

NDDDB to encourage regional procurement with Safal outlets



Dilip Rath, along with other officials, addresses a meeting in Bhubaneswar Sunday.

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POST NEWS NETWORK

Bhubaneswar, July 2: Promising to offer fresh fruits and vegetables, the National Dairy Development Board (NDDDB) will be opening its two exclusive fruits and vegetables (F&V) outlets under the brand name Safal in Bhubaneswar Monday.

"We are opening the outlets as our pilot project here. Depending on its success we will include more food products from farmers of the state besides mangoes and jack-fruits, which are sourced to 400 F&V outlets spread across Delhi and Bangalore," said NDDDB Chairman

Dilip Rath, adding that they have already procured 75,000 tonne of mangoes from Orissa this fiscal.

Rath stated that Orissa has good potential for farming, but farmers changed their source of income due to poor returns. "Our outlets will offer good market to such farmers and good returns also."

"The outlets here are located nearby fuel stations to draw quick public attention," the official added.

The company, which is also in the business of edible oil and dairy products under the brand name Dhara and Mother Dairy respectively, garnered ₹8,000 crore

as its annual revenue during last fiscal. A major chunk of its revenue was generated from the dairy business, whereas ₹700 crore from Safal and ₹1,200 crore from Dhara, Saugata Mitra, Director of Mother Dairy Fruit & Vegetable, said.

Rath added that his firm was hopeful to procure fruits not only from Denkhanal and Mayurbhanj, but also from Kandhamal and Ganjam districts. "We are also planning to set up a Central Distribution Facility Bhubaneswar outskirts, but it is possible only after successful operation of our F&V outlets," he said.