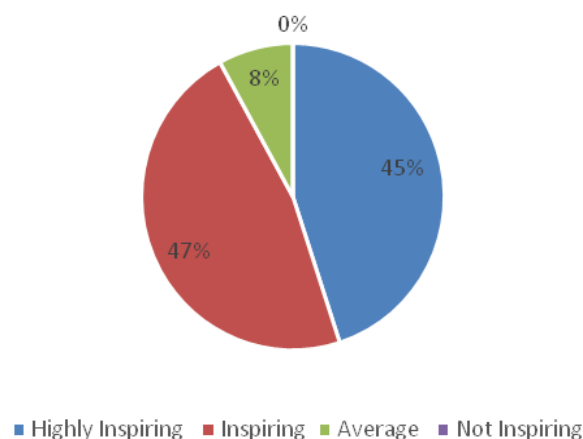
Overall, the findings clearly suggest that the “Rangeelo Kisan Mela” had a significant and positive impact on farmers’ knowledge, attitude, and adoption behaviour, thereby fulfilling its objectives as an effective extension intervention.

Similar findings were reported by Ansari and Paswan (2018) ^[1], Badhala (2012) ^[2], Badhala and Bareth (2013) ^[3], Kumar *et al.* (2019) ^[5], Pratap *et al.* (2019) ^[6].

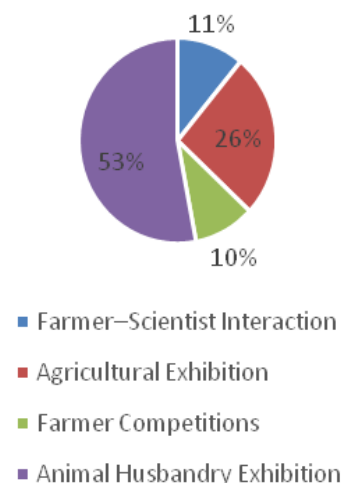
Q.1 How do you perceive the information provided by university scientists during farmer–scientist interaction and technical sessions in terms of increasing your agricultural income?



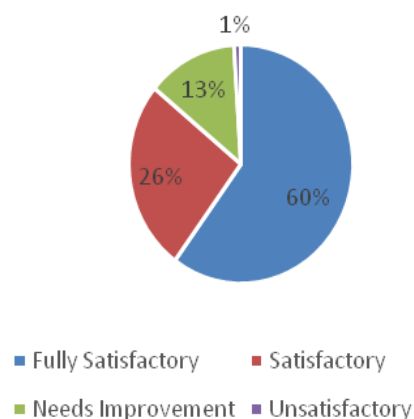
Q.2 What is your opinion regarding the agricultural exhibition organized during the Kisan Mela and its adoption?



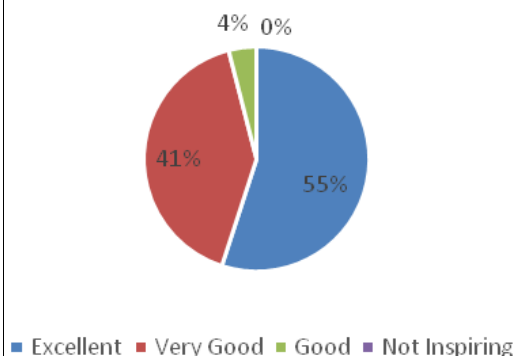
Q.3 Which of the following was the main attraction of the Kisan Mela?



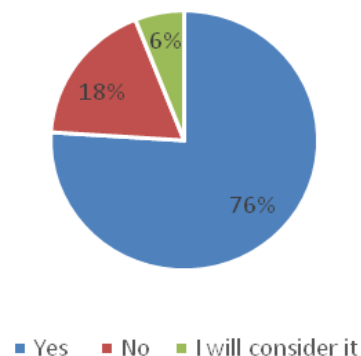
Q.4 What is your feedback regarding the drinking water facility at the Kisan Mela?



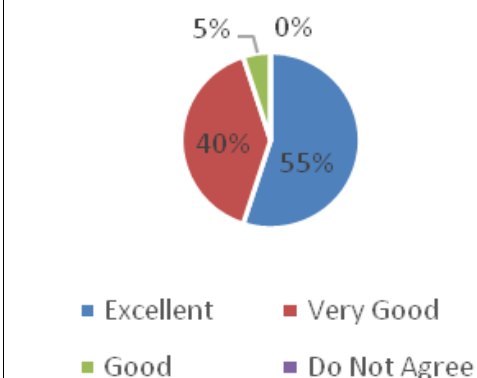
Q.5 How inspiring did you find the farmer interaction sessions (success stories and experiences of progressive farmers)?



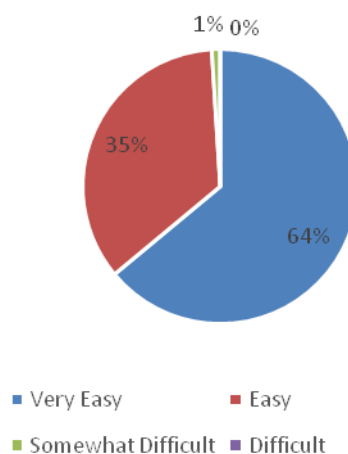
Q.8 Would you like to participate in animal competitions in the future?



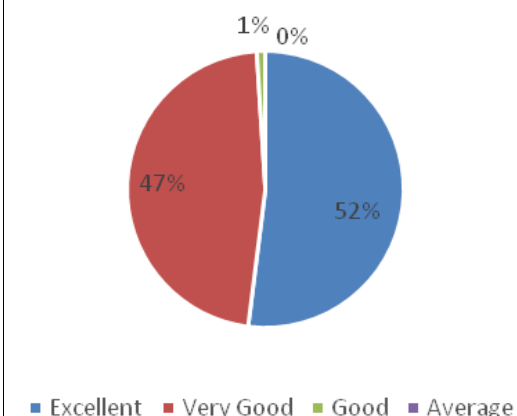
Q.6 What is your feedback regarding the organization of Rajasthani folk culture, handicrafts, and traditional food?



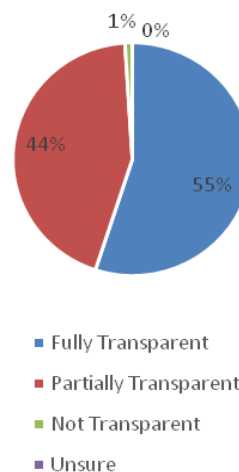
Q.9 How easy was the online registration process (www.rangeelo.co.in) for you?



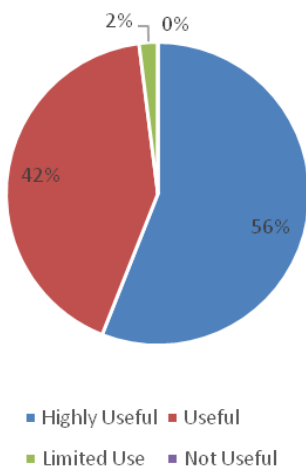
Q.7 What is your opinion about the transparency and management of the animal fair award competitions (milk production-based categories)?



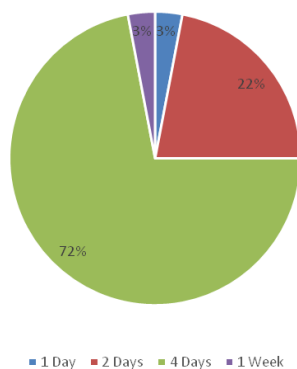
Q.10 How transparent do you consider the animal selection process (home-level screening and final competition in Jaipur)?



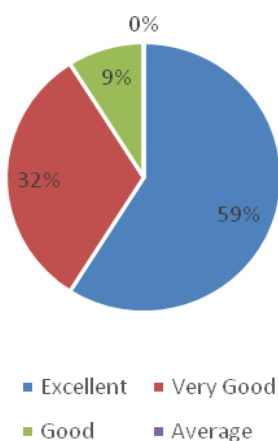
Q.11 How important do you consider special exhibitions (camel, sheep, goat, IVF-ET calves, etc.) for rural livelihood?



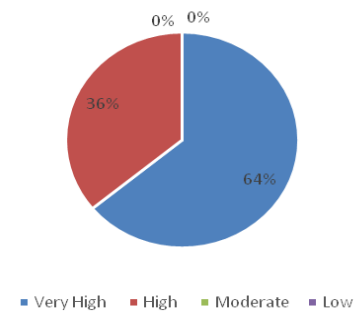
Q.12 What is your preferred duration for future Kisan Melas?



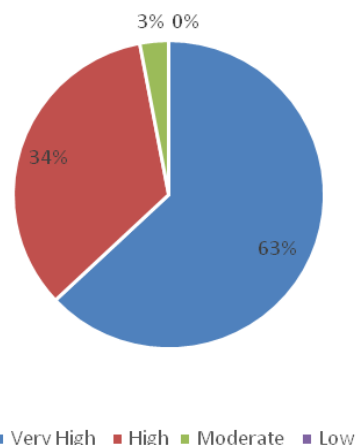
Q.13 How do you rate the grand animal fair and exhibition of high genetic merit indigenous animals?



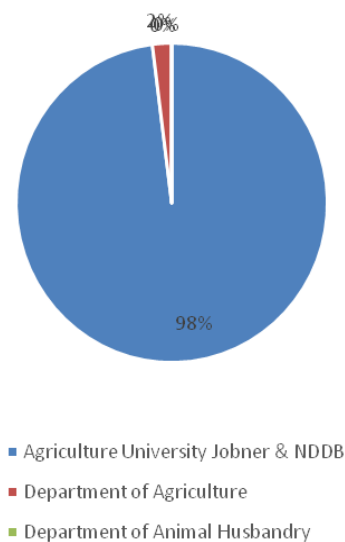
Q.14 How much practical knowledge did you gain from live demonstrations (machinery, nutrition, health management)?



Q.15 How much knowledge did you gain about animal nutrition and health management techniques?



Q.16 Which organization conducted this Kisan Mela?



Summary and Conclusion

The study on the “Rangeelo Kisan Mela” revealed a highly positive response from farmers towards all major components of the event. About 88% of respondents rated the scientific sessions as excellent to very good, while 92% found the agricultural exhibition inspiring. The animal husbandry exhibition emerged as the main attraction for 53% of farmers. Basic facilities such as drinking water were satisfactory for 86% of respondents. Farmer interaction sessions and cultural programmes received positive feedback from above 95% of participants. Notably, 100% of farmers reported very high to high knowledge gain from live demonstrations, and 76% expressed willingness to participate in future competitions.

Overall, the findings clearly indicate that the mela had a significant positive impact on farmers’ knowledge, attitude, and adoption behaviour. High satisfaction levels (above 85–90%) across different aspects demonstrate its effectiveness as an extension tool. The active involvement of National Dairy Development Board further strengthened the outreach and quality of the event. Hence, organizing such Kisan Melas regularly can play a crucial role in enhancing farmers’ income, promoting adoption of improved technologies, and ensuring sustainable agricultural development.

Recommendations

1. Kisan Melas should be organized regularly to continuously update farmers on modern agricultural and dairy technologies, ensuring sustained knowledge transfer and skill development.
2. Emphasis should be given to animal husbandry exhibitions and demonstrations, as they were identified as the main attraction by 53% of farmers, to promote improved livestock management and breeding practices.
3. Technical sessions and farmer–scientist interactions should be enhanced and expanded, since 88% of respondents rated them as excellent to very good, ensuring effective dissemination of scientific knowledge.
4. Practical demonstrations on machinery, nutrition, and health management should be increased, as 100% of farmers reported high to very high knowledge gain from these activities.
5. Basic facilities such as drinking water, sanitation, and seating should be maintained and improved where needed, addressing concerns of 14% of respondents who reported some issues, to ensure better participation and comfort.

References

1. Ansari MN, Paswan AK. Perception of farmers about usefulness of university Kisan Mela. *Indian Journal of Extension Education*. 2018;54(1):179-182.
2. Badhala BS. Impact of front line demonstrations on adoption of groundnut production technologies by the farmers of Rajasthan. S.K.R.A.U., Bikaner, Jobner; 2012.
3. Badhala BS, Bareth LS. Constraints of moth bean production technology in arid region of Rajasthan. *Agriculture Update*. 2013;8(1-2):93-97.

4. Badhala BS. Extension education and communication. New Delhi: Elite Publishing House; 2025. ISBN 978-93-7108-348-5.
5. Kumar V, Khan IM, Sisodia SS, Badhala BS. Extent of utilization of different ICT tools by the teachers of agricultural universities. *Indian Journal of Extension Education*. 2019;55(3):69-74.
6. Pratap J, Khan MA, Mandil R, Singh V, Singh VP. Level of satisfaction among farmers attending Kisan Mela. *International Journal of Current Microbiology and Applied Sciences*. 2019;8(11):227-234.
7. Sattari AA, Malik AK, Yadav K, Kumar R, Kumar D. Perception of the farmers regarding constraints faced during farmers’ fair. *International Journal of Social Sciences*. 2021;10(1):45-50.