

## NDDB Announces Two Safal Outlets in Bhubaneswar



ET PHOTO

The outlets will be inaugurated by Dharmendra Pradhan today

**Meera Mohanty**  
@timesgroup.com

**Bhubaneswar:** Mother Dairy, on Sunday, announced a pilot launch of its fruit and vegetable outlet Safal in Bhubaneswar, in partnership with oil marketing companies (OMCs). This partnership with OMCs was a first for the dairy producer.

The first two of such outlets will be inaugurated by Union Minister of Petroleum and Natural Gas, Dharmendra Pradhan on Monday.

Vegetable and fruit yield for Odisha's farmers was significantly below the national average, said Dilip Rath, chairman, National Dairy Development Board (NDDB) and Mother Dairy Fruit and Vegetable Pvt Ltd.

While the two stores would start by sourcing from traders, Rath said they planned to go to farmers directly soon. He promised Safal's procure-

ment would ensure Odisha's farmers, who today receive only 30% of what the consumer paid, would receive as much as 60% of the final price under Safal's procurement.

Safal is only present in Delhi NCR (380 outlets) and Bangalore (20 outlets).

The foray into Odisha, Rath said, wouldn't have happened but for Union Minister and fellow Odia, Dharmendra Pradhan.

"The Minister is positive, proactive, and recognises the value of autonomy," said Rath.

Mother Dairy's dairy products, its Dhara range of edible oils and Safal's branded products would also be available at these outlets, one at the BPCL petrol pump near Rajdhan Service Station Unit II and the other near the Governor's house.

Speaking to the media on Sunday, Rath said they would also take up agronomic interventions and planned to set up vegetable growers' associations in the state.

Safal is already sourcing mangoes from Mayurbhanj and Dhenkehal districts. It has now established a sourcing base in Kandhamal and Ganjam district for the next mango season.