



- The Fruit and Vegetable (F&V) initiative of NDDDB's wholly owned subsidiary MDFVPL – SAFAL in collaboration with the Oil Marketing Company (OMC) in Bhubaneswar has the twin objective of making available fresh, quality and safe fruit & vegetable to the consumer at affordable prices on the one hand and provide market linkage to the growers of the state and give them fair & remunerative prices for their produce on the other.
- The Project in its pilot phase seeks to establish a viable, sustainable and replicable business model of sourcing and retailing fresh F&V in collaboration with OMC for benefit of both consumers and farmers in Odisha.
- Ironically, despite having huge potential in the F&V sector in terms of productivity and production across almost the entire range of F&V, Odisha today is largely dependent on its neighbouring states Andhra Pradesh & West Bengal. This initiative will give a fillip to the productivity and production of F&V and make the state self-reliant in this sector.
- Apart from its main objectives as mentioned above, this project also plans to take up agronomic interventions through farmers' awareness and engagement, training & extension programmes to enhance productivity of F&V in the state.
- These two retail outlets in the pilot phase apart from offering fresh F&V will also make available Mother Dairy branded dairy products, Dhara branded range of edible oils and SAFAL branded products.
- Mother Dairy's Safal is a leading fresh F&V player in Delhi NCR with around 380 outlets & also has presence in Bengaluru with around 20 outlets. As part of its Eastern India focus, Safal has recently commissioned a first-of-its-kind integrated F&V processing plant in Ranchi.