

Safal's first fresh F&V outlet inaugurated in Bhubaneswar

Shri Dharmendra Pradhan, Hon'ble Minister of State for Petroleum and Natural Gas, Government of India inaugurated the first two Safal fresh fruit & vegetable (F&V) outlet - at BPCL petrol pump, Rajdhani Service Station Unit II and in front of Governor's house in Bhubaneswar on 3 July 2017. Shri Dilip Rath, Chairman, National Dairy Development Board (NDDDB) & Mother Dairy Fruit and Vegetable Pvt. Ltd. (MDFVPL) and other MDFVPL officials were present.

Speaking on the occasion, Shri Dilip Rath said that MDFVPL, a wholly owned subsidiary of NDDDB under its 'Safal' brand has initially opened 2 outlets in the city in the pilot phase. Once this pilot becomes successful, MDFVPL further plans to expand to other OMC outlets in a phased manner.

Chairman NDDDB said that Safal's efforts to provide market linkage for fruit & vegetable growers will also entail enhancing farm productivity, through agronomic intervention for key horticulture crops such as banana, parwal, tomato, brinjal, chilli, okra, etc. The initiatives will include activities like educating the farmer community by way of helping them with crop plan, good agriculture practices, training and other requisite inputs.

Safal will also be promoting Farmer Producer Organisations (FPOs) that aims to streamline quality procurement and also give producers remunerative price.

The areas to be covered under the agronomic interventions would include vegetable growing clusters in neighbouring districts reaching out to over 1000 growers.

MDFVPL's Director said that with adequate water availability, Odisha has a large potential in varied horticulture crops. Safal is already procuring leading varieties of Mangoes such as Langra, Amrapali, Dushehry and Malika from the districts of Mayurbhanj and Dhenkenal through Farmer Organisations, which this year has grown by almost 3 times over last year. The Company has already established mango sourcing base in the districts of Kandhamal & Ganjam and plans to procure mangoes from these districts as well during the next season.

