



Kesar Keri Mahotsav 2025 to begin at Vastrapur Haat in Ahmedabad from May 14

Citizens of Ahmedabad and Gandhinagar can now enjoy the bounty of chemical-free sweet mangoes during the scorching summer heat, right at their doorstep. In Gujarat, farmers cultivating chemical-free mangoes are allowed to sell their produce directly to consumers at affordable prices. The “Kesar Mango Festival 2025” has been organized in Ahmedabad.

Agriculture Minister Raghavji Patel will inaugurate the Mango Festival at Vastrapur Haat in Ahmedabad tomorrow, May 14, 2025. The Kesar Mango Festival will continue until June 13, lasting a full month.

Around 85 stalls have been allotted free of cost to farmer associations, natural farming FPOs, and individual mango growers. This festival is not only a marketplace but also a platform for direct communication and trust-building between urban consumers and rural producers.

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