

## Mango Field Day Organized at ICAR-IARI

**14-7-2025**

The Pusa Mango Field Day was held on July 14, 2025, at the MB7 Field of the Division of Fruits and Horticultural Technology, ICAR-Indian Agricultural Research Institute (IARI). The Field Day was attended by the farmers, faculty members, and students involved in the mango industry. The event was conducted under the Outreach Programme which aimed at promoting advanced mango hybrids developed by IARI. With participation from stakeholders across five states—West Bengal, Gujarat, Rajasthan, Maharashtra, and Uttar Pradesh—the event emphasized IARI's commitment to agricultural innovation and the dissemination of cutting-edge farming practices.

Leading the proceedings, Dr. Ch. Srinivasa Rao, Director & Vice-Chancellor of ICAR-IARI engaged attendees in robust discussions about the latest improvements in mango cultivation techniques. He highlighted the critical importance of integrating these new mango varieties into both domestic and international markets to enhance their marketability. Dr Rao interacted with farmers and licensees regarding IARI's mango varieties, focusing particularly on pragmatic strategies for upscaling plant multiplication and increasing the visibility of these new varieties at the consumer level, which could ultimately yield better prices for growers. He also suggested the development of success stories highlighting the experiences of farmers embracing new mango hybrids developed by IARI, leveraging various digital platforms for broader outreach.

Dr. Viswanathan Chinnusamy, the Joint Director of Research, provided insightful context about the overall goals of the Outreach Programme on mango. He detailed the initiative's objective to upscale the availability of quality mango planting materials by creating synergies between the public and private sectors. The emphasis on collaborative efforts aims to foster a more sustainable and competitive mango cultivation landscape.

Dr O. P. Awasthi, Head, Division of Fruits and Horticultural technology welcome the Dignitaries and farmers with briefing about achievements of the division particularly on mango varietal development. Dr. Jai Prakash, Principal Scientist and Principal Investigator of the Outreach Programme's mango project, elaborated on the varietal displays and key characteristics of IARI's innovative mango hybrids suited for high-density planting.



Source: ICAR-Indian Agricultural Research Institute, New Delhi