

## Annual Mango Festival – 2015: Vasundhara Agri Horti Producer Co. Ltd. (VAPCOL)



VAPCOL Pune had organized an exhibition on the theme of Kesar Mangoes this year at BAIF-Pune campus in warje. The thought behind organizing the event was to reach out to more and more potential customers, increase the Kesar mango sale, and ultimately increase the returns to the farmer members of the cooperatives. The event was for two days (30<sup>th</sup> & 31<sup>st</sup> May 2015). Since children had their summer vacations the event included fun and games activities to keep them engaged while their parents were shopping for mangoes and other products from a range of displayed

products by various vendors in the exhibition.

VAPCOL marketed the event through posters and flyers. Posters were put on petrol pumps and at the back of the city buses for the wider circulation of the information to the potential customers. We also sent mass e-mail invites and Facebook invites. We announced the event in 4 newspaper dailies of Pune. With these initiatives we managed to grab the attention and attendance of customers on the two days of the festival. On an average there was a footfall of 2000 customers. VAPCOL sold 660 dozens or 2 tons of Kesar mangoes in two days. This was the first event of the company around Kesar, hence not many knew about the event, so we plan to make this an annual affair. The vision is to make brand *Vrindavan* known for *best quality mangoes*. The exhibition also included other sellers who showcased tribal products such as: bamboo art & craft, silk textile and attire, handmade quill jewelry etc.



Through this event we sent out a message to the urban customers that brand Vrindavan delivers the best quality mangoes in the season. We plan to have the annual Kesar festival next year bigger and better than this year's. We plan to keep other season fruits procured from the farmer organisations and provide them this platform for better returns for their efforts and hard work. We at VAPCOL aim to increase the Fresh mango business 3-folds next season. The direct sales through VAPCOL fetches good return to the farmers' cooperative also the end customer gets to eat the best quality fresh mangoes at fair price.