

## **GTDC to associate with Botanical Society of Goa for Konkan Fruit Fest 2016 from April 22-24**

**Panjim, 13 April:** For the first time, Goa Tourism Development Corporation (GTDC) is partnering with the Botanical Society of Goa and its festival partners to present the 12<sup>th</sup> edition of the Konkan Fruit Fest. The annual festival is scheduled to be held from April 22-24, 2016 at the Campal promenade, Panjim.

The **University of Horticultural Sciences**-Bagalkot; the **DBS Konkan Krishi Vidyapeet, Dapoli**; the **University of Agricultural Sciences**, Dharwar and Bangalore; the **ICAR-CCARI, Ela-Goa**, the **Directorate of Agriculture** and other organizations will participate along with a large number of **fruit growers and processors** of fruit products from juices, nectars and wines to jellies, jams and pickles.

The participation of fruit growers and enthusiasts at the Konkan Fruit Fest adds value to this unique event, where scientists, industry, extension workers, producers and consumers learn from each other in an informal and enjoyable way, tasting fruits and fruit products, enjoying the music and fun competitions and interactions in a festive atmosphere.

This year the focus will be on the **“Little Known Fruits of the Konkan”** including the Rose Apple and berries of all types (Churna, Kanttam, Kaneram, Mulberry etc), while not forgetting the major fruits like Mango and the fast developing commercial fruits like Kokum and Jackfruit that have been promoted by the Botanical Society of Goa since 2003.

Various competitions are to be held during the fruit fest which includes fruit presentations, fruit products (Friday 3 P.M), fruit carving (Sunday 4 P.M.), and fruit eating.

Hon’ble Chairman of the Goa Tourism Development Corporation (GTDC), Mr. Nilesh Cabral said, “GTDC is happy to associate with the Botanical Society of Goa in presenting the Konkan Fruit Fest. Such events are not only of interest for farmers and those associated with farm products but tourists as well who get an insight into agro development taking place in the Konkan regions. The Konkan fruit fest is one event which draws large participants and visitors and GTDC is taking this opportunity of promoting this event and the flavours of Konkan fruits to one and all.”

Secretary of the Botanical Society, Miguel Braganza expressed his happiness at the association of GTDC this year. He said "With GTDC becoming a festival

partner, the Konkani Fruit Fest is bound to attract more tourists to the event and help to scale it up. The Corporation of the City of Panaji and the ICAR-CCARI, Old Goa, have been pillars of support for this event since the start. Other universities and agencies have participated over the years. The newly established Don Bosco College of Agriculture at Sulcorna-Quepem, is sending trained student volunteers to explain the fruits to the visitors. The event is now attracting vendors and participants from across the Konkani and the rest of the world. "

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