Krishimela an important tool in transferring latest technologies to farmers is gaining momentum over the years. A large amount of money is involved in this extension activity. To analyze the impact of Krishimela on participants a study was undertaken at RARS, Bijapur during 2007-08, involving 150 randomly selected farmers. The sources of information, usefulness, their opinion on selected dimensions of Mela, reasons for participation and suggestions made were elicited from the participants by personal interview method. The results indicated that majority got information through friends/relatives (68%), information given was more useful to use full. The dimensions like seminar on organic farming water management were felt very good and good by 80 and 70 per cent, respectively. Where as transport and food arrangements needs improvement. This will improve the effectiveness of Krishimela and will leads to enhance the adoption of technology by the farmers.

Key words: Krishimela, Usefulness, Opinion, Reasons, Suggestions

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