

MANGO MELA REPORT

Commenced from 11th June to 14th June 2015

Venue: DRDC Office premises Purulia

Organised By: DRDC-Purulia

A wide variety of carbide-free mangoes placed on display cum sale at the “Mango Fair”, which was organised by District Rural Development Cell (DCDC) Purulia at DRDC Premises from 11th June to 14th June 2015. The Higher officials of DRDC presided over the inaugural ceremony of the Mango Fair in the august presence of senior officials of Horticulture Department & District Administration.



The Four-day Mango Fair offered an ideal platform to the mango growers to sell their mangoes in remunerative price. The significant objective of the “Mango Fair” was to encourage farmers to adopt the latest but local specific technology to increase their mango production and quality, so that they could earn optimum return of their farm produce from their tiny holdings **by effective convergence**



with the local market. The Mango Fair also provided a forum to the mango growers to sell the ultimate consumers directly without any middlemen with an affordable price at disposal.

In the said fair around 50 farmers were participated with the effective & efficient mobilisation of the local NGOs Gramin Vikas Trust, Pradan & Kalyan. At the end of the Fair as per the report received in the last day of the Mela, approximately 15 tons of Mango of different varieties viz- Amrapaly, Mallika & Himsagar were sold in remunerative price in which GVT was introduced by the District Horticulture Mission, Purulia, as a



lead agency of the district in terms of Horticulture based livelihood programme. More than 20 farmers from Baghmundi, Bundwan & Hura Block came with around 5 tons mango for the said Mela and the interested buyers of the Purulia district got an ample opportunity

to purchase those good quality of Mangoes at an affordable price @Rs.25.00 to Rs35.00 per Kg depending upon the size & quality.

GVT's participation in the said Mela has evoked immense response among the Wadi farmers of the GVT's operational projects in Purulia district (Bagmundi, Arsha, Hura, Mamnbazar-II, Bundwan Blocks respectively) West Bengal in terms of enhancement of their Orchard based livelihood program.