

P.A.U. Kisan Mela (21-22 March 2025)

The Punjab Agricultural University, Ludhiana is organizing Kisan Mela on 21-22 March, 2025 at the 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/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. "**2938020000002**" 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	Basic Rate (in Rs)
1	General Stall	40,000/-
2	Strategic Point Stall *	50,000/-
3	Stall Behind Kairon Kisan Ghar	30,000/-
4	Strategic Point Stall (along the mela route)	50,000/-
5	Mela Stage (2 side walls)	1,20,000/-
6	Gate No.2	1,25,000/-
7	Nursery chowk	65,000/-
8	Gate No.1	1,00,000/-
9	Mela Mural 1	3,00,000/-
10	Mela Mural 2	2,00,000/-
11	Electric Pole in Mela Route (Only Space) Length 2 Feet 6 inches X Width / Height 3 Feet 6 inches	4,000/- per pole
12	Hoarding (Only Space) Length 12 Feet X Width / Height 8 Feet	18,000/- per hoarding
13	Air Balloon (Only Space)	30,000/- per air balloon
14	Soft drink points (without any infrastructure)	12,000/- per soft drink point
15	Fast Food eating Point (With in exhibition pandal) – without any infrastructure	12,000 /- per joint

* Stall Nos 64-94 are super strategic and are to be allotted only with hoardings.

** The size of all stalls except (Mela Mural, stall no: - 202,203,204 & 205) is 18 feet wide X 24 feet deep.

*** The size of stalls 16 to 20 is 18 feet wide X 18 feet deep.

**** The size of Mela mural 1 & 2 is 24 feet wide X 24 feet deep.

***** Mela Map is provided for illustrative purposes only. Actual layouts or arrangements may vary.

***** The size of stall no: - 202,203,204 & 205 is 36 feet wide X 12 feet deep.

***** Preference for Stall Nos 21 to 35F will be given to manufacturing unit

The GST will be charged @ 18.0% (GST No – 03AAABP0216H1Z7)

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:

- 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 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 19.02.2025.
- The stall booking will be done on **19.02.2025 (from 10.00 am to 5:00 pm)** and on **28.02.2025 (from 11.00 am to 4:00 pm)** in Dr. Khem Singh Gill Farmer Service Centre, PAU Ludhiana.
- All registered participants are requested to be **physically present** at the Directorate of Extension Education on **19.02.2025** to book their stalls. Stall booking will be processed upon depositing the required amount with the cashier of the Directorate.
- 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.
- 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.**

Category	Stall Requirement
A	8 to 14 Stalls

Category	Stall Requirement
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.

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.
8. The stall possession will be given on 20.03.2025 from 12.00 Noon till 7.00 PM in the Mela Ground. For serial No 1 to 4, two tables along with table cloth, 4 chairs and one electric point will be provided.
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 19.03.2025 and 20.03.2025 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.
17. University will not be responsible for any damage caused by natural calamity.
18. Subletting of stalls is not allowed.
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. G P S Sodhi	Additional Director Extension Education	94176-26843
	Dr. T S Dhillon	Additional Director Extension Education	94640-37325
	Dr. G S Makkar	In charge Plant Clinic	81464-00248
Self Help Group Booking	Dr. Kiran Grover	Principal Extension Scientist cum Head	94173-76488
Tentage	Dr. Harminder Singh	Principal Fruit Scientist	81464-44554
Layout	Er. Rajinder Kumar	XEN (Civil)	78889-89028
Bills/ Payment	Sh. Madan Lal	Cashier	98142-92913
Online Registration for stall booking	Er. Rajat Sharma	Programmer (IT)	84270-49400
	Sh. Saurabh Jain	Programme Assistant Comp.)	98767-11630
	Sh. Ankit Gupta	Programme Assistant (Comp.)	75086-80640

- Note:**
1. Non-compliance of above rules/conditions will be subjected to a 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 (05.03.2025, 98723-54170), Ballowal Saunkhri (07.03.2025- 98880-14851), Faridkot (11.03.2025, 94171-75970), Gurdaspur (13.03.2025, 98149-74992), Bathinda (18.03.2025, 94636-28801) and Rauni (Patiala-25.03.2025,81468-60099).

Special Attractions:

The prizes 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.

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Director of Extension Education
PAU, Ludhiana