

Press Release
Haryana Tourism
Curtain Raiser-2nd July,2010

19TH MANGO MELA ARRIVES AT PINJORE



The 19th Mango Mela is being organised by Haryana Tourism, jointly with the Horticulture Department Haryana, on 3rd and 4th July,2010 at Pinjore Gardens. Addressing to the press today at Haryana Niwas, Chandigarh, Sh. Om Parkash Jain, Tourism, Transport, Hospitality and Civil Aviation Minister Haryana stated

that the Mela this time is 19th Mela in the series and is being organized every year at Pinjore Gardens. The main objective of the two days Mango Mela is to encourage the farmers to adopt the latest technology in order to increase their production, productivity and quality of product, so that, they may get maximum return of their produce from their limited holdings by tapping the domestic as well as international markets. The Mango Mela also provides a forum to the mango growers for better marketing of their produce. It also provides a common platform to the artisans and Self Help Groups to display and sell their handmade handlooms and handicrafts products in the Crafts Bazaar of the Mela. The Mela is an annual event which celebrates the arrival of Mango - The King of Fruits. The Mela provides an excellent opportunity to the public to see and taste good quality of mangoes and to be part of the various activities and events to be organized during the mela. Sh. Roshan Lal, IAS, Financial Commissioner & Principal Secretary, Agriculture Department Haryana, Sh. S.N.Roy, IAS, Managing Director, Haryana Tourism, Sh. A.S.Yadav IAS, Director Agriculture & Horticulture Deptt. Haryana and DR. S.S.Phulia, IAS, Add Managing Director, Haryana Tourism were also present.

The Mela will be inaugurated by Smt. Urvashi Gulati, IAS, Chief Secretary, Haryana at 5.00 p.m. on 3rd July,2010. HE, Sh. Jagannath Pahadia, Governor Haryana has kindly consented to be the Chief Guest at the Prize Distribution cum Closing Ceremony on 4th July,2010 at 5.30 p.m.

The Schedule of various activities for 1st day of the Mango Mela i.e for 3rd July, 10 is that at 7.00 a.m- there will be registration of entries of Mangoes & Mango products, 12.00 Noon – Rangoli competition , 1.00 p.m. –Slogan Writing Competition, 2.00 p.m. –Face Painting Competition, 4.00 p.m- Tambola, 5.00 p.m- Inauguration of Mela followed by cultural programs at 6.30 p.m . Similarly, the Schedule for the 2nd day, i.e, for 4th July is that at 10.00 a.m- Painting Competition, 10.30 a.m.-Fancy Dress Competition, 11.00 a.m- Mango Cutout Competition, 12.00 Noon - Demo for preparation of Mango Products for ladies, 12.30 p.m.- Mehandi Competition, 1.00 p.m.-Mango Eating Competition, 4.00 p.m. -Tambola, 6.00 p.m-. Prize Distribution followed by Cultural Programs.

The teams for the cultural programs have been organized in association with the Information, Public Relations and Cultural Affairs Deptt, Haryana. The Cultural Programs for 3rd evening are Haryanvi Vandana, Haryanvi Lok Nritys and Sufiana Kalam by Prof. Hemraj. Similarly, the Cultural Programme for 4th evening are Baam Lehari by Harvinder Rana & Party, Haryana Ki Matti and Quawalli by Meharban Ali & Party. In addition, the Day Performers which have been engaged are Haryanvi Dance, Bhangra, Kacchi Ghor- Jaipur, Puppet Show- Jaipur, Dhol Nagara-Hodel, Bagpiper-Karnal, Been Saper- Panipat, Long Man Bamboo Walker-Delhi and Bioscope-Delhi.

A Food Court has also been set up which will offer variety of F&B items for the visitors. In order to ensure good quality of snacks, stalls have been put up by IHM-Kurukshetra, IHM-Panipat, Allied Institute of Hotel Management– Panchkula, Sarva Institute-Panchkula,, Verka, Shankar Chaat, Ishwar Ki Kulfi and Pepsi etc.

The Department of Horticulture Haryana right from its establishment in the year 1991 has laid special emphasis on Mango cultivation in Haryana. The area under mango cultivation during 1990-91 was 3,553 hectare and production was 19,900 tones , which has increased remarkably during 2008-09 to 9125 hectares of area with production is 64,570 tonnes . This has been possible due to the adoption of package and practices demonstrated by the Horticulture Department. Apart from this, during the year 2010-11, an additional area of 250 ha. will be brought under mango plantation and to achieve this goal, an assistance of Rs. 18,000/- per ha. at normal spacing & 24,000/- per ha for the high density planting will be given to the farmers in three years with a maximum limit of 4 ha. per beneficiary.

Regarding the mango cultivation in India, it was stated that Mango is grown in an area of 2.2 million hectares and the production is 13.79 million tones. Andhra Pradesh is leading State of India where total production of mangoes is estimated to be 3.87 million tones, Uttar Pradesh 3.26 million tones followed by Karnataka 1.34 million tones, Bihar 0.87 million tones, Tamil Nadu 0.75 million tones, Gujarat 0.93 million tones and Maharashtra 0.71 million tones. In Haryana, Mango occupy a prominent position as it is grown in 25% of total area under fruit cultivation. The estimated area under mango cultivation is 9125 hectares and production is 64,570 million tones. The maximum area under Mango cultivation is in Yamunanagar district of 5419 ha., Ambala 1257 ha., Panchkula 950 ha, Karnal 629 ha., and Kurukshetra 430 ha.

Bhima Devi Museum is there in the vicinity of Pinjore Gardens which is also known as 'Bhima Devi Temple'. Discovery of the art objects in a field near Bhima Devi Temple in 1974 led the Archaeology Department Haryana to declare it as protected under 'Punjab Ancient and Historical Monuments and Archaeological Sites & Remains Act- 1964'. In recognition of the good work done by Haryana Tourism, the Ministry of Tourism, Govt. of India has given a National Award for promotion of Bhima Devi as a "Best Maintained Tourist Friendly Monument". The Ministry of Tourism, Government of India in consultation with the National Council for Hotel Management and Catering Technology have adjudged the Food Crafts Institute (FCI) Faridabad as "The Best FCI" across the country and conferred National Award for Excellence in Hospitality Education for the year 2007-08. Similarly, Haryana Tourism has won the National Award of Ministry of Tourism, GOI for "Promotion of MICE Tourism in Public Sector".

The Ministry of Tourism, GOI has provided funds amounting to Rs. 16.30 crores for integrated development of Panipat-Kurukshetra-Pinjore Circuit. This includes, up-gradation of infrastructure, beautification & illumination of Panipat amounting to Rs. 236.96 lacs, up-gradation of infrastructure, beautification & illumination of Kurukshetra amounting to Rs. 833.88 lacs and up-gradation of infrastructure, beautification & illumination of Pinjore amounting to Rs. 559.19 lacs. There is also a provision of Rs. 2.00 crores under the State Plan during the year 2010-11. The work of up-gradation/renovation of Pinjore Gardens has been undertaken. It is intended to restore the heritage character of the Pinjore Gardens. The works that have been undertaken are as under :-

1. All fountains duly lit with light all along the channel are being restored/remodeled. Water re-circulation and restoration system is being provided which will not only save the water but also save the electricity. With the provision of re-circulation system, it would be possible to operate the fountains efficiently at regular intervals.
2. To make the Pinjore Garden disabled friendly, ramps are being provided near the stairs which will facilitate the movement of handicap person on wheel chair so that they can also have glimpse of heritage property.
3. A Sewage Treatment Plant is proposed to be provided. The sewage after treatment will be utilized for the irrigation of the lawns in the garden.
4. The paths all along fountain channels and at other locations in the garden are being upgraded.