

MANGO
MISSION
2030

Center of Agricultural
Sustainability for South Punjab
(CAS-SP)



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5TH WEBINAR ON MANGO UNDER COVID19 PANDEMIC

June 17, 2020

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The Vice Chancellor started the proceedings of the webinar by reciting few verses from the Holy Quran and welcomed all the participants. He welcomed the CEO, PIA Air Vice Marshall Muhammad Arshad Malik in the online webinar. He explained that the main focus of the webinar is to discuss the bottlenecks faced by mango exporters in the air lifting of the product from Pakistan with the top management of the Pakistan's national flag carrier airline. He also informed the house that from Friday June 19, 2020, the promotion of mango as a brand 'Uni-Fresh mango' will be initiated at Centaurus Islamabad and for this purpose a group of about 50 mango growers has been registered as mango vendors.

The Vice-Chancellor also unveiled the purpose of the series of mango webinars in the last couple of explained to provide a platform to resolve the various issues faced by the mango industry stakeholders under the prevailing conditions of COVID-19 pandemic covering mango production, postharvest handling, labour safety protocols and mango export issues. Mango growers, processors, exporters, researchers, extension workers and academia from Punjab and Sindh participated in the webinar

3rd May 2020 at 11:30 am online zoom cloud hosted by MNS-UAM

MNAGO EXPORT AND AIR FREIGHT

Major Tariq Khan., Chief Executive, Mango Growers Association, Multan briefed the participants about the current situation of mango export through sea, land and air routes. He further added that currently Qatar Airways and Emirates Airways are exporting the Pakistani mango on about 3-4 times higher rates than the last year rates which is making Pakistani mango non-competitive in the international markets. PIA as national carrier should play its role to rationalize the air freight rates by offering no profit-no loss rates for this year to the mango exporters. He expressed his fear of losing the international markets if this issue is not handled swiftly and efficiently

Dr Waqar Ahmad, Director Agriculture Technology, USAID lauded that threat of pandemic can be converted into an opportunity if right strategies at the right time be adopted. He appreciated the efforts of present PIA's CEO expressed high hopes that he will make a way through this crisis by facilitating the export of horticultural commodities.

Syed Mahmood Shah Nawaz, Vice President, Sindh Abadgar Board assured PIA CEO that on behalf of Sindh mango growers he commits to provide sizeable volume of mangoes for export load during the current season

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FACILITATIONS FROM PIA

Air Vice Marshall Muhammad Arshad Malik, CEO PIA, assured that he and his team is committed for the national cause and will facilitate the mango export on at maximum especially in terms of freight rates. He further added that PIA will share the flight schedule of one week with mango growers for so that they can plan their shipments accordingly. He further revealed that as Hub of PIA's air cargo flights will be either from Islamabad or Lahore so exporters should arrange their cargo accordingly. He offered the mango growers for export of mango on full cargo-load on no profit-no loss basis, and informed that PIA has already arranged all clearances for air freight through Boeing 777 carrier for mango export but he needs commitment and support from the mango growers. He also pointed out some problems need to be addressed related to packaging and pelleting of mango fruit during export. He disclosed that a core group consisting of GM Cargo PIA and Air commodore Mr Jabran will be available on 24/7 basis for coordination with Mango exporters and he himself will ensure that these issues would solve within next week

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GROWER'S PERSPECTIVE

Madam Rabia Sultan, Mango Grower from Muzaffar Garh briefed the participants that time is essence for the mango export as we need to take decision on war footing. As mango is our ambassador, access to the international market may be lost which has been earned after the work of decades. She suggested to make a core group for deliberations on the cause of mango export with Govt. officials from the forum of Mango stakeholders also.

Mr. Asif Hayat Teepu also highlighted the importance of exporting a sizeable quantity to higher markets in stabilizing price of the mango in domestic market

Prof. Dr. Asif Ali thanked all the participants especially the head of PIA and expressed his satisfaction on the proceedings of the webinar / meeting. He lauded the efforts of whole team and stakeholders for their efforts in confronting difficult situation under COVID-19 pandemic but exerting their efforts for a national cause.

FOLLOW UP PLAN

1. Core group from PIA side will comprise of General Manager Cargo, Mr. Tariq Khan and Air Cmdr Mr. Jabran while from Exporters / Growers, Madam Rabia Sultan, Major Tariq Khan and Syed Mahmood Nawaz Shah will coordinate with PIA. Mr. Asif Hayat will facilitate the coordination among various stakeholders
2. PIA team will share the schedule of PIA flights on weekly basis with the exporters for facilitation of cargo planning
3. Exporters will verify the cargo load from Islamabad and Lahore to PIA so that it can work out the cost in no profit no loss basis. Major Tariq Khan and Syed Mahmood Nawaz Shah will take the responsibility in this regard while Madam Rabia Sultan will be the point of contact
4. Maximum growers will register themselves for Mango sale point at Centaurus, Islamabad under the brand of Uni Fresh. Mr. Asif Hayat will finalize the arrangements

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List of Participants:

1. Prof. Dr. Asif Ali, VC, MNS-University. of Agri. Multan
2. Air Vice Marshall Muhammad Arshad Malik, CEO PIA
3. Mr Tariq, General Manager, Commercial Cargo, PIA
4. Mr Zaheer, CSM PIA, Lahore
5. Mr. Baqar Raza Naqvi, PIA Multan
6. Ms Rabia Sultan, Mango Grower, Muzaffar Garh
7. Maj (R) Tariq Khan, Mango Grower / Exporter
8. Syed Sarmad Hussain Tahir
9. Syed Mehmood Nawaz Shah, Mango Grower / Exporter, Sindh
10. Kashif Naveed, Mango Grower, Kabirwala
11. Syed Zahid Gardezi, Mango Grower
12. M. Waqas Zafar Bucha, Mango Grower Multan
13. Dr. Waqar Ahmad, Director-Agri Technologies USAID
14. Mr. Zafaryab Haider, Consultant Horticulture/Agri Extension Expert
15. Prof. Dr. Irfan Baig Dean MNS-University. of Agri. Multan
16. Dr. Kashif Razzaq, Assistant Professor, MNS-University. of Agri. Multan
17. Dr. Sami Ullah, Assistant Professor, MNS-University. of Agri. Multan
18. Dr. Abid Hussain, Assistant Professor, SS, MNS-University. of Agri. Multan
19. Rana Asif Hayat Tipu, Mango consultant, Multan