

P.A.U. Kisan Mela (20-21 March 2026)

The Punjab Agricultural University, Ludhiana is organizing Kisan Mela on 20-21 March, 2026 at its Main Campus, Ludhiana. You are, therefore, invited to participate in the Agro-Industrial Exhibition of Kisan Mela as per following rules/conditions:

Stall booking

The rent charges of different stalls are as per details given below which are to be deposited with the Cashier in the o/o Directorate of Extension Education through Convener of Agro-Industrial Exhibition of Kisan Mela in the form of **Bank Draft / RTGS / NEFT / At-Par Cheque** in favor of Comptroller, Punjab Agricultural University, Ludhiana. Payment can be made on line in the Bank Account Name "**Comptroller PAU**" Account No. "**29380200000002**" IFSC Code "**BARB0PAULUD**" (Fifth character is Zero) Bank Name "Bank of Baroda". In case if the cheque bounces the concerned firm will face penalty and blacklisting as per rules.

Stall Rent/Advertisement Charges for PAU Kisan Mela at PAU Campus, Ludhiana

Sr. No	Items	Rate (Rs.)
1	General Stall	48,000/-
2	Strategic Point Stall	58,000/-
3	Strategic stall No. 83-94 along with hoarding (Combo)	75,000/-
4	Stall Behind Kairon Kisan Ghar	34,000/-
5	Strategic Point Stall (along the mela route)	50,000/-
6	Mela Stage (2 side walls)	1,00,000/-
7	Gate No.2 Size 50 ft (L) × 15 ft (H). No Damage to road (50' wide road) with support at center	1,50,000/-
8	Nursery Chowk (Four hoarding 5 ft (H) × 8 ft (L)) will cover the full circumference. It will be installed 2 ft above the ground and 2 ft below the installed cameras, ensuring that camera visibility is not obstructed and the plants are not affected.	90,000/-
9	Gate No.1 Size 50 ft (L) × 15 ft (H). No Damage to road (50' wide road) with support at center	1,30,000/-
10	Mela Mural 1	3,25,000/-
11	Mela Mural 2	1,60,000/-
12	Electric Pole (Mela Route): Space for 2 back-to-back ads. Poster size: 2'6" (L) × 3'6" (H)	4,000/- per pole
13	Hoarding (Only Space): Size 12 ft (L) × 8 ft (H). No structure provided—space only	22,000/- per hoarding
14	Air Balloon (Only Space)	30,000/- per air balloon
15	Soft drink points (without any infrastructure)	17,500/-per soft drink
16	Fast Food eating Point (With in exhibition pandal) – without any infrastructure	17,500/- per joint
The above rates exclusive of GST. GST @ 18% will be charged additionally. GSTIN: 03AAABP0216H1Z7		

- Strategic Point Stall MR stall (along the mela route) 24' (W) X 12' (D) × 10' (H)
- Standard Stall Size: 18' (W) × 24' (D) × 10' (H) (except where noted)
- Stalls 16–20: 18' (W) × 18' (D) × 10' (H)
- Mela Mural 1 & 2: 24' (W) × 24' (D) × 10' (H)
- Stalls 202–205: 36' (W) × 12' (D) × 10' (H)
- Stalls 21–35F: Preference to manufacturing units
- Mela Map: For illustration only – actual layout may vary

Important: The firm will supply their GST number while applying for allotment of stall. It may be noted that GST number once recorded, will not be changed later on.

Rules/conditions:

1. **Online registration for stall booking and saving preferences** to participate in the draw will be conducted. All companies/firms are requested to register themselves and save their preferences through the link provided on **PAU's website** (www.pau.edu) or directly **Stall Booking website** at <https://stallbooking.pau.edu>. Companies/firms that have already completed registration can also save their preferences to participate in the draw. **The process of online registration and saving preferences will close at 9:45 AM on 18.02.2026(Wednesday).**
2. The **First Draw for stall booking** in all categories (within each category A to F) will be held on **18.02.2026 (Wednesday) from 10:00 AM to 5:00 PM**. The **Second Draw for the remaining stalls** in all categories (within each category A to F) will be held on **02.03.2026 (Monday) from 11:00 AM to 4:00 PM** at **Dr. Khem Singh Gill Farmer Service Centre, PAU Ludhiana**.
3. All registered participants are requested to be **physically present** at the Directorate of Extension Education on **18.02.2026(Wednesday)** to book their stalls. Stall booking will be processed upon depositing the required amount with the cashier of the Directorate.
4. Stall allocation would be done by opening draw in the presence of registered participants sitting in the committee room interested in a particular category of stalls and other advertisements points. The amount should be deposited on the same date.
5. **Companies/Firms are allowed to participate in only one draw/category**. Within each category (A to F) in the table below, preference will be given to firms/companies requiring major advertisements, such as Mela Mural, Mela Stage, Gate No. 1, Gate No. 2, and Nursery Chowk. **Therefore, you are requested to select your preferences carefully. Change in category will not be allowed at the time of stall allotment.**
6. Any music/sound of the Audio-visual aids & Dance Drama is strictly prohibited in the exhibition. Firms are hereby informed that no games will be allowed to be played in the stalls
7. All stalls are required to maintain suitable dustbins, sanitizer/ face mask (as applicable) at their places and are strongly advised to maintain cleanliness.

Category	Stall Requirement
A	8 to 14 Stalls
B	6 to 7 Stalls
C	4 to 5 Stalls
D	3 Stalls
E	2 Stalls
F	1 Stall
G	Soft Drink and Food Points

Note: - Preference will be given to firms/companies that require advertisements within each category.

8. Stall possession will be given on **18.03.2026 from 12:00 Noon to 7:00 PM** at the Mela Ground. Each stall will be provided with two tables (with tablecloths) and four chairs — **charges inclusive**. Electricity point charges will be separate and must be paid by the firm/company.
9. Any change/transfer in the location/number of the stall can only be done with the prior permission of the convener. Any change without the permission will face penalty as per Disciplinary committee rules.
10. The inside space can be utilized in any form, but it should be in proper/original form at the time of leaving the stall.
11. The timings of Agro-Industrial Exhibition will be **8.00 AM to 7.00 PM** on both days.
12. Watering, digging, ploughing etc. of Mela ground is strictly prohibited.
13. The movement of the vehicles inside the Mela ground will not be allowed on **20.03.2026 and 21.03.2026** from 7.00 AM onwards. **Parking of vehicles inside Mela ground/stalls is strictly prohibited.**
14. The gate passes will be issued by **Agro-Industrial Exhibition Committee** on the last day of mela at 5.00 PM
15. In a particular stall, exhibition materials will be allowed for that firm only, which has booked it.
16. The display of material is allowed inside the stall only. **Display and sale of seeds or planting materials are not allowed.**
17. University will not be responsible for any damage caused by natural calamity.
18. **Subletting of stalls is strictly not allowed. A third-party vendor may book a stall only on behalf of one company.**
19. The decision of the committee regarding stall allocation will be final. Individual enquiries regarding allocation of stalls on preference and reg. stall rates will not be entertained.
20. For query contact the following scientists/ employees: -

Particular	Contact Person	Designation	Mobile No
Stall Booking	Dr. T S Dhillon	Additional Director Extension Education	94640-37325
	Dr. P.S. Sandhu	Additional Director Extension Education	98555-19676
	Dr. G P S Sodhi	Associate Director Extension Education	94176-26843
	Dr. G S Makkar	In charge Plant Clinic	81464-00248
Self Help Group Booking	Dr. Purna Kapila	Scientist	99157-80354
Tentage	Dr. P.S. Sandhu	Additional Director Extension Education	98555-19676
Layout	Er. Rajinder Kumar	XEN (Civil)	78889-89028
Bills/ Payment	Sh. Rajinder Kumar	Cashier	99880-08077
	Sh. Ankit Gupta	Programme Assistant (Comp.)	75086-80640
Online Registration for stall booking	Er. Rajat Sharma	Programmer (IT)	84270-49400
	Sh. Saurabh Jain	Programme Assistant (Comp.)	98767-11630
	Sh. Gurjant Singh	Programme Assistant (Comp.)	9417151428
	Sh. Ankit Gupta	Programme Assistant (Comp.)	75086-80640
	Sh. Amit Nag	Programme Assistant (Comp.)	70091-05891

Note: 1. Non-compliance of above rules/conditions will be subjected to a on the spot fine up to Rs 25000/- and cancellation of the stall. The decision of the committee will be final and binding in all cases.

2. The email used while online registration will be used for all necessary communications.

Regional Kisan Melas at different KVKs / Regional Research Station

The details of various Kisan Melas organized at different KVKs / Regional Research Stations are given below along with the mobile number of scientist responsible for stall booking at that station:

Amritsar-Nagkalan, Jahangir (**10.03.2026**, 98723-54170), Rauni Patiala (**12.03.2026**, 81468-60099), Ballawal Saunkhri (**14.03.2026**- 98880-14851), Faridkot (**17.03.2026**, 94171-75970), Bathinda (**24.03.2026**, 94636-28801) and Gurdaspur (**27.03.2026**, 98149-74992, 88720-03010)

Special Attractions:

The prizes in the PAU Kisan Mela will be given to the best stalls under different categories. So, the firms participating in the Agro- Industrial Exhibition should display their materials in a proper and systematic way.

-Sd
Director of Extension Education
PAU, Ludhiana