



RASS- Krishi Vigyan Kendra, Tirupati

Vanasthali, Karakambadi (P), Renigunta (M), Tirupati (Dt.) – 517520



Significant Activity for the month of July and August, 2026

National Mango Day - 2026

RASS-KVK, Tirupati, with the support of Coca-Cola India Foundation, grandly celebrated "National Mango Day" today at RASS Krishi Vigyan Kendra, Karakambadi on 22.07.2026. Shri R. Govinda Rao, IAS, Joint Collector, Tirupati District and Dr. S. Venkataratnam, General Secretary, RASS attended the event as chief guests. Tirupati District Horticultural Officer Shri Jaya Bharath Reddy, NABARD District Development Manager Shri Chandrasekhar, Andhra Pradesh Community Managed Natural Farming Project Director Shri Shanmugam, scientists from RASS Krishi Vigyan Kendra, along with over 250 farmers, farm women, and agriculture students from the combined Chittoor district participated in this program. Initially, the farmers and officials visited the agricultural exhibition arranged at the event.

Chief Guest and District Joint Collector Shri R. Govinda Rao stated that mango is the major horticultural crop in the district. Expressing delight over the initiatives undertaken by RASS and Krishi Vigyan Kendra to boost farmers' income through the 'Unnati Mango Project' supported by the Coca-Cola India Foundation, he urged farmers to cultivate mango products that are acceptable for foreign exports. Additionally, he mentioned that the staff at the Rythu Seva Kendra in the district should create awareness among farmers about the services offered by Krishi Vigyan Kendra.

Dr. S. Venkataratnam, General Secretary, RASS, highlighted the various activities undertaken through the "Unnati Mango" project. He explained that by cultivating chemical-residue-free mango, farmers can not only secure higher market prices but also reduce cost of production. He further added that good yields can be achieved by adopting modern agricultural technologies such as canopy management, rejuvenation of old orchards, and top working in mango.

Shri Chandrasekhar, DDM, NABARD, explained the various subsidy schemes and crop insurance schemes offered by NABARD for the infrastructural development of mango farmers, he emphasizing that farmers should focus on value addition for mangoes.

KVK Head, Dr. S. Srinivasulu, detailed the significance of National Mango Day and explained techniques to achieve high-quality and high yields in mango. He elaborated on the use of fruit bagging, fruit fly traps, bio pesticides, and the precautionary measures to be taken for standing crops under the prevailing El Nino conditions.

Sri Sudhakar, Horticulture Scientist, RASS-KVK provided information on post-harvest management in mango, precautions to be taken for horticultural crops during El Nino conditions, and various mango varieties.

Following the speeches, certificates of appreciation were presented by the guests to farmers who achieved high yields as part of the Unnati Mango Project, and a KVK publication on mango cultivation was officially released. Furthermore, paddy seed, other critical inputs, and bio-fertilizers were distributed to farmers for field demonstration, and battery sprayers were distributed to Scheduled Caste farmers under SC Sub Plan.

