



MANGO FESTIVAL 2017

(08-09-10 July)



MANGO Festival 2017

ORGANIZED BY:

- **MUHAMMAD NAWAZ SHAREEF UNIVERSITY OF AGRICULTURE MULTAN**
- **MANGO RESEARCH INSTITUTE, MULTAN**
- **DISTRICT ADMINISTRATION, MULTAN**

COLLABORATION

- Mango Industry
- South Punjab Agriculture Forum
- Mango Research and Development Board
- Department of Agriculture Extension, Multan

VENUE

- Noor Mahal, Tariq Road, Multan

SPONSORS

- Pakistan Crop Protection Association
- USAID fund Agri. Marketing Development (AMD) Project
- Punjab Agricultural Research Board (PARB), Lahore
- Volka Foods International, Multan
- Suncrop Group, Multan
- Fatima Fertilizer Company
- Shama Banaspati, Hafeez Ghee Mills, Multan

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EXECUTIVE SUMMARY

Muhammad Nawaz Shareef University of Agriculture, Multan organized 2nd Annual Mango Festival from 8th to 10th July, 2017 in collaboration with the District Administration, Mango Research Institute, Multan and Mango Industry. The theme of the festival was “Showcasing the Diversity, Potential and Value in Mango Sector” and brand “Multan: the Mango Capital.”

The stakeholders including political leadership, academia, researchers, Government officials, Ambassadors and Commercial Attachés of various countries together with mango growers, traders, exporters, input suppliers and service providers participated in this event. An overwhelming public participation was received because of highly attractive entertainment and business activities.

Mr. Muhammad Naeem Khan Bhaba, the Provincial Minister for Agriculture, Govt. of the Punjab, Madam Sewa Lamsal Adhikari, Ambassador of Nepal and Mr. Iwan Suyudhie Amri, Ambassador of Indonesia jointly inaugurated this mango festival on 8th July, 2017. A Mango Seminar and Stakeholder discussion session was also held to discuss about the technical issues being faced by the mango industry.

Mango festivity activities including games, kids mango eating competition, musical chair for kids, entertainment, face painting, mango walk, cultural walk and mango drawing, puppet show, camel dance, magic show, jokers, traditional drum beating (Dhol) were also part of entertainment activities at the Festival. The students of the University also performed dramas/skits, songs, dance, tablos etc. A competition titled ‘food challenge’ was also organized, in which the students from various educational institutes, house-wives and restaurants participated and prepared different mango dishes with unique recipes. A ‘Qoumi Yakjehti Mushaira’ was another feature of the Festival which was well received by the audience. Local communities and families were allowed to visit the exhibition and get new information on different mango varieties and participate in the festivity activities.

The closing ceremony of the Mango Festival was held on 10th July, 2017. The Federal Minister for National Food Security and Research, Mr. Sikandar Hayat Bosan was the Chief Guest of the closing ceremony.

Overall, this event provided a valuable opportunity for creating awareness, branding and networking in mango production and developing supply and value chains. The stakeholders of mango industry were brought together from across the country and discussions were held to overcome the prevailing challenges, to identify key gaps and explore options for improved value and net income of supply chain partners. More than 100 indigenous and exotic mango cultivars being grown in Southern Punjab region were displayed. About 50 stakeholders including growers, exporters, processors, nurseries, fertilizers, pesticides, banks and several organizations/firms etc. displayed their products on stalls.

Approximately, more than 25,000 people visited and participated in the Festival. Such an overwhelming response and involvement in the Mango Festival by mango stakeholders, governmental officials and the community demands the continuation of this festival on a larger scale in future.

INTRODUCTION

Mango is a popular, highly nutritive and commercial fruit. It has won the global title 'King of Fruits' due to its excellent 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 as the 6th largest mango producing country in the world. 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. Over 300 mango cultivars are grown in Pakistan with Sindhri, S.B. Chaunsa, Dusehri, Anwar Ratole, Langra, Malda, Fajri, Sufaid Chaunsa, Kala Chaunsa and Rotole-12 being the major cultivars.

At present, the mango industry of Pakistan is passing through a transformation phase where a shift is being observed from traditional system to improved practices especially in export sector both at production and postharvest level. Various interventions have occurred 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.

Muhammad Nawaz Shareef University of Agriculture, Multan in collaboration with the Mango Research Institute (MRI), Multan and District Government Multan organized a three day mango festival under the theme "Multan: The Mango Capital" from 8-10 July, 2017 at Noor Mahal, Tariq Road, Multan. Mr. Nadir Chatha, Commissioner Multan and Prof. Dr. Asif Ali, VC, MNS-UAM were the Chief Organizers of this festival, while distinguished guests included Mr. Haji Sikandar Hayat Bosan (Federal Minister for National Food Security and Research) and Mr. Naeem Akhtar Khan Bhabha (Minister for Agriculture, Punjab). Ambassadors of Nepal, Madam Sewa Lamsal Adhikari and Indonesia, Mr. Iwan Suyudie Amri also participated in this event. On this occasion, Rana Mehmood-ul-Hassan, Ehsanuddin Qureshi, Malik Asif Rafiq Rajwana, Rana Tahir Shabbir, Dr. Ghazanfar Ali, Dr. Abid Mehmood, Syed Zafaryab Haider Naqwi, Ch. Khalid Mehmood, Dr. Hameed Ullah, Malik Farooq, Zahid Hussain Gardezi, Major Tariq Khan, Rana Munir Ahmad, Dr. Shafqat Saeed, Dr. Muhammad Amin and Members of MNS-UAM Syndicate, Shoukat Bosan, Ch. Fazal ur Rehman and Mr. Mumtaz Khan Manais were also present.



THEME AND OBJECTIVES

The theme of the festival was to “showcase the diversity, potential and value in mango sector” and brand “Multan: the mango capital”. The key objectives included:

1. Bringing the industry, research, academia, extension and government at one place to exchange ideas and share relevant experiences in the mango sector
2. Creating awareness across the country regarding issues prevailing in mango sector including domestic and export businesses with a special focus on value addition through improved packaging and further processing
3. Understanding the current scenario and future prospects of mango industry

INAUGURATION

The Provincial Minister for Agriculture, Muhammad Naeem Khan Bhabha, Ambassador of Nepal, Madam Sewa Lamsal Adhikari and Ambassador of Indonesia, Mr. Iwan Suyudhie Amri jointly inaugurated the Mango Festival on 8th July, 2017. After the inauguration ceremony, the participants visited various stalls in the festival and attended a seminar held in connection with the Mango Festival. Mr. Naeem Akhtar Khan Bhabha, Miss Sewa Lamsal Adhikari, Mr. Iwan Suyudhie Amri, accompanied by Prof. Dr. Asif Ali and other distinguished guests visited the stalls of mango growers, packaging and pesticide companies and acknowledged their efforts.



MANGO SEMINAR AND STAKEHOLDER DISCUSSIONS

In his welcome address, the Vice Chancellor, MNS-UAM, Prof. Dr. Asif Ali expressed his profound gratitude to all the guests, stakeholders, provincial and federal government representatives and organizers. He highlighted the purpose and expected outcomes of the event. Mango is our prime product, Pakistani mango is unique in its taste and aroma, he added. Substantial foreign exchange can be earned by improving mango productivity through adoption of modernized pre and postharvest management. He further said that today's festival has been organized to bring all stakeholders at one place for the promotion of mango supply chain.. He declared that such events are priority of MNS-UAM and in near future we would have many more.

Addressing the ceremony, the Minister for Agriculture, Mr. Naeem Akhtar Khan Bhabha appreciated the event and said it would surely help promote mangoes in international markets. He added that Pakistan produced quality fruits, vegetables besides cotton crop. There is a dire need to enhance export of these commodities at international level. He said that the Chief Minister Punjab, Shehbaz Sharif had instructed him to explore new markets of mangoes in Uzbekistan. About mangoes, he said that the Punjab government was spending Rs 222 million to control diseases and improve quality of the fruit. The Minister also vowed to organize such event in Islamabad in order to invite more ambassadors so that Pakistani mangoes could be introduced to international community upto maximum level. The distinguished guests appreciated the role of MNSUAM in the development of mango value chain in particular and the agriculture sector in general.

The Ambassador of Nepal, Madam Sewa Lamsal Adhikari expressed her sincere gratitude to MNS-UAM for organizing such a wonderful event. She praised Multani mangoes for their unique taste and aroma. She desired that educational and research collaboration needs to be extended between Pakistan and Nepal. She expressed: "I am highly impressed with their cultural heritage, hospitality, innocence, and love to guests". She said that Pakistani singers Mehdi Hassan and Ghulam Ali are favorites of Nepalese. Nepal and Pakistan are connected to each other through Gandhara and Himalaya civilizations, she further added. Appreciating the event, she said that Pakistani mangoes are popular in the world for their best quality and taste. She hailed the administration of Muhammad Nawaz Sharif University of Agriculture, Multan (MNSUAM) for organizing the Mango Festival. She exclaimed that the mango festival would also help growers to present their produce at international level.

The Ambassador of Indonesia, Iwan Suyudie Amri said that Indonesia was the first country which established its diplomatic office in Karachi, soon after the creation of Pakistan. He said that Pakistani mangoes were best in the world with regard to their taste and flavour and have great potential to penetrate in all international markets. Addressing a ceremony here at the Mango festival, he said, "We have Preferential Trade Agreement (PTA) with Pakistan and hoped that mango will be included in PTA in the next meeting to be held in August, next month".

Mr. Zahid Hussain Gardezi (Progressive Mango Grower from Multan) regarded this day as one of the greatest days in the history of Multan. He acknowledged the dedicated efforts and enthusiasm of the mango growers which made Multan "The Mango Capital". He delivered a comprehensive talk covering historic aspects of mango cultivation and industry in Pakistan. He said that mango has played a vital role in diplomatic relationships between India and Pakistan. Several times mango gifts have been exchanged between the two nations to relieve tension.

The students of MNS-UAM performed special mango walk to mark this fabulous festival. Every participating student rocked the ramp with distinct mango variety representing regional diversity of mango germplasm.

Major Tariq Khan (Progressive Mango Grower and exporter from Multan) delivered a thought provoking

MANGO SEMINAR AND STAKEHOLDER DISCUSSIONS

lecture on challenges and way forward regarding mango fruit exports. He pointed out bottleneck in mango marketing and export. At the end, he suggested several options to overcome these challenges.

Mr. Mujeeb Arjamand Khan (CEO, La-Mak Foods) discussed various opportunities regarding value addition related to mango. Moreover, he also briefed the audience about prerequisites for certified mango nursery and its management.

Dr. Ghazanfar Ali (Additional Secretary Agriculture, Punjab) said that the government is taking strong initiatives to boost mango production and enhance its exports. He promised his unconditional support to farmers regarding their issues.

The Representatives of Diamond Jumbolan Net informed the audience about food grade packing material to keep freshness intact and prevent bruises to fruit.



MANGO FOOD CHALLENGE

A mango food challenge was organized which included the competition among the students from different institutions, hotel industry and local community for making innovative mango based products and dishes. The key objectives of this activity were to demonstrate the traditional and innovative ideas for utilizing the mango fruit; to highlight the commercial potential of mango products; and to promote healthy activities among the students and general community.

The panel of judges for evaluating the mango products included Dr. Saeed Akhtar, Associate Professor from Food Science and Nutrition, Bahauddin Zakariya University Multan, Mr. Sajjad-Ur-Rehman from Ramada Hotel Multan, and Mr. Akram Chauhan from COTHAM College Multan.

Overall, more than 100 different dishes were prepared and displayed by the participants including mango goll gappay, mango kheer, mango chatni, mango salad, mango cake, mango lassi, mango truffle, mango puree etc.



FESTIVITY ACTIVITIES

Following activities were performed during the Mango Festival 2017:

7.1 MANGO EATING COMPETITION (KIDS)

The mango eating competition was a part of the festivities at the Mango Festival. In order to conduct this competition, kids were divided into following two age groups;

- i) 6-9 years
- ii) 10-12 years

Approximately, more than 50 kids of various ages participated in the competition. Participants attempted to feast upon one mango within the allowed time of one minute. The winners were awarded with chocolates and candies.



7.2 MUSICAL CHAIR (GENERAL PARTICIPANTS)

Musical chair is a game of elimination involving players, chairs, and music, with one chair fewer than the number of players. Participants were divided into following three categories:

- i) Kids
- ii) Women
- iii) Men

Mango fruits (as a gift) were given to the winners.



7.3 Face Painting (Kids)

Paintings have always been adored by people and displayed to serve as stunning decorations. While, face painting for children is now seen as a fun activity at events. In fact, it is often a must-have activity at celebrations today. Therefore, this activity was included in Mango Festival 2017. In that activity

FESTIVITY ACTIVITIES

water-based face paints were used to draw mango fruit on kids' faces. Kids of different ages actively participated in this activity and enjoyed a lot.



7.4 MANGO WALK (STUDENTS)

Mango, being the king of fruit is well known all over the world due to its excellent flavour, delicious taste, pleasant aroma and significant market demand. Keeping in view the importance of mango industry in the country, a mango walk was organized to showcase the diversity of mango varieties to the people. Male and female students of MNS-UAM performed the mango walk. The walk in traditional outfits was also performed by the students of MNS-University of Agriculture, Multan to show cultural diversity among the provinces of Pakistan. Such type of walk is not only a source of entertainment but also promotes the culture in the country.



FESTIVITY ACTIVITIES

7.5 Mango drawing

Drawing plays a big role in our cognitive development. It can help us learn to write and think creatively, develop hand-eye co-ordination, hone analytical skills and conceptualize ideas. Therefore, mango drawing competition was conducted during the Mango Festival 2017. A lot of kids from different age groups participated in the competition and won prizes of mango fruit.



7.6 Mushaira

A “Qoumi Yakjehti Mushaira” was arranged to mark the Mango Festival. Eminent poets and poetesses participated in this event including Syed Salman Gailani (Lahore), Qamar Raza Shahzad, Baqi Ahmad Puri (Lahore), Razi Ud Din Razi (Multan), Ejaz Tawakal (Bahawalpur), Nadeem Najid (Khanewal), Jabbar Wasif (Rahim Yar Khan), Nasir Malik (Layyah), Amar Ruhani (Multan), Fakhra Anjum (Lahore), Bushra Iqbal (Faisalabad), Shahbaz Nayyer (Rahim Yar Khan), Shakir Hussain Shakir (Multan), Nawazish Ali Nadeem (Multan) and Mubashir Saeed (Multan). People from different walks of life thronged the hall to enjoy the company of their favourite poets at the event.



FESTIVITY ACTIVITIES



7.7 Entertainment

The students of Muhammad Nawaz Shareef University of Agriculture under the umbrella of Senior Tutor Office, MNS-UAM performed various entertaining activities such as Funny Speech (Mr. Hamza Afzal), Qawali (Mr. Khawar Ali Khalid), Songs (Mr. Hamza Afzal, Mr. Ubaida Yousaf, Mr. Shaham Qader, Mr. M. Noman, Ms. Mafya & Maryam), Dance Performance (Students from Department of Soil Science), skits (Ms. Kaynat Khan & Team, M Bin Ijaz & Team and students from Emerson College) in order to entertain the audience of Mango Festivals 2017.



FESTIVITY ACTIVITIES

7.8 Other Entertainment/Festivity Activities:

Puppet show, camel dance, magic show, jokers and traditional drum beating (Dhol) were also part of entertainment activities



CLOSING CEREMONY

The closing ceremony of the festival was held on 10th July, 2017. The Federal Minister for National Food Security and Research, Mr. Sikandar Hayat Bosan was the chief guest of the ceremony. Speaking at the occasion, he said that the government has taken key steps to reduce input cost of raising agricultural crops in the country. He assured that necessary measures will be taken to remove restrictions in mango export. It is an honour for MNS University of Agriculture to participate in International Mango Festival to be held in Uzbekistan in last week of July this year. The main purpose of Mango Festival was to introduce local mango varieties at both national and international levels. He stressed upon the value addition of mango so that its export may be increased, hence contributing to foreign exchange earning of the country.

Prof. Dr. Asif Ali, Vice Chancellor, MNS-UAM, highlighted the importance of organizing such events and said that the festival has not only introduced local community about the importance of mango cultivation but has also provided entertainment and fun for children and families. He said that mango is an identity of this region therefore it is essential to establish a mango museum in Multan. Information related to mango varieties and cultivation would be a part of this museum. On this occasion, the Member Provincial Assembly, Rana Mehmood-ul-Hassan, Malik Shaukat Hayat Bosan, Progressive Farmer,



Mumtaz Ahmad Khan Manis, Director Mango Research Institute, Dr. Hameed Ullah, Assistant Director Agriculture Extension, Naveed Asmat Kahloon, Major (R) Tariq Khan, Malik Abdul Qadir Rajwana, Syed Zahid Hussain Gardeezi, various mango growers, farmers and citizens belonging to all classes were present.

During the concluding session, Muhammad Ali Fruit Farms Shujabad was awarded first position in "Growers Category" for their excellent display of mango varieties during the exhibition. Faiz-e-Aam Nursery Multan and Samza Fruit Farms Kabirwala bagged second and third positions, respectively. In

CLOSING CEREMONY

"Exporters Category", first position was awarded to Lutfabad Mango Processing Farm, whereas Nawab Sarblund Farm and Roomi Food (Pvt) Ltd, Kabirwala won second and third position, respectively.

A "Mango Food Items Professional Challenge" was also held on the last day of the festival in which Ramada Hotels Multan team was the winner of the competition. The Shangrilla Cuisine team remained the runners up. In Non-Professional Food Challenge Category, MNSUAM students Iqra, Mehwish and Sami Ullah bagged the first position. Dr. Sheikh Saeed Akhtar, Dr. Amir Nawaz Khan, Abdul Ghaffar Grewal, Mr. Sajjad Sohail and Muhammad Akram Chauhan served as the judges of these competitions.



CONCLUSION

The Mango Festival 2017 brought the academia, research, government officials, mango stakeholders and international community under one roof for the well-being of mango industry of the country, which determines the success of the event. The festival can become more effective with involvement of more organizations, mango growers and active participation of the Govt. of Pakistan. It is recommended that more attention should be given to highlight the event at international level and invite international fruit trade companies to the festival from next year onwards. It will help boost the export of Pakistani mangoes to international markets, thereby resulting in high value earnings and addition to the country's foreign exchange.

ANNEXURES

Sr. No.	Name of Company/ Stake Holder	Product Details	Phone	Web/Email
1	Mango Research Institute, Multan	Sensation, Kingsgtin, Pope, Keitt, Zofran, Tomiactin, Momi.K, Zoi-Booti, Zafran, Tomi Atkin, Hadden, Zill, Salah-Bhai, Collector, Aali Shaan, Bengen Paali, Badia Minyasid, Keera Bao, Hedin, Khera Bsyao, Sunwarika, Hassan, Alfon Soo, Gulaab-E-Khaas, Toota-Pari, 13-1, Kao-Sawi, Sunglakhi, Chonsa, Sunwarika, Neelm, Teemoria, Zard-Aloo, Keera-Bao, Balka-Hart	061-44235356	mrimultan@yahoo.com
2	Mango Research Institute, Multan (Stall-2)	Display of Wooden Sandooqni, Rehri, Bari/Khirki, Dori Soota, Choti Chowki, Kursi, Dholki, Makhi Dan, Almari, Pinjra	061-4423535	mrimultan@yahoo.com
3	Muhammad Ali Fruit Farm	Akbar-wala, Sufaid-sindhri, Anwar-ratool, Chaan-wala, New-sindhri, Sagar-wala, Paani-wala, Ratty-wala, Muhammad-wala, Sindhri, Jatool-wala, Hareem-wala, Haider shah wala, Sufaid chonsa, Kala chonsa, Laal badsha, Nawab puri, Mosmi ratool, Toota pari, Dusehri	0308-8611115	rkhawar27@yahoo.com
4	Rajwana Fruit Farm	Azeem chonsa, Fajri-kalla, Nusrat-pasand, Faiz kareem, Sunglakhi, New sindhri, Sufaid chonsa, Kala chonsa	0301-7478131	rajwana@ymail.com
5	Faiz-e-Chaman	Tomi actin, New sindhri, Dusehri, Faiz kareem, Desi, Shan-e-mustafa, Kala chonsa, Samr-behest-chonsa, Late ratool	0300-9632180	faizeam1925@yahoo.com

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6	Faiz-e-Aam Nursery	Fajri, Faiz kareem, Anwar ratool, Samr faiz chaman, Kitte, Malda kroli, Alfa nasokhwad, Azeem chonsa, Langra, Malda sabaz late, Nusrat pasand, Desi, Neelm anookhi, Snoober, Kamar hayat, Lahootiya, S-3 chonsa, Alif laila, Tomiactin, Toota pari, Shan rehman, Shan-e-mustafa, Kala chonsa, Pride of nation, Roosii dulhan, Zulf-e-bengal, Camel wala, Shan-e-khuda, Kala chonsa, Sufaid chonsa, Fajri kalan, Sindhri, Langra anyarsi, Doseri, Anwar ratool, New sindhri	0300-6381743	
7	Chenab Mango Farm	Sindhri, Mosmi chonsa, Ali pasnad, Sufaid chonsa, Camel wala, Late sindhri, Duseri, Shan-e-khuda, Azeem chonsa, Ratool-12	0300-3401967	
8	S.K Fruit Farm	Camel pori, Azeem chonsa, Late sindhri, Shan-e-khuda, Chonsa samar behist, Laal pari, Late chonsa, Mosmi chonsa, Sindhri golden, Duseri	0300-7733309	azharsajjad1@gmail.com
9	Faraz Fruit Farm	Nawab pori, Langra, Sindhri, Pahar pori aral, Duseri, Ratool-12, Surkh zardi, Sajoo wala, Zahdi, Fajri, Sensain, Radba paak, Samra, Kala chonsa, Ali pasand, Late, Dhaki, Surkh zardi	0300-7330300	
10	Mozaffar Nagar Farm	Sindhri, Photi lite, Samar bahist chonsa, Laal badsha	0321-6312004	
11	Sayal Fruit Farm	Ratool-12, Almaas, Kala chonsa, Desi aam hafiz wala, Laal badsha, Sufaid chonsa, Fajri, Shan-e-mustafa, S.B chonsa	0300-9637733	ali-imran2004@gmail.com

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12	Sadiq Fruit Farm Lodhra	Sufaid chonsa, Langra anookha, Langra sabaz, Shan-e-sadiq, Pasand anookhi, Samar bahist chonsa, Shay anookhi, Kala chonsa, Ratool-12	0334-7328144	yasir.yousuf48@gmail.com
13	Sidhu Mango Farm	Dusehri, sindhri, fajri, kala chaunsa, desi, anwar ratole	0300-3030909	
14	Zafar Mahai Farm	Desi, Chonsa, Duseri, Sindhri, Kala chonsa, Ratool-12, Late sindhri, S.B Chonsa, Fajri	0301-8623119	
15	Samza Fruit Farm	Dusehri kala, Kingstin, Ting, Haider sha wala, Zard aroo, Hajji wala, Tomiactin, Laal badsha, Toota pari, Kala chonsa, S.B Chonsa, Duseri, Fajri, Ratool-12, Sindhu, Anwar ratool, Langra sabaz	0300-6362003	zahidgardazi@gmail.com
16	Dept. of Agronomy, MNS-UAM	Model on climate smart agriculture, Climate vulnerable Agri. System, Seed identification, Allelo chemicals	0307-8131262	nasirbhatti780@gmail.com
17	Dept. of Plant Pathology MNS-UAM	2 Microscopes, Culture of fungus of different crops and trees	0313-6016018	luqmanfarid2015@gmail.com
18	Dept. of Entomology MNS-UAM	Larvae of mosquito and different insect related to crops	0302-9834623	faheemqaiser10@gmail.com
19	Jaffar Agro Services	Fertilizers, fungicides, pesticides	0345-2044363	usmanirshad12@gmail.com
20	Volka Food international and Vision Packaging	Bakery items and Packaging material	0335-6111913	junaid@volkafood.com
21	USAID US-Pakistan Partnership for Agriculture Market Development	Agri. Info on livestock, off season vegetables and other crops	0300-4946849	jahanzaib.exact@gmail.com

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22	Koldware Industries (Pvt.) Ltd	Ethylene generator, insulating panels	0321-8759309	m.umair@koldwareindustries.com
23	Sun Crop Group	Fruitango, asset, trunk, gemstar super, dallas, tender, kanzol, k-plus, trunk, gemstac, velocity	0300-8730253; 0800-58000 (Toll free)	www.suncropgroup.com faheem.gr@gmail.com
24	Noori Agro Lines	High efficiency irrigation system, Drip irrigation system components, Fruit peeler, Mango cutter cum picker etc.	0300-6332536	nooriagrolines92@yahoo.com
25	Directorate of Agriculture Information (I&F) Govt. of Punjab	Books and literature on compost preparation, its use. Production technology and pest management for major and minor crops of Pakistan, vegetables and orchards.	0300-9688170	MLUM2007@gmail.com
26	Dept. of Plant Breeding and Genetics MNSUAM	Models of robotic weeder, transgenic laboratory and Germplasm display	0308-6289928	ahsanmohammad36@yahoo.com
27	Muhammad Ali Fruit Farm	Different varieties of mangoes, chanvalla, nayab, sagerval, akbarwala, harim wala,	0308-8611115	rkhawar27@yahoo.com
28	Kamlana Farms	Ting,S-B chonsa,Chonsa late,Armaghon,ratoleno12	0333-8512300	makamlan@gmail.com
29	Bukhari Farm Hadiabad shehar Sultan (Syed Fazal Ahmed Bukhari)	Kala chonsa,ratool number 12, asli chonsa,ratty wala,bukhari pasand, shan-e-khuda	0305-6965010	fazalbukhari154@gmail.com
30	Lutfabad Farms Multan (Major Mr. M. Tariq)	Anwar ratool,sfaid chonsa, kala chobnsa, mosmi chonsa	0300-6321471	lutfabadmangos@gmail.com
31	Dept. of Food Science & Technology, MNS-UAM	Food mango products chattni, lassi, sattu, juice, pickle	0304-0707233	zaeemshan987@yahoo.com

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32	Ali Akbar Group	Static spinosad me (pesticide)	0345-4993075	rizvi2027@gmail.com
33	Agro Food Processing Facilities, Multan	All forms of Fruit pulps, Chonsa mango pulp, Apple pulp, Kinnow pulp, Tomato pulp	0300-7340367	abduolmoueed@gmail.com
34	New Age Leaf Container Nursery of clean Fruit Plants	Plants of Mangoes, Pineapple, Grapes, Apricot	0333-6102369	shafqatsaad@gmail.com
35	SAF (Mahar Shoib Rehman Joyia)	Mango juices, Mango slices, mango pulp	0300-8972328	sfaindustries@gmail.com
36	Dept. of Continuing Education MNS-UAM	Chikko ka jam, Tamater ki chattni, Falsa squash, Aaro ka sharbat. Broucher related to technical short courses offered by the Dept.		tahira.gul@MNS-UAM.com
37	Rover Scouts Unit MNS-UAM	Bamboo made chair, table, towel stand, utensils stand, shoe stand, suspension bridge moddle etc.	0304-4342414	c.intasham@yahoo.com
38	Dept. of Food Science & Technology MNS-UAM	Mango murraba, mango juices, mango squash, mango lassi, mango chattni, mango sattu	0304-0707233	zaeemshan987@yahoo.com
39	Nawab Sarbuland Farm Multan (Barrister Waseem Khan)	Kala chonsa, Sufaid chonsa, Mosmi chonsa	0333-6185740	nafarar1@gmail.com
40	Kashan Enterprises (Kashan Ahmed Coudhary)	Sindhri, Chonsa Sb, Langra, Ratool, Dosehri, White Chonsa, Late Chonsa	0300-9671955	kashan.enterprises@outlook.com
41	SFA industries (Pvt.)Ltd	Mango dry fruit, mango pulp, mango nector, mango juices	0301-5476074	sfaindustries@gmail.com

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42	Romi Foods V.H.T Mango Plant Kabirwala	Sindhri, Sufaid chonsa, Samar bahisht chonsa, Japan and Hong Kong for export	0302-8229311	info@Mahmoodgroup.com
43	GreenOaks	Society Islamabad plots, Homes, Farm houses schemes	0301-4829299	alifraz303@gmail.com
44	Media Liaison Unit Multan	Agri books	061-9201187	mlum2007@gmail.com
45	Symbol Industries Diamond Fruit Packaging Net	Fruit packing net and roof/walls insulation material samples	0322-9001264	fazal.rehman@diamondform.com
46	Fatima Fertilizers Company	Bags of Sarsabz, Urea, DAP, SOP, Ammonium Nitrate	0300-3340670	khalilahmad@gmail.com
47	Agricultural Mechanization Research Institute (AMRI) Multan	Mango hot water treatment plant, Mango pruner, Maize cob harvester	061-9200313 061-9200786	amrimultan@gmail.com

10.2 Participants

An overwhelming participation was witnessed including children, women, youth and elders. The categories of participants included:

1. Mango growers
2. Input suppliers
3. Commission agents, traders & exporters
4. Packaging material companies
5. Processors/Value added product organizations
6. Logistic companies
7. Postharvest technology/machinery related companies
8. Associated public/private sector organizations (Academia, researchers, extension workers, NGOs etc)
9. National and International Govt. Attaché's & Policy makers e.g. Ambassadors, Federal and Provincial Government Officials, Parliamentarians etc
10. Citizens/public/families

10.3 Committees for Mango Festival-2017

THEME:

BRAND THEME: Multan- The Mango Capital
 TECHNICAL THEME: Diversity, Potential and Value in Mango Sector

PATRON IN CHIEF: Mr. Nadir Chattha (DC, District Government, Multan)
Patron: Prof. Dr. Asif Ali (Vice Chancellor, MNS-UAM)

ORGANIZING SECRETARIES

Dr. Hameed Ullah (Director, Mango Research Institute, Multan)
 Dr. Muhammad Amin (Assistant Professor, Horticulture, MNS-UAM)

PRINTING AND PUBLICITY COMMITTEE

Mr. M. Usman Jamshed	(MNS-UAM)	Convener
Dr. Hafiz Tanvir Ahmad	(MNS-UAM)	Secretary
Mr. Fawad Zafar A. Khan	(MNS-UAM)	Member
Mr. Azhar Khan	(MNS-UAM)	Member

MEDIA COVERAGE COMMITTEE

Mr. Ali Raza	(MNS-UAM)	Convener
Mr. Naveed Asmat Kahloon	(MNS-UAM)	Secretary
Mr. M. Naeem	(MNS-UAM)	Member
Ms. Urooshiya Imtiaz	(MNS-UAM)	Member

INVITATION COMMITTEE

Ch. Niaz Ahmad	(DO Agri.Ext)	Convener
Dr. Muhammad Amin	(MNS-UAM)	Secretary
Mr. Shahzad Zafar	(MRI, Multan)	Member
Mr. Maqbool Ahmad	(MRI, Multan)	Member
Dr. Umar Ijaz Ahmad	(MNS-UAM)	Member
Dr. Muhammad Shahbaz	(MNS-UAM)	Member

RECEPTION AND ACCOMMODATION COMMITTEE

Prof. Dr. Shafqat Saeed	(MNS-UAM)	Convener
Dr. Mirza Abdul Qayyum	(MNS-UAM)	Secretary
Dr. M. Ishtiaq	(MNS-UAM)	Member
Mr. Atif Iqbal	(MRI, Multan)	Member

TRANSPORT AND PARKING COMMITTEE

Dr. Asif Raza	(MNS-UAM)	Convener
Mr. Riaz Hussain Hiraj	(MNS-UAM)	Secretary
Mr. M. Hafeez	(MNS-UAM)	Member
Mr. M. Arqam Iqbal	(MNS-UAM)	Member

SECURITY COMMITTEE

Major Qaisar Alvi	(MNS-UAM)	Convener
Dr. Kuram Mubeen	(MNS-UAM)	Secretary
District Admin. Nominee	---	Member

REGISTRATION COMMITTEE

Dr. Tanveer-ul-Haq	(MNS-UAM)	Convener
Dr. Waseem Hassan	(MNS-UAM)	Secretary
Ms. Afshan Shafi	(MNS-UAM)	Member
Dr. Haroon Maqsood	(MNS-UAM)	Member
Dr. Ghulam Haider	(MNS-UAM)	Member
Mr. Taimur Babar	(MNS-UAM)	Member

FRUIT EXHIBITION AND STALLS MANAGEMENT

Dr. Saeed Rauf	(MNS-UAM)	Convener
Mr. Furqan Ahmad	(MNS-UAM)	Secretary
Dr. Kashif Razzaq	(MNS-UAM)	Member
Dr. Muhammad Amin	(MNS-UAM)	Member
Dr. Unsar Naeem Ullah	(MNS-UAM)	Member
Dr. Muqarrab Ali	(MNS-UAM)	Member
Dr. Wajid Nazeer	(MNS-UAM)	Member
Dr. Muhammad Shahbaz	(MNS-UAM)	Member
Dr. Habib-ur-Rehman	(MNS-UAM)	Member
Mr. M. Tariq Malik	(MRI, Multan)	Member
Mr. Shahzad Zafar	(MRI, Multan)	Member
District Admin. Nominee	---	Member

STAGE MANAGEMENT

Dr. Muhammad Amin	(MNS-UAM)	Convener
Dr. Mirza Abdul Qayyum	(MNS-UAM)	Secretary
Dr. Amaar Matloob	(MNS-UAM)	Member
Dr. Akhlaq Farid	(MNS-UAM)	Member

FESTIVITY/ENTERTAINMENT COMMITTEE

Mr. M. Tariq Malik	(MRI, Multan)	Convener
Dr. Hafiz Nazar Faried	(MNS-UAM)	Secretary
Mr. Jahanzeb Dhrala	(Mango Grower)	Member
Dr. Mirza Abdul Qayyum	(MNS-UAM)	Member
Ms. Hafsa Umar	(MNS-UAM)	Member
Dr. Hafiz Tanvir Ahmad	(MNS-UAM)	Member
Mr. Umar Iqbal	(MNS-UAM)	Member
Mr. Manan Aslam	(MNS-UAM)	Member
Mr. Asif Mehmood Arif	(MNS-UAM)	Member

FOOD STREET/MANGO DISHES COMPETITION COMMITTEE

Dr. Umar Farooq	(MNS-UAM)	Convener
Dr. Muhammad Shahbaz	(MNS-UAM)	Secretary
Mr. Shams Murtaza	(MNS-UAM)	Member
Ms. Hafsa Umar	(MNS-UAM)	Member
Ms. Afshan Shafi	(MNS-UAM)	Member

KIDS ENTERTAINMENT COMMITTEE

Dr. Amar Matloob	(MNS-UAM)	Convener
Mr. Abid Hameed Khan	(MRI, Multan)	Secretary
Ms. Robina Ahmad	(MNS-UAM)	Member
Mr. Furqan Ahmad	(MNS-UAM)	Member
Ms. Zunera Sajjad	(MNS-UAM)	Member
Ms. Beenish Shahzad	(MNS-UAM)	Member

MANGO SALES COMMITTEE

Dr. Unsar Naeem Ullah	(MNS-UAM)	Convener
Mr. Asif-ur-Rehman	(MRI, Multan)	Secretary
Dr. Muhammad Amin	(MNS-UAM)	Member

REFRESHMENT/FOOD/ COMMITTEE

Dr. Asif Raza	(MNS-UAM)	Convener
Dr. Unsar Naeem Ullah	(MNS-UAM)	Member
Dr. Muhammad Ishtiaq	(MNS-UAM)	Member
Mr. Furqan Ahmad	(MNS-UAM)	Member
Dr. Rao M. Ikram	(MNS-UAM)	Member
Mr. Babar Farid	(MNS-UAM)	Secretary

TECHNICAL / STALL EVALUATION COMMITTEE

Prof. Dr. Aman Ullah Malik	(Dir. IHS, UAF)	Convener
Mr. Abdul Ghafar Grewal	(MRS, Shujabad)	Secretary
Prof. Dr. M. Aslam Khan	(Ex. Dir. IHS, UAF)	Member
Mr. Mushtaq Ahmed Alvi	(Ex. Dir. MRI, Multan)	Member
Dr. Amir Nawaz	(BZU, Multan)	Member
Mr. Muhammad Shahzad Zafar	(MRI, Multan)	Member

FUND RAISING COMMITTEE

Dr. Hameed Ullah	(MRI, Multan)	Convener
Prof. Dr. Shafqat Saeed	(MNS-UAM)	Secretary
Mr. Qaiser Abbas	(District Admin)	Member
Prof. Dr. Ishtiaq A. Rajwana	(MNS-UAM)	Member
Dr. Alamgir Akhtar Khan	(MNS-UAM)	Member
Dr. Muhammad Amin	(MNS-UAM)	Member
Mr. M. Tariq Malik	(MRI, Multan)	Member

DISPOSAL COMMITTEE

Dr. Mudassar Ali	(MNS-UAM)	Convener
Mr. Atif Iqbal	(MRI, Multan)	Secretary
Mr. Mudassar Aziz	(MNS-UAM)	Member
Dr. Muhammad Nadeem	(MNS-UAM)	Member
Dr. Muhammad Salman	(MNS-UAM)	Member

REPORT/DOCUMENTATION COMMITTEE

Prof. Dr. Zulfiqar Ali	(MNS-UAM)	Convener
Dr. Amar Matloob	(MNS-UAM)	Secretary
Mr. Shahzad Zafar	(MRI, Multan)	Member
Dr. Kashif Razzaq	(MNS-UAM)	Member
Dr. Hassan Riaz	(MNS-UAM)	Member
Engr. Shahzad Ahmed	(MNS-UAM)	Member
Dr. Faheem Nawaz	(MNS-UAM)	Member
Mr. Samad Raza	(MRI, Multan)	Member

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