



Report of

MANGO Festival 2021

“Building Social and Business Networks”

8-10 July

ORGANIZED BY :

Muhammad Nawaz Sharif University of Agriculture, Multan
Defence Housing Authority, Multan
Mango Research Institute, 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 5th Annual Mango Festival from July 8 to 10, 2021 in collaboration with the mango growers, industry and other stake holders. The theme of the festival was “Showcasing Diversity, Potential and Value in Mango Sector and to brand Multan as "the Mango Capital””. The worthy Chancellor of the University Ch. Muhammad Sarwar, Governor Punjab, along with provincial minister for Agriculture Syed Hussain Jahania Gardezi as a co-host, inaugurated the festival on July 08, 2021. The Governor 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. A seminar and discussion session of the stakeholders was also held to discuss technical issues being faced by the mango industry during picking, transportation, packaging and marketing. Various festive activities including games, kids' 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. A cultural singing concert was organized in the Mango Enclave of DHA which was a good activity for the promotion of agricultural tourism. 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 70 stalls. The closing ceremony of the mango festival was held on July 10, 2021 where Federal Minister for National Food Security and Research concluded the Mango Festival. Mr. Imam also chaired a value and supply chain seminar for mango where all sectors of mango business participated. 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 200 indigenous and exotic mango cultivars being grown in Punjab region were displayed on stalls. More than 70 stakeholders including growers, exporters, processors, nursery owners, fertilizer companies/dealers, pesticide companies, banks and several other organizations/firms etc. displayed their products on stalls. Approximately, 50,000 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 which demands continuity of the festival in future.

Background of Mango Festival

Pakistan and India, being the neighboring countries, 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 in Sindh include Mirpurkhas, Hyderabad, while, Rahim Yar Khan and Multan were the cities of Punjab 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. Although 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, Multan in collaboration of Mango Research Institute, Multan 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 annual basis (except 2020), MNS University of Agriculture, Multan is organizing the mango festival with the purpose to promote mango industry of Pakistan 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 and Lahore as well. The purpose is to promote Pakistani Mango as a brand in general public. The 5th mango festival was organized at DHA, Multan with the common features as mentioned above with the theme of 'Building Social and Business Networks on 8-10 July, 2021.

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. 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, Langar, Dusehri, Sammar Bahisht Chaunsa, Sindhri, Malda, Fajri, Kala Chaunsa' and Rotole-12 etc.

Introduction

Nearly 1% of mango production is utilized for processing for 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 Lab. for Research, Agricultural Extension, Floriculture Research Station, Pesticide Quality Control Lab., Water Quality Lab. 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 2021 is a joint venture of MNS University of Agriculture, Mango Research Institute and DHA Multan

Inaugural Ceremony

Pakistan is primarily an Agricultural country and ranks 6th largest mango producing country in the world. Mango industry is the second major fruit industry of Pakistan. Over 300 mango cultivars are grown in the country with 'Sindhri', 'Sammar Bahisht Chaunsa', 'Dusehri', 'Anwar Ratole', 'Langra', 'Malda', 'Fajri', 'Sufaid Chaunsa', 'Kala Chaunsa' and 'Rotole-12' being the major cultivars.

Introduction

The annual mango festival(s) organized by MNSUAM are contributing well to the country's export sector as witnessed by enhanced mango exports. The inauguration of the 5th annual Mango Festival 2021, organized by the MNS University of Agriculture Multan (MNSUAM), in collaboration with Mango Research Institute (MRI) Multan and Defense Housing Authority (DHA) Multan at the ARENA, DHA Multan. The chief guest of the inaugural ceremony was Governor Punjab Ch. Muhammad Sarwar. The Governor, Punjab/Chancellor MNSUAM: Chaudhry Muhammad Sarwar arrived at the venue (ARENA, DHA Multan) and inaugurated the mango festival by cutting inaugural ribbon. After the inauguration, he visited the mango varietal display and stalls of the participants. Mango cake cutting ceremony was also organized and cake was cut by the chief guest. Other notable dignitaries Syed Hussain Jahanian Gardezi, Provincial Minister Agriculture Punjab, Mr. Saeed Akhtar, MPA graced the ceremony. Other participants included mango growers, exporters, experts from academia, agriculture research and extension, students were also present in the ceremony. The ceremony was started with the recitation of few verses from the Holy Quran by student Mr. Mujeeb Ur Rehman, and Mr. Bilal recited 'Sofiana Kalam of Bulley Shah'. The Governor Punjab, chief guest at the mango festival Multan, appreciated the efforts of academic and research institutes as well as DHA for organizing such a great event in Multan. This event is going to be a source of information as well as entertainment for people of all categories. From a layman to a well-educated person, this event brings a lot of information, innovation and business ideas for everyone.

The MPA, Mr. Saeed Akhtar also appreciated the efforts and overall progress of the event. He belongs to a middle-class family and strongly believes that the agriculture sector will prosper and progress when driven by loyalty. He said that we must take more steps and initiatives for the progress of the agriculture sector. Mr. Saeed Akhtar added that his team is also offering Kisan cards for middle-class farmers and ensure timely payment of funds.

Introduction

The Vice-chancellor MNS University of Agriculture Prof. Dr. Asif Ali T.I. delivered the vote of thanks and appreciated the efforts of the teams. He also thanked the chief guest and dignitaries for gracing the festival and media partners as well as mango growers for playing their role in the event



Figure 1. Display of Mango Varieties at the Mango Festival 2021.



Figure 2. The Inaugural Ceremony of the Mango Festival 2021

Musigala Musical Evening and Cultural Night

The Musical Gala was held on Thursday July 08, 2021 and the students were excited and pumped for a fantastic performance. It was a successful night and each student performed his/her best activity. It was a great experience to watch and participate in the concert which included a range of songs performed by our university's music club, singing groups and string ensembles. In addition to the student performances, our orchestra entertained the audience with a funny and grand composition. "It was a great night with heaps of enthusiastic students excited to perform their practiced pieces to a lively audience. The cultural night attracted more than 700 guests and student dramatic club who showcased provincial cultural backgrounds; including traditional clothing, music and performances. Overall, the night was a phenomenal success and the largest event hosted. Different cultures of Pakistan exhibited by students of dramatic club. The students performed following cultures to show the livelihood of Pakistan. Sindhi Culture, Balouchi Culture, KPK Culture, Saraiki Culture, Punjabi Culture.

Mango Dish Making Competition

At the second day of Mango Festival, the Chief Guest was Mr. Jansher Khan a former World No. 1 professional Pakistani squash player, Vice Chancellor Prof. Dr. Asif Ali T.I., Dean Faculty of Agriculture & Environmental Sciences Prof. Dr. Shafqat Saeed and Dean Faculty of Social Sciences & Humanities Prof. Dr. Muhammad Irfan Baig.

Mango which is the king of fruits has always been favorite among a majority of people around the globe. People of Pakistan have a special place in their hearts and tummies for this lip smacking fruit. Everyone has their own style of eating it satiating all taste buds in one go.

With the Pakistani mango obsession and its peak every summer, the MNSUAM is doing something super exciting which include Multan's biggest mango dish making competition. The competition is specifically meant to showcase people creativity for desserts and mangoes which make it a great platform for budding chefs to highlight their talents. And what will be a better way to flaunt your culinary skills. Under the supervision of the Department of Food Science and Technology of the MNS University of Agriculture, competition was held for various mango-based dishes in which all the food items made from mango were displayed. The Vice Chancellor Prof. Dr. Asif Ali T.I. thanked the guests and said that Multani mango will be popular not only in Pakistan but all over the World. In the mango dish competition, more than 40 stalls were set up by various educational

institutes, restaurants and hotels. Mango pasta, mango jam, mango butter rolls, mango cup cake, mango cocktail, mango cake, mango biscuit were presented in the competition. The judges/evaluating team included Dr. Muhammad Riaz from Bahauddin Zakaria University Multan, Mr. Naveed Hashmi from Shama Ghee Industry Pvt. Ltd. Multan, Quality Officer Mr. Abbas Ranjha from Ramada, Miss Sonia Sharif Chief Executive Officer, Mr. Saif-ur-Rehman Unifresh Multan Mr. Muhammd Asif Hayat Tipu. There were two categories of participants i.e. professionals and non-professional (academia). In professional category, Ramada restaurant was at 1st position, whereas COTHM and Avari restaurants shared 2nd position and Shangrilla and BBQ Tonight restaurants got 3rd position. In non-professional category, COTHM students were at 1st position, Horticulture students, MNSUAM and Women University Multan students got 2nd position and Emersson College University, Multan students acquired 3rd position.

Seminar: Transforming Mango Production Through STS

On 2nd day of festival, a seminar was arranged at activity hall of the ARENA, DHA Multan. The chief guest of the seminar was Lt. General Waseem Ashraf, chairman Project Committee, DHA, Multan. Other participants were experts from academia, research, extension, and mango industry including growers, processors and exporters. The seminar was started with recitation of few verses from the Holy Quran and Naat Rasool e Maqbool. Prof. Dr Asif Ali T.I., MNSUAM in his welcome address warmly welcomed the chief guests, participants and appreciated the efforts of DHA Multan in organizing this event. Further, he briefed that the purpose of this event was to brand Multan as 'Mango Capital'. He highlighted various activities of MNSUAM in promotion of mango industry in the region. Due to initiatives taken by the university in collaboration with mango stakeholders the export was continuously increasing from last 3 years. Lt. General Waseem Ashraf H.I. (M), Chairman Project Committee, DHA, Multan in his speech declared mango as a phenomenon rather a mere fruit. He announced the establishment of a mango museum at DHA, Multan and assured that DHA will cooperate in all aspects for the establishment of the museum with MNSUAM. Major Tariq Khan, a progressive mango grower presented the export status of mango and he stressed that the mango growers and exporters should capture lucrative and sophisticated markets like USA, Australia, Japan etc. for better mango export returns. He was of the view that we had to monitor our mango orchards keenly for production of quality mango. Similarly, Mr. Jehanzeb Dharala, a progressive grower Multan highlighted the importance of management practices for better mango production. He disclosed that wise and judicious use of

fertilizers, irrigation and pruning are key to quality mango production. Sanitization of mango nursery is of utmost importance as the mango transplants transit most of the diseases in mango orchards, Mr. Shahad Zafar, Assistant Horticulturist from Mango Research Station Shujabad stressed in his remarks. He further recommended to select mature and disease free bud wood for grafting of mango seedlings. The small tree system has gained much interest amongst the farming community for the production of export quality mango. At the end of seminar, souvenir were distributed as token of appreciation to Mr. Ilyas Khan Durrani, Mango grower and Major (R) Tariq Khan, Mango growers and exporter for serving the mango industry.

Multilingual Mushaira

On the day-2 of the Mango Festival 2021, "Multilingual Mushaira" was arranged. Eminent and renowned poets from across the country participated in this event that included Mr. Khalid Masood, Miss Nusrat Sidiqi, Mr. Pir Muhammad Ali Boodla, Mr. Jabbar Wasif, Mr. Sabir Ali Sabir, Mr. Masood Okarvi, Mr. Rashif Arif, Miss Tahira Sara, Miss. Safia Hayat, Mr. Makhmoor Qalandri, Mr. Ashraf Yousafi, Mr. Gohar Sherazi, Mr. Gulfam Naqvi and Dr. Sarmad Farogh Arshad (MNSUAM). The poets entertained the audience by their poetry. The people from different walks of life thronged the hall to enjoy company of their favorite poets at the event.

Kids Mango Story Writing Competition/Fashion Walk

Day-3 of the festival was started with the various kids' festivity activities. These activities were Kids Mango Ramp walk, puppet show, magic show, mango story writing competition and the mango eating competition. Mango eating competition of women was also carried out in the activity hall. The audience and families enjoyed it greatly. Especially the kids were very happy as after a long time after COVID-19 crisis they came out from their homes and got a chance to see such a good festival.

Mascot Show

Our tiny tots were enthralled to watch their favorite characters come alive during the Mascot show organized for them. The kids as well as elders enjoyed this show which captured their attention and opened doors to their imagination. Since time immemorial mascot has proven itself to be a powerful medium of storytelling which not only leaves an impact on the students but also strengthens their language skills.



Figure 4. Kids Activities During Mango Festival 2021.



Figure 4. Kids Activities During Mango Festival 2021.



Figure 5. Kids and Women Festivity Games During Mango Festival 2021

Panel Discussions

Panel discussion on 'Accessing High End Markets: Opportunities for Mango Growers' was organized on Day-3 of Mango Festival 2021 at the ARENA DHA, Multan. The chief guest was Syed Fakhar Imam, Federal Minister for National Food Security and Research. Prof. Dr. Aman Ullah Malik, Director, Institute of Horticultural Sciences, University of Agriculture, Faisalabad delivered a talk on the topic of seminar. Prof. Dr. Asif Ali, Vice Chancellor T.I., Prof. Dr. Shafqat Saeed, Dean Faculty of Agriculture and Environmental Sciences and Prof. Dr. Muhammad Irfan Baig, Dean Faculty of Social Sciences and Humanities, MNS University of Agriculture, Multan, Miss. Rabia Sultan, Progressive Mango Grower, Syed Ibne Hussain, Member Selection Board, MNSUAM, Syed Zahid Hussain Gardezi, HAMZA Fruit Farm, Dr. Mubisher Mehdi, Associate Professor, Department of Agribusiness and Economics, MNSUAM, representatives of SMEDA, mango industry stakeholders, exporters, processors and mango growers graced the event. Following are the recommendations drawn at the end of the panel discussion.

Prof. Dr. Aman Ullah Malik, Director, Institute of Horticultural Sciences, University of Agriculture, Faisalabad

Prof. Dr. A Malik concluded that the services of three major researchers of the world in the field of mango production technology, postharvest physiology and supply chain management were acknowledged. These experts include **Prof. Dr. Zora Singh**, School of Science, Edith Cowan University, Western Australia, **Dr. Steven A. Oosthuyse**, CEO, Horticultural Research, South Africa and **Prof. Dr. Ray Collins**, School of Agriculture and Food Science, University of Queensland, Australia. The findings and recommendation of these experts promoted the global mango industry and their recommendations can also serve as guide to promote the mango industry of Pakistan.

The models of countries like China, USA and Australia in promotion of mango industry are examples for our country as well as for promotion of mango in local market in high end lucrative international markets. The Chinese model was based on concept like small scale mango farming leading to poverty reduction. Further, promotion of tourism and Chinese mango art work also helped in industry promotion. The Australian policy focused on better understanding of mango value chain through connection between mango producers and consumers.

The importance of central policy making and administrative body of mango industry was also highlighted. The example of National Mango Board USA was presented where a strategic plan, developed by the board members, was followed to ensure best interests of the mango industry and funds were being invested wisely. Such model can be adopted in the country for promotion of mango industry and access of Pakistani mango.

Syed Fakhar Imam, Federal Minister for National Food Security and Research

He concluded that high density mango plantation, small tree system, is imperative to produce quality mango and to get more income from less area. He said there is a need to diversify more number of mango varieties for mango production and export. Although there are about 200 mango varieties, however mango production and export only limited to few number of cultivars. To boost country economy through export and gain competitiveness for Pakistani mango in international market, there must be a diversified mango varieties available for export.

International market challenges for export of mango need to be addressed. The more lucrative and sophisticated international markets like Germany and Japan imply more regulations than other markets. He said our mango exporters faced more challenges like phytosanitary problems and overall mango quality problems, because they do not know the foreign consumer demands and regulation of countries for export.

Furthermore, mango nurseries need to be registered and certified. Most of the mango plants are being produced in uncertified nurseries producing plants that is not true to type and infested with disease inoculum. Cost benefit ratio of mango production needs to be rationalized. To avoid high input cost, our mango growers need to wisely use various management practices for nutrition, irrigation and plant protection. This will lead to economical mango production with higher returns.

Other Suggestions/Recommendations

Online marketing with registered company by using international market platform like amazon. Branding of fresh mango and value added products should be promoted.



Figure 6. Panel Discussion For Mango Supply Chain During Mango Festival 2021

Closing Ceremony

Closing ceremony of the 5th Mango Festival was held on July 10, 2021 at the ARENA, DHA Multan. The chief guest of the ceremony was Syed Fakhar Imam, Federal Minister for National Food Security and Research. The other guests who graced the occasion include Rana Mehmood Ul Hassan, Senator, Multan, Dr. Anjum Butter, Director General Punjab Agriculture Extension, Syed Ibne Hussain, Member selection board, MNSUAM, Syed Zahid Hussain Gardezi, HAMZA Fruit Farm, Major Muhammad Tariq Khan, Lutfabd Mango Processing Facility, Mr. Abdul Ghaffar Grewal, Director MRI, Multan and many growers, exporters and industrialist. The ceremony started with the recitation of few verses from the Holly Quran and Naat-e-Rasool (PBUH). Prof. Dr. Asif Ali T.I., Vice Chancellor, MNSUAM welcomed the chief guest and all other participants. He presented an overview of different activities of the mango Festival 2021. About 200 mango varieties and more than 70 stalls were displayed by mango growers, mango industry and exporters for general public in mango festival 2021. He appreciated the role of mango growers, researchers and industrialist. He further briefed that the basic purpose of this event is the branding of the Multan as 'Mango Capital'. He also shared his future planning about the development of 'Mango Museum' and 'Mango Landscape' in collaboration with DHA Multan. At the end of his speech, he thanked all the participants including MRI, DHA Multan mango stakeholders, academia, researchers, students and local public for their participation in mango festival.

The chief guest, Syed Fakhar Imam, Federal Minister for National Food Security and Research, highlighted Multan as hub of mango industry. However, mango industry is currently facing problems due to lack of R & D and advanced technology in this sector. Although Pakistani mango is praised in international market due to its unique taste and aroma, however, there is need to improve the overall production technology, plant protection and postharvest handling and packing of mango to boost the export. He appraised the increasing mango export from Pakistan from last two years and acknowledged the efforts of experts of academia, research, extension and stakeholders. After that Minister distributed shields among all mango growers who displayed their stalls in the event, winners of mango dish competition and the organizers of the event. At the end of ceremony, Prof. Dr. Asif Ali T.I. presented shield as token of appreciation to Syed Fakhar Imam, Federal Minister for National Food Security and Research.



Figure 7. Concluding Ceremony Of Mango Festival 2021 And Souvenir Distribution

Closing Ceremony

Conclusion

The Mango Festival 2021 celebrated on July 8 to 10 a joint venture of MNS University of Agriculture Multan, Defense Housing Authority (DHA) Multan and Mango Research Institute (MRI) Multan. The mango festival attracted academia, research institutions, mango growers, policy makers, industrial personnel, exporters and general public which showed nation's strong resolve towards the thriving mango industry. The overwhelming participation of all stakeholders yielded to marvelous success of the event and initiated a concatenation of mango festivities across the major cities of Pakistan. The allure of mango fruit deserves to be culminated at an international level with the inclusion of foreign embassies and declaring nation-wide mango festival leading to high end foreign markets for Pakistani mango.

Acknowledgement

The Vice Chancellor feels pleasure to acknowledge the cooperation of Defence Housing Authority Multan, Mango Research Institute Multan and other stakeholders especially mango growers, Volka Foods, Sun Crop and Accountability Lab. for successfully arranging the mango festival 2021. The Vice Chancellor also appreciated the untiring efforts of organizing committees of MNSUAM. The authorities are also thankful to security and media personnel for their good work during the mango festival.

Table 1. List of Stalls and Participant in Mango Festival 2021.

Sr. No.	Name	Category	Leading person
1.	SM Foods	Snacks and refreshments	Tasawar Ejaz
2.	Zia (Family foods)	Snacks and refreshments	Mian Nasir
3.	Omore	Ice cream	
4.	Good day (famous foods)	Mango fruit drink	Ijaz Hussain
5.	Al-Hilal	Juices	Rizwan Yousaf
6.	Diamond	Jumbolon	Abdul Latif
7.	SME	BFC, Multan	Fawad Ahmad Khan
8.	Al-Khidmat Centre	Hepatitis & diabetes tests	M.Mueen Anwar
9.	NBP	Loan	Yousaf Zaman Malik
10.	PARC	BZU, Multan	Mumtaz Hussain
11.	Horticulture (Agri deptt.)	Fruits and vegetables	M. Akram
12.	WUM	Mango representation	M. Waleed
13.	KFUEIT	Mango-based products	Dr.Tariq Mahmood
14.	BZU (Horticulture deptt.)	Organic pots	Dr. Amir Nawaz
15.	Evyol Group	Kanzo Ag	Umer Farooq
16.	Wall's	Ice creams	Nabigh Khan
17.	Puchick studio	Media	Abubakar
18.	RSO org. Food	Mango-repr. export	M. Suleman Raza
19.	Bullheyshah Packaging	Packaging	Mueez Malik
20.	MNSUAM (FST)		
21.	PFNO (HND)	Nutrition assessment	Tahir Habib
22.	MNSUAM (HND)	Mango cupcakes	Manahil/Afifa/Arman
23.	MNSUAM (Ento)	Young student peace	Mirza Abdul Qayyum
24.	Organic greens	Mango seller	Hamza Bilal
25.	Malik foods	Snacks	Sidra Khan
26.	Virsa	Spices	Sidra Khan
27.	Mango-stan	Mango seller & supplier	Areeb
28.	Sar-sabz	Fertilizer	Usman
29.	Home-grown	Mango plants	Fahad
30.	Lutfabad	Growers and exporters	Ali Khuzaima
31.	Omore	Ice cream	M. Ismail
32.	Comega	Fertilizers/nutrients/pesticides	M. Zubair
33.	FFC Foji fertilizers	Fertilizers	Tahir Javed
34.	Bayer	Pesticides	M. Owais
35.	FMC	Pesticides	M. Adnan
36.	Crop life association	ICI, FMC, Bayer, Syngenta, Engro	Hamza Bhutta
37.	Fidak	Mango exporters	M. Ali Akbar
38.	Sheikh Khejo Bhai	Packaging machine&material	Abdul Sami
39.	New Age Leaf	Mango plants	M. Semab Shafqat
40.	Freshley	Online fruits and vegetable delivery	Mubashir Nazir
41.	Multan packaging	Mango packaging	Mohsin Javed



Venue: DHA Multan Arena	
Day 1 (Thursday- 08 July 2021)	
Inaugural Session	12:30 pm
Mango Eatery for public at Mango Enclave along with cultural music	5:00 pm -7:00 pm
Cultural Variety Show	8:00 pm
DAY 2 (Friday- 09 July 2021)	
Mango Dish making Competition	10:30 am
Seminar: Transforming Mango Production Through STS	02: 45 pm
Mango cutting and eating competition	4:00 pm
Mango Eatery for public at Mango Enclave along with cultural music	5:00 pm to 7:00 pm
Multilingual Mushairah	8:00 pm
Day 3 (Saturday- 10 July 2021)	
Kids Variety Show/Fashion Ramp Walk	11:00 am
Puppet Show	12:30 pm
Magic Show for Kids	1:30 pm
Panel Discussion: Accessing High End Markets; Opportunities for Mango Growers	03:00 pm
Closing Ceremony	4:00 pm



Highlights of Press Media Coverage






Highlights of Press Media Coverage





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