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Coca-Cola and Gram Unnati launch Project Mango Unnati

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By **Shraddha Warde** | July 16, 2024



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Coca-Cola India and Gram Unnati announced the launch of "Project Mango Unnati." This project aims to revolutionise sustainable mango cultivation, focusing on the Alphonso and Totapuri varieties in Karnataka, India. Project Unnati will work closely with state horticulture agencies such as Krishi Vigyan Kendra (KVK), the Mango Board, the Indian Institute of Horticultural Research (IIHR), and various horticulture departments across different districts.

The goal of Project Mango Unnati is to promote sustainable agricultural practices and enhance mango yields and farmer incomes by improving the quality, size, and shelf life of the fruit. This would enable farmers to achieve better market prices. The project will also demonstrate and facilitate the adoption of rejuvenation techniques for old and senile orchards and high-density plantation (HDP) practices.

Additionally, Project Mango Unnati will emphasise sustainable agriculture through micro-irrigation, integrated pest management (IPM), and water conservation techniques such as mulching and rainwater harvesting. The initiative will provide training in safe and modern agricultural practices, ensuring sustainable farming.

The project will offer crop advisory services, including climate forecasting and crop alert systems, to equip farmers with climate-smart techniques and enhance the traceability and sustainability of the crop, which will help farmers achieve better returns for their produce. Moreover, special training modules have been designed to empower female farmers, promoting gender equality in the agricultural sector.

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