

Yogi Adityanath Advises Farmers To Avoid Shortcuts And Focus On The Quality Factor European markets await UP mangoes: CM

TIMES NEWS NETWORK

Lucknow: Chief Minister Yogi Adityanath on Friday said European markets were waiting for mangoes of Uttar Pradesh and efforts should be made to take the king of fruit from the state to every corner of the world.

"Farmers should avoid shortcuts, prioritise quality and prepare their products in accordance with market demands. Our government is working on 'Beej Se Bazaar Tak' approach to increase the income of farmers," the CM said while inaugurating the three-day "Uttar Pradesh Mango Festival 2023" at Avadh Shilpgram.

Citing an example, the CM said: "In Russia, mangoes are being sold at Rs 800 per kg, but it costs Rs 190 to send mangoes through cargo from here. That means, if a farmer exports mango to Russia, he will get a net profit of over Rs 600."



CM Yogi Adityanath at the mango festival in the city on Friday

Yogi said during the Global Investors Summit, teams were sent to numerous nations to explore the global market for horticulture crops and added that through Indian Missions abroad,

exhibitions should be organised to showcase agricultural products related to UP.

He asked officials to visit different countries, understand the global market trend and organise exhibi-

tions to create a link between the farmers and global markets.

Asserting that the mango festival was a platform to increase the income of farmers, Yogi said: "As per Prime Minister Narendra Modi's intention, the UP government is taking all necessary steps in the interest of the farmers. Our government has built four pack houses in the state. Recently, we send two tonnes of mangoes to Dubai from the pack house in Varanasi. Efforts will be made to organise similar programmes from Saharanpur, Amroha and Lucknow pack houses."

He went on to say that to bring horticulture crops to the international market, agricultural scientists and officers of the horticulture department will need to work together.

"Only then we will be able to explore new avenues and give the agricultural and

Yogi felicitates mango farmers

CM Yogi Adityanath honoured farmers and traders who have excelled in the field of mango production. He released the souvenirs of the Mango Festival 2023. Jal Shakti minister Swatantra Dev Singh, transport minister Dayashankar Singh, horticulture minister Dinesh Pratap Singh, chief secretary DS Mishra and agriculture production commissioner Manoj Kumar Singh were present during the event.

horticultural products of UP a different identity," Yogi said.

Producers, buyers, sellers and exporters participated in the event.

Aligarh's mango buyer Mobinuddin Khan said: "CM's efforts resulted in a successful Aamras programme in Moscow last week."