

Melghat Farmers Moves towardsthe Business of Mango

Nageshwara Charitable Trust (NCT) is implementing 2 Integrated Tribal Development



Programme (Wadi Project) under NABARD's Tribal Development Fund (TDF) in Melghat region of Amravati district since 2010-11. Through this wadi project, 4000 tribal families of melghat region are being supported for establishing the orchid (wadi) of horticulture crops/fruits i.e. Mango, Aawla & Guava. Along with, NCT with

support of NABARD has also made efforts to collectivize small & marginal farmers under the umbrella of Farmers Producer Organization (FPO) for value addition & marketing support to farm produce. As a result, farmers of melghat have come together and formed their organization/company in March-2016 with the name of **"Aadiwasi Mitra Farmers' Producer Company Limited (AMFPCL)"**. Since inception, AMFPCL has been supporting their farmers to provide agriculture inputs i.e. seeds & fertilizers in reasonable price and marketing support for getting better price of their farm produce. This summer, all the established orchid/wadi has good production of Kesar Mango. AMFPCL is collecting this mango and adding value like grading, sorting, packaging and marketing, so that farmers would able to good prize of their farm produce/mango. AMFPCL has also developed the brand name for marketing of this wadi mango **"Melghat Kesar Mango"**.



On 12/05/2017, the farmers/director of AMFPCL met with Collector of Amravati district Shri. Abhijit Bangar (IAS) along with NABARD's DDM Shri. Narayan Paunikar, and shared about different initiatives of NABARD & NCT in Melghat region. The collector has appreciated the efforts of farmers/NABARD/NCT and showed interest

to visit wadi project and FPO. The directors of AMFPCL has gave first packed mango box of *Melghat Kesar Mago* to the collector and then started their marketing. AMFPCL has opened their mango stall at the Paratwada Market and selling mango with the price of Rs. 80/- (A Grade), Rs. 70/- (B Grade) and Rs. 60/- (C Grade). This is the first initiative in Melghat region where farmers are the producer and traders of their produce. The response to this Mango is very good and continuously demanding for Mango.

