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## Mango festival showcases innovation, research, culture, and collaboration



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The MNS University of Agriculture, Multan, successfully hosted the Mango Festival 2025,

inaugurated by Professor Dr. Asif Ali, Chairperson of the National Seed Development and

Regulatory Authority, and Vice Chancellor Professor Dr. Zulfiqar Ali. The festival served as a

dynamic platform to promote mango cultivation, value addition, marketing, and export, drawing

participation from scientists, farmers, students, families, and industry leaders.

Vice Chancellor Dr. Zulfiqar Ali emphasized the importance of mango as a major fruit crop of Pakistan. He highlighted the university's ongoing research on climate change impacts, pest control, nursery management, and yield enhancement. He shared the success of the Mango Small Tree System and Smart Trap and Protein Bait technologies that are helping farmers achieve better results in pest control and productivity.

He also noted significant progress in online mango marketing, dried mango exports, and the UniFresh brand's role in enhancing global reach.

Chief guest Dr. Asif Ali commended the university's international efforts through the Mango Festival, adding that value addition, cold chain logistics, and smart packaging are essential to boost exports. He urged for collaboration among farmers, researchers, and the private sector to meet global standards.

Professor Dr. Amanullah Malik highlighted the role of research and field trials in addressing sector challenges. Chief Organizer Dr. Mubashir Mehdi noted that the festival is more than an exhibition—it fosters research, innovation, and industry linkages.

The festival featured over 200 mango varieties, a poetry session, Qawwali Night, mango-eating contests, children's art competitions, and a women's nutrition seminar. The lively cultural events

attracted thousands from the community, reinforcing the festival's spirit of learning, celebration, and unity.

Riaz Ahmad Haraj

Spokesperson, MNS University of Agriculture, Multan