



Report

Mango Festival 2022

03- 05, July 2022



Organizers

Muhammad Nawaz Shareef University of Agriculture Multan

In Collaboration with

Mango Research Institute Multan, DHA Multan



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Executive Summary

The MNS University of Agriculture, Multan (MNSUAM), Defence Housing Authority (DHA) Multan and Mango Research Institute (MRI) Multan jointly organized 6th Annual Mango Festival from July 3-5, 2022 in collaboration with the mango growers and industry stakeholders. The theme of the festival was “Developing Business Networks and Community Outreach” in the year 2022. The worthy Federal Minister of State for Interior, Mr. Abdur Rehman Khan Kanju, inaugurated the festival on July 03, 2022. The Federal Minister appreciated the efforts of the university in branding the Mango Festival and making it a regular activity since 2016. He also appreciated the efforts of MRI, DHA and mango growers’ community for contribution in the efforts of the university. All the stakeholders including political leadership, academicians, researchers, government officials, and industrialists together with mango growers, traders, exporters, suppliers and service providers actively participated in the event. An overwhelming public response was received owing to highly attractive, entertaining and business-oriented activities. Seminar and discussion sessions of the stakeholders was also held to discuss effect of climate change on mango production and digital mango marketing opportunities in Pakistan. Various festival activities including mango eating competition, entertainment, face painting, mango walk, cultural walk, mango drawing, puppet show, camel dance, magic show, joker activities for kids and traditional drum beating were part of the festival. The MNSUAM students organized various performances including cultural show, dramas, singing, dance etc. A competition on ‘Mango Dish Making’ was organized by the Department of Food Science and Technology wherein students from various educational institutes, house ladies and restaurants’ staff participated and prepared various mango dishes with unique recipes. Cholistan cultural show was the unique cultural concert, which attracted people from all walk of life. A Mushaira was part of the day’s activities, which was well received by the audience. The event was open for local communities and families to visit the exhibition and get information regarding 300 mango varieties displayed on 50 stalls. The closing ceremony of the Mango Festival was held on July 05, 2022 where the Vice Chancellor Prof. Dr. Asif Ali (T.I) concluded the Mango Festival. Overall, this event provided a valuable opportunity for awareness, branding and networking in mango production, supply and value chain. The stakeholders of mango industry were brought together across the country under a single roof and discussions were made to overcome prevailing challenges, identify crucial gaps and explore options to improve the value and net income of the mango supply chain. More than 300 indigenous



and exotic mango cultivars being grown in Punjab region were displayed on stalls. More than 100 stakeholders including growers, exporters, processors, nursery owners, fertilizer companies/dealers, packaging companies, pesticide companies, banks and several other organizations/firms etc. displayed their products on stalls. Approximately, 40,000 people visited and participated in the Mango Festival. Such an overwhelming response and involvement in the Mango Festival from mango stakeholders, government officials, and the local community is very encouraging and demands future continuity of this kind of festivals.

Background of Mango Festival

Pakistan is among world top producers of mango fruit and promote the mango by exhibiting variety of mango at regional level. The history of Mango Festival dates back from 1987 in Delhi, for hosting the 1st International Mango Festival. Since 1987, Mango Festival is a regular feature of Indian Mango Industry and organized annually. Starting from 2005, on the similar format Mango Festivals are organized in core area of mango production in Pakistan including Sindh and Punjab provinces. The cities such as Mirpurkhas, Hyderabad, Rahim Yar Khan and Multan were the cities known to host Mango Festivals. However, these festivals were limited to only showcasing the mango varietal display and attracting the general public. There is always a communication gap between the mango industry stakeholders including mango growers, processors, exporters and importers from research, academia and industry. There was a dire need to provide one platform for all the players of mango industry.

Multan division is a core production area of mango fruit and 'Multani Mangoes' are praised globally for its unique taste, flavor, and aroma. Keeping in view of the facts, the leadership of MNS University of Agriculture in collaboration of Mango Research Institute took the challenge and planned to organize first ever Mango Festival back in 2016 at MRI, Multan bringing all the stakeholders of mango industry on one page. Since 2016 on an annual basis (except 2020), MNS University of Agriculture has been organizing the Mango Festival to promote Pakistan's mango industry at international level and to recognize Multan city as 'Mango Capital' of the country. Mango varietal display, technical seminars on issues of mango industry, panel discussions, mango dish making competitions, business-to-business meetings of industry players, stalls exhibition of mango growers, researchers, academia and industry are the common features of every Mango Festival. Since 2018, the university has started to expand the Mango Festival in other cities of the



country including Islamabad, Lahore and Karachi as well. The purpose is to promote Pakistani Mango as a brand in general public. DHA became our main partner in 2021 to organize the Mango Festival in Multan and continued to extend support during the 6th Mango Festival organized under the broad theme “Building Business Networks and Community Outreach” on 3-5 July, 2022.

Introduction

Mango is a popular, highly nutritive and cash fruit crop of Pakistan. It has won the global title ‘King of Fruits’ due to its excellent aroma, flavor, delicious taste and significant market demand. Its pulp is a rich source of vitamins A and C along with proteins, sugars, organic acids, ascorbic acid, carbohydrates and minerals. Pakistan ranks the 6th largest mango producing country in the world. The mango industry is the second major fruit industry of Pakistan, covering an area of 171.7 thousand hectares with annual production of 1.72 million tones. Approximately 300 mango cultivars are grown in the country.

Currently, the mango industry of Pakistan is passing through a transformational phase where a shift is being observed from traditional to improved practices, especially at production and postharvest levels as well as in export sector. Several interventions have been observed in the mango industry of Pakistan as a result of awareness, R&D and technical support rendered to the industry by various national and international projects.

Almighty Allah has bestowed on Pakistan a fertile land, mountains, ocean, rivers, springs, lakes, diversity in culture, crops, customs and seasons. Among the fruits, mango is one of the most significant tropical fruits of the world. Mangoes come in a variety of colors, including orange, red, green, and yellow. It is originated in the South East Asian Region. It has been grown in subcontinent since four thousand years. Its cultivation spread more rapidly during the regime of Mughal emperors especially King Akbar who planted Lakh Bagh (One lakh plants) at Darbhanga in Bihar.

Multan city is known for its mangoes in the world. Its mangoes are not only liked and demanded within the country but also outside the county due to its delicious flavor and fragrance. The fruit contains over 20 different vitamins and minerals including vitamin A, C, B-6, iron and A. It also acts as anti-oxidant in our body. It has no cholesterol. The production of mango in 2019 was 1.8 million tons with an average per acre yield 4.5 tons. However, about 150000 tons of mango was exported in 2019. Pakistan exported 37.4 tons of fresh or dried mangoes to China, which is



more than 10 times the 3.6 tons in 2020. About 160000 tons of mango was exported in 2021. Mangoes are sweet, with a unique taste that varies with varieties. More than 450 are known varieties in Pakistan and the most popular includes White Chaunsa, Anwar Rataul, Sindhri, Langara, Dusehri, Sammar Bahisht Chaunsa, Sindhri, Malda, Fajri, Kala Chaunsa and Rataul-12 etc.

Nearly 1% of mango production is utilized for processing of nectars, juices, fruit leather, dried fruit slices, frozen pulp and flavoring for baked goods, yogurt and ice cream etc. In order to popularize the importance of the fruit and its commercialization both within and outside the country and bring all the stakeholder under one umbrella for the development of mango related industry and creating linkages among the stakeholders, the MNSUAM is playing a crucial role through organizing Mango Festival annually.

MNS University of Agriculture, Multan is a 3rd HEC recognized Agriculture University in Punjab that started its academic activities since 2012. The MNSUAM has been considered as one of the fastest growing academic institutions in the country. The University is located at Old Shujabad Road, Multan, neighboring several wings and formations of Punjab Agriculture Department including Mango Research Institute, Central Cotton Research Institute, Cotton Research Institute, Soil and Water Testing Laboratory for Research, Agricultural Extension, Floriculture Research Station, Pesticide Quality Control Laboratory, Water Quality Laboratory and Pakistan Central Cotton Committee. The primary objective of the University is to elevate socio-economic status of farmers, agro based industry and provide education in various faculties of agriculture and allied sciences through research, development and service to the society. Mango Research Institute, Multan was established as an ADP scheme in January, 2012. This institute was established especially for mango to work with all allied sections under one umbrella for the betterment of mango industry in the country. Similarly, DHA Multan is a newly establishing big and safe housing society. The DHA Multan has taken a lot of steps to interoperate all modern techniques for making ecofriendly serene “Clean and Green Living” available to people of Southern Punjab. The Mango Festival 2022 is a joint venture of MNS University of Agriculture, Mango Research Institute and DHA Multan.

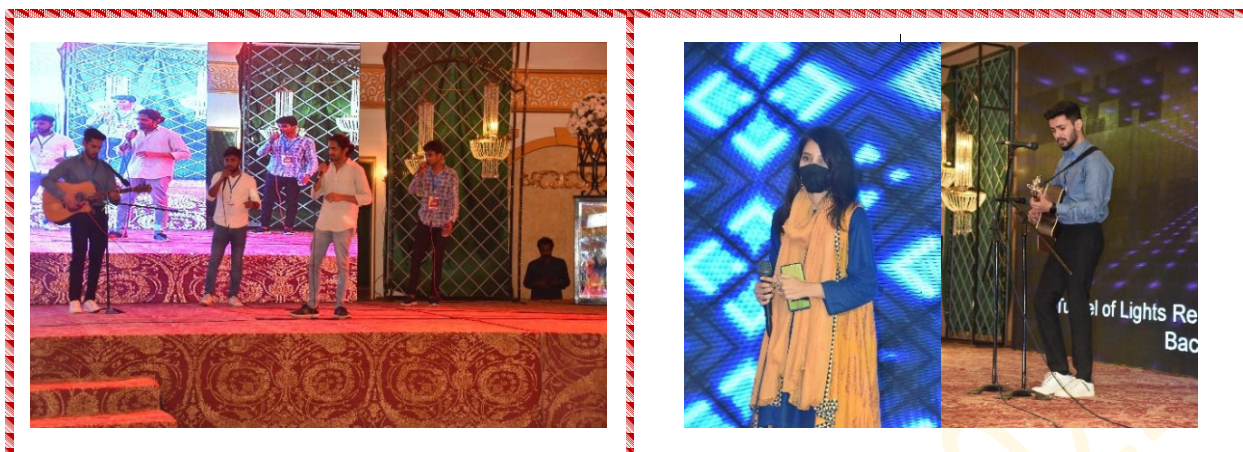


Inaugural ceremony (Mango Festival - Day 1)

The inauguration ceremony of the 6th annual Mango Festival 2022 was held on July 3, 2022 the ARENA, DHA Multan. Federal Minister of State for Interior, Mr. Abdur Rehman Khan Kanju, inaugurated the festival. While expressing his views in the opening ceremony, he said that such festivals provide a platform for farmers, industry, business, and academia to come together and enhance the overall productivity and performance of the sector. He said that MNS University of Agriculture Multan has been playing its role in strengthening the linkages between key players, which increased mango exports. The Senator Rana Mahmood ul Hassan accompanied the Minister in the ceremony, the senator appreciated the efforts of the University for increasing mango export through linking growers, industry, exporters and academia. Prof. Dr. Asif Ali *T.I.*, Vice Chancellor MNS University of Agriculture Multan thanked all the participants. He said that University organized such activities for not only mango growers but also for other important crops, fruits and vegetables to provide opportunity to farmers and industry to strengthen the overall agriculture sector of Pakistan. Project Director, DHA Multan, Brig Shoeb Anwar Kayani, *SI (M)*, congratulated the University, MRI and DHA management for jointly organizing this event successfully and conferred to provide his support in the future too.

Several dignitaries, including Dr. Mansoor Akbar Kundi, Vice Chancellor Bahauddin Zakariya University Multan, Prof. Dr. Muhammad Sajjad Khan, Vice Chancellor, Cholistan University of Veterinary and Animal Sciences, Bahawalpur, Mr. Kaiser Saleem, Director General, Multan Development Authority, Major Muhammad Tariq Khan and Mr. Zahid Hussain Gardezi, President, Progressive Mango growers, Mr. Khalid Khokhar, Chairman Pakistan Kissan Ittehad, Mr. Asif Majeed, President, Eviol group, Dr. Shafique Pitafi - Cheif Executive - Suncrop Group, were present in the inaugural session. All the guests visited the stalls. A large number of University students and families visited the Mango Festival to see the varieties of mangoes grown in Pakistan. There were more than 300 mango varieties displayed at the festival. More than 100 stalls were displayed on the eve of the Mango Festival from farmers and industry. The day concluded with distributing souvenirs to the guests by Prof. Dr. Asif Ali *T.I.*, Vice Chancellor MNSUAM. One of the unique feature of this event was the cultural night of Cholistan artists in which songs and cultural dance was presented at mango enclave DHA Multan.





Pictorial view of the inauguration

List of companies and farmers stalls

| Sr. No. | Enterprises / Institute | Product / Idea |
|---------|--|--|
| 1. | Swat Agro Chemicals (Fertilizer Co.) | Products are fertilizers and micronutrients. The company claims that 95% of their products are made other than in China. |
| 2. | Sun Crop/ Ali Akbar Group Pakistan | Displayed their Products |
| 3. | Fatima Group (Sersabz Fertilizers) | Displayed their Products |
| 4. | Engro Fertilizers | Introduced fertilizer zarkhaiz khas |
| 5. | Bulleh Shah Packaging (Private) Ltd | Production of different types of packing materials (boxes) |
| 6. | Multan Fruit Co. | The company dries different fruits and nuts. The main fruit is mango, while the other fruits and veggies, such as leeches and okra are also being dried. |
| 7. | NCBA&E | Displayed a prototype of water quality monitoring system |
| 8. | Puchick | Innovative food products |
| 9. | Green Agriculture Services | Provides agriculture practices like sorting drawing, washing packaging of fruits and vegetables. |
| 10. | Tti Testing Laboratories | Food/Agri toxicology testing, services for export compliance, and local regulatory testing requirements |
| 11. | Zia Co. (All naturals) | The main product is mix Nimko. Recently, introduced mango jam, jelly, and chutney |
| 12. | Multipack | Multipack produces storage and packaging products made of plastic. |
| 13. | Punjab Horticulture Extension | Provide Awareness about their services |
| 14. | Jawa Paints | |
| 15. | Malik Foods | Snacks, nimko, and pops |
| 16. | PARC Research & Training Station (BZU) | |
| 17. | Omored (Ice-cream) | |
| 18. | Lutfabad Mango Farms | |
| 19. | Abdali Mango | |

| | | |
|-----|--|---|
| 20. | Wall's (Ice-cream) | |
| 21. | Ikram Nizam Cold Storage (Pvt) Ltd. | Provides storage facilities in Multan at sabzi mandi also involved in exporting fruits and vegetables. |
| 22. | RS Organic Food Growers & Exporters | |
| 23. | Department of Outreach & Continuing Education (MNSUAM) | Offer different short courses (Spoken English, Chinese language and Computer application in office) to students after ten years of education |
| 24. | Public Health and Nutrition (MNSUAM) | A medical camp |





Pictorial view of stalls display

Mango Festival - Day 2

The second day of the Mango Festival started with the exhibition of mangoes and industrial stalls.

were kept in the exhibition.

Fun activities for kids

Second day of the festival was mainly dedicated to various Kids and variety show activities. For example, the fashion ramp walk consisted of the children wearing different dresses of a yellow theme grace the event. Similarly, in the fruit walk, children wearing different colored costumes entertained the audience. Kids singing talent competition was also organized and more than 100 children participated in these events. Furthermore, the puppet show and magic show were also organized. Mango cutting and eating competitions also amused the audience. In the end, the musical chair event entertained the kids and their families.





Pictorial view of the kids' fun activities

Seminar/Consultative Session: Climate change and mango production challenges

A consultative session with the farming community under the title of “Climate change and mango production challenges” was conducted during the festival. The session was chaired by Mr. Syed Hussain Jahanian Gardezi and the other guests were Member Provincial Assembly Punjab, Mr.



Abdul Haye Dasti, Additional Secretary Task Force Mr. Imtiaz Ahmad Warraich, Ms. Rabia Sultan, Vice-Chancellor, Prof. Dr. Asif Ali, *T.I.* along with progressive growers and industry stakeholders.

Mr. Shahzad Zafar, Senior Scientist MRI, talked about the impact of climate change on the mango crop. He overviewed the mango production, varieties, and cultivation area in Pakistan. Chaunsa Sammar Bahisht is the largest cultivated variety, with a production area of 35%. Azeem Chauna and Chenab gold are replacing the Chaunsa Sammar Bahisht, and its area is reducing with time. Among mango varieties, Sufaid Chaunsa, Chaunsa SB, Malda, and Azeem Chaunsa were more severely affected by climate change. Deshaping has been reported in multiple mango varieties due to heat waves in March and April 2022. Fruit size has decreased in Anwar Retaul and about 40-50% yield losses have been estimated. Also, the fruit setting suffered due to water shortage. The fruit drop was observed due to the over-application of water in some areas. The use of mulches is good for conserving water. The mango should not be irrigated with more than 16-17 irrigations. It is better to initiate flowering early to get the button stage fruit during the expected heat wave duration. Small tree system was also discussed, and it was declared as the future of the mango crop.

Dr. Abid briefed about the attack of fruit borer on mango. He also briefed about the scale insect attack on the mango crop as it is a quarantine pest. Dr. M. Ishtiaq reasoned for less attack of fruit borer this year. This year the suicidal emergence of this pest prevented the attack on other fruit crop. Due to less fruit clustering, the attack of borer reduced. However the insecticide should not be used in March.

Additional Secretary Task Force Mr. Imtiaz Ahmad Warraich appreciated the university and research organizations who took action in organizing this consultative session with farmers. He informed that there had been an increase of 33 days in the summer months. He said that global warming is a universal issue and we all need to combat this issue.

Progressive Grower Ms. Rabia Sultan argued that university has effectively highlighted the mango issues. She shared her mulching experience in mango orchard and its role in increasing the beneficial fauna and boosting plant vitality.

Member Provincial Assembly Mr. Abdul Haye Dasti said that our mango has been blessed with a unique taste. The issues of the mango growers are needed to be resolved on a priority basis.



An effective outreach would be helpful in educating the mango farmers. The facilitation of farmers will be a good strategy to combat the scenario of climate change. Mr. Abdul Haye suggested the experts and growers to identify the best mango variety to get benefit from CPEC. The Vice-Chancellor Prof. Dr. Asif Ali *T.I.* stressed to develop value-added products of the mango such as mango pulp which has more cash value than the fresh mango.

Member Provincial Assembly Mr. Syed Hussain Jahanian Gardezi appreciated the university for leading academic and outreach sessions during the Mango Festival. He said that the mango cultivation should be organized and professionally managed. He said that mango has a huge potential to contribute in Pakistan's economy. He said that there are excellent mango growers who are getting good production. He advised focusing more on commercial varieties. All other varieties should also be maintained, and value addition should be done. He also said that mango pulp and other products should be displayed. To add value, other preserved products like pickles, mixes, and squash should be made with the immature fruit drop. Modern irrigation system and mulching should be adopted. Climate change and water scarcity are big challenges. Efficient water use is the need of time. The small tree system is the future of mango production, and the biggest hurdle is the conventional pruners. The tree pruning training should be organized for farmers. He said that pollination is an important issue which significantly affects the mango production. Pollination will also help in organic mango production. A complete mango management approach will boost mango production. He appreciated the efforts of the university to organize the Mango Festival every year. He said that it has become a brand of Multan and people wait for this festival.

Prof. Dr. Asif Ali, *T.I.*, appreciated the guests for sparing their time for this vital annual event and briefed about the importance of the Agriculture Complex. He appreciated Mango Research Institute Multan for their collaborative efforts. The Vice-Chancellor stresses that the small tree system is a way forward for commercial mango cultivation. Nursery system is another important commercial segment for a profitable business along with the small tree system. The growers are always on top priority for us. The survey of the mango farmers will be conducted this year to identify the main problems faced this year and to develop recommendations. The heat-tolerant traits should be incorporated by MRI and MNSUAM scientists. Weather advisory has an important role in better crop production. The success is due to a better collaboration of research and academia. Blended pulping is the way forward to capture Chinese markets. Farmer has an

important role. The next agenda should be blended pulp, stone utilization, mango peel and other fruit-preserved products.

A grower highlighted the need to work on the stone and the mango peel. The Vice Chancellor responded that the university is already working on the “100 stones, 1 fruit” project. Also, he ensured that university would be working on multiple projects of value addition.

Multilingual poetry and Cultural Night

The multilingual poetry night was organized where well-known poets participated from all across Pakistan, including Syed Salman Gillani, Abbas Malik, Dr. Aziz Faisal, Moazam Ali Faqir, Sana Ullah Baloch, and Muhammad Nouman. A cultural night was also organized in which families and students participated. The dramatic club and students societies performed different entertainment items for the audience.





Pictorial view of poetry and cultural night

Mango Festival - Day 3

The Mango Festival's third day started with the mango dish-making competition. Organizations and individuals presented more than 200 mango-based dishes. Ms. Rabia Sultan inaugurated the session along with the Vice Chancellor, Prof. Dr. Asif Ali T.I. and other growers. Judges to evaluate the competing participant included Mr. Munawar Hussain, CEO of AFP Agri food department, Mr. Rana Asif Hayat, CEO of Green Agri Services, and Mr. Malik Abid Hussain, CEO of Malik Foods. The positions of the winning participants were announced, and the COTHM Institute Multan got the first position, TIMES Institute Multan got the second, while the Islamia University of Bahawalpur got the third position.

Details of the stalls for the mango dish competition

| Sr. No. | Name of stall | Name of dishes | Total dishes |
|----------------|----------------------|-----------------------|---------------------|
| 1 | Women University | Mango delight cake | 3 |



| | | | |
|---|--|--|----|
| | | Mango chutney Mango trifle | |
| 2 | Continuing Education MNSUAM | Mango halwa Mango cake Mango pickle Mango cream Mango custard | 5 |
| 3 | IUB Food Science and Technology | Mango butter scotch delight Mango tart Mango milk Mango Laddu Spicy Mango Chicken Sweet & spicy chutney Mango biscuits | 7 |
| 4 | MNSUAM Food Science and Technology – Dr Ambreen Naz | Mango marble cake Mango sago pudding Mango iced tea Mango mojito | 4 |
| 5 | MNSUAM Food Science and Technology – Dr. Shahbaz | Mango dessert Mango leather Mango souffle | 3 |
| 6 | MNSUAM Food Science and Technology | Mango cake Mango salsa | 2 |
| 7 | MNSUAM Food Science and Technology | Mango margarita Mango shahi tukray Mango pasta Mango raskadam Mango sago pudding Mango salsa | 6 |
| 8 | MNSUAM Food Science and Technology – Dr. Nighat | Mango pakora Mango crunch | 2 |
| 9 | COTHM Multan | Mango nuggets Mango stake Mango pasta Mango pudding Mango tart Mango cream delight Mango cake Mango rusmalai Mango petha halwa Mango halwa Mango sago pudding Mango chicken tikka Mango chocolate balls Mango melowa Mango delight | 14 |



| | | | |
|----|------------------------|--|----|
| | | Mango grilled fish Mango Thai red curry with steamed rice Stuffed chicken with mango salsa and creamy sauce | |
| 10 | TIMES Institute Multan | Mango boba Mango sattu Mango coffee Mango semolina Mango bread Mango jam Mango chapatti Mithaam Mango picante Mango chicken | 8 |
| 11 | Faletti's Grand | Mango Lebanese Mango cheese Mango rollards Mango brownie Mango Lebanese | 17 |
| 12 | Ramada | Mango steam fish Mango chicken alagif Beef valentine Chicken ruled with mango Mango cake Mango cheesecake Mango cream cheese Mango fruit cake Mango basket Mango cheese roll Mango tart Mango sauce | 15 |
| 13 | Hotel One | Mango suffae Mango cheesecake Mango salad Mango salsa Mango pasta Mango cheesecake Mango chicken Mango smoothie Mango chocolate pie | 30 |
| 14 | H&D department MNSUAM | Mango cupcake Mango jam Mango salad Mango pudding Mango smoothie | 8 |



| | | | |
|----|---------------------------------|---|----|
| | | Mango cake Mango katoora chat Gluten-free Mango drink Mango salsa Mango bhera Mango icecream parfait | |
| 15 | Horticulture MNSUAM | Mango simple paratha | 7 |
| 16 | IPBB MNSUAM | Mango desert Mango Habanero Chicken Mix Mango Salsa Mango Chicken Pudding Mango Kari Juice Mango Egg Sandwich | 7 |
| 17 | IT MNSUAM | Mango pakora Mango desert | 2 |
| 18 | Computer Science MNSUAM | Mango Mastani Mango Balls Mango delight Mango Salsa Mango Salsa with serving | 5 |
| | | | |
| 19 | IPP – Plant Pathology MNSUAM | Mango muraba Aam panna Mango halwa | 3 |
| 20 | Dr. Nadir & Family | Mango Panna Cotta | 1 |
| 21 | BZU Food Science | Mango Malai Cake | 1 |
| 22 | DHA Arena | Mango stuffed chicken dress with mango sauce Mango baked Alaska Mango chicken butness Mango saufle Mango moose Mango sweet roll Mango rice salad Mango beetroot salad Mango chocolate cake Mango cake Mango pudding Mango vermicelli Mango Italian trifle Mango jelly Mango pastry Thai sticky rice with mango Brown rice with mango | 17 |
| 23 | Belmoris | Mango delicious moose | 12 |



| | | | |
|----|-----------------|---|----|
| | | Mango Arabic Salad Mango Rabri Cake Mango Batiara Mango Stuffed Chicken Mango Blue Hawain Mango Chiller Mango Majito Mango margarita Mango dazzler Mango Berry punch Mango Pineapple Hawain | |
| 24 | Bar B Q Tonight | Mango Grilled Chicken Mango Salsa with fish fry Mango four bean salsa Mango chicken thai salad Mango tart Mango pie Mango sponge stake Mango fresh cheese cake Mango fresh salad basket Mango doughnuts Mango margarita Mango lassi Mango lovely kiss Mango lovely Mango patisa Mango Halwa Mango cracker Mango dummy cake Mango shake Mango juice Mango sundae Mango chopsy | 22 |





Pictorial view of mango dish competition

Seminar: Digital marketing

A seminar on “Digital Mango Marketing: Opportunities and Challenges” was conducted where industry and farming stakeholders participated to understand the recent marketing trends from Mr. Ali Iqbal, representative of Concave Agri. Pvt. Ltd. Mr. Ali described the sales, procurement, inventory management, and operational issues in digital marketing. He explained about maintaining the relationship and process definition from grower to the customer. Example of Daraz.com, which shifted to the courier system to reduce the issues of payments. It is important to do written agreements. It is important to do audits and finance and tax selection. He briefed about the best practices in the digital marketing of agriculture. He highlighted the cluster-based marketing strategy according to the customer demand. The product grading and standardization should be per the price paid by the customer. Quality checks should be ensured so that the product reaches the customer in the right form and shape. Placement and procurement processes should be refined. The procurement, delivery process has been defined. Data training is important to learn from the problems and avoid the issues in the next year. Customer engagement enables you to stand out from other products available. One-fourth of the population has shifted to some form of q-commerce. There is a potential of 72 million dollars in mango exports. Linkages are important. Challenges include difficulty in forecasting the initial stage due to limited data. Availability of experts to perform QC at farm level and need for reliable transport. The utilization of social media channels is important to market the product. Mr. Zahid Gardezi emphasized adopting innovative practices in post-harvest technologies. Mr. Jaffar Gillani thanked the University for creating



awareness among farmers. Branding on the base of quality slabs is necessary. Quality and validity of customer data to make decisions. Data collection is from the bottom-up instead of the top-down. Dr. Ayesha Hakim said that AI-based quality check can be utilized for the QC. Lag is present from quality check till receiving by the customer. Progressive Grower Ms. Rabia Sultan appreciated the university and its leading role in organizing the training events for the farming community. She suggested leading linkages with farmers through an online forum and monthly zoom session. Quality assurance of the mango should be ensured at the farm level. Trainings to skill up the farmers for post-harvest management should be arranged. Development of small-scale on-farm pulping plants with well-trained staff should be introduced. The cluster of farmers for management should be developed, and a cooperative model should be introduced. The farmers particularly the young should be trained for digital marketing.

At the end, the Vice Chancellor Prof. Dr. Asif Ali, *T.I.* added that the mango industry has the potential to move forward in the international export market. The challenges are there, but we can move forward with a hardworking and learning attitude. Growers have to become a part of mango supply chain management. Youth is the future of the farming business. He said that MNS University of Agriculture Multan prioritizes the farming community. The Vice Chancellor hoped that female farmer participation would be three times higher in the next Mango Festival.

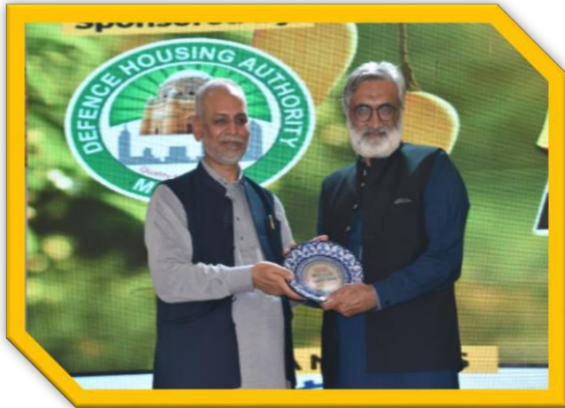




Concluding Ceremony

The Vice Chancellor, Prof. Dr. Asif Ali *T.I.* appreciated the effort of the collaborators MRI and DHA Multan for this successful joint venture. The Vice Chancellor acknowledged the participating companies from different segments of mango production and supply chain and farmers who are the main trigger of the Mango Festival. In the end, shields, prizes, and certificates were distributed to the dignitaries, collaborating organizations, participants, university organizers team, and participating student clubs and societies of the university.





Concluding ceremony

Media coverage





Recommendations

1. Digital marketing in mango production systems will help to expand the market and generate revenue for the farmers. Also, the generated database could help the farmers make early farming decisions.
2. Small-scale pulping units operated using standard protocols can help decrease the postharvest losses and preserve the mango pulp. Further, testing mixed pulps using different mango cultivars could be tested for better marketing strategy.
3. Growers should be a direct part of the mango supply chain system. Moreover, there is a need to encourage female participation in this sector. The growers should also be well-linked to identify and resolve common issues.
4. Mango small tree system holds great potential and is the future of mango farming. The small tree system should be well integrated with the nursery to ensure healthy plants and, thus, higher mango yields.
5. Adopting climate-resilient mango cultivation systems could lead to better and quality mango production. Timely decisions will be needed in the future to save the crop from a major loss.
6. Climate change in the form of heat waves has severely reduced the mango production in current year. There is a need to deliberate strategies for avoiding the risk of heat shocks on mango crop.