

# Mother Dairy to invest ₹175 crore in Odisha to set up milk plant, central distribution facility

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AS part of its "Look East" policy, Mother Dairy Fruit & Vegetable Pvt. Ltd, a subsidiary of National Dairy Development Board (NDDB), on Friday announced that it would set up a milk processing plant and a central distribution facility in Odisha at an investment of about Rs 175 crore.

Speaking to media persons here today, NDDB Chairman Dillip Rath said, "Mother Dairy will invest Rs 150 crore to set up the milk processing plant and Rs 25 crore for the Central Distribution Facility."

Mother Dairy needs 15 acres of land in the outskirts of the Capital City or in its adjacent area for setting up the milk processing plant of 5 lakh litres per day capacity, and the distribution facility for collecting and marketing the farm produce in Odisha in scientific and hygienic way to get the best price for farmers, added Rath.

He further said that NDDB would expand its



programmes in Odisha to empower farmers as part of its plan to inculcate good farming practices through Safal, the horticulture brand of Mother Dairy under the aegis of NDDB, for significantly increasing their income and provide them with access to national markets including Delhi.

Safal will double its farmer outreach to 2000 farmers – from 975 at present – for procuring fruits and vegetables in seven districts of Odisha to ensure 'fair value' for their produce and give them a taste of organised marketing across the country.

"Having seen the potential of the farmers

and the produce, NDDB with strings of success over six decades is focusing on Odisha as part of "Look East" strategy for Mother Dairy," said the NDDB Chairman.

"Our strategy is two-fold. While we scale to get the best of produce from Odisha to sell at our outlets nationwide, farmers are the cornerstone for the success of our plans and NDDB will contribute with all its might to the national goal of doubling farmers' income by 2022 declared by Prime Minister Narendra Modi," he added.

Rath expressed his gratitude to Union Petroleum and Natural Gas Minister Dharmendra Pradhan for

his initiatives to uplift farmers like giving opportunity to Safal to open retail stores at the petrol pumps of the national Oil companies in Odisha.

As part of developing East, Mother Dairy has set up a food processing plant in Jharkhand while it is setting up a milk procurement and processing plant in Bihar. In Odisha also Mother Dairy would soon set up a milk processing plant. Now, the national capital will get to taste the sweet mangoes from Odisha in a big way with enhanced operations by Safal, said Rath.

Elaborating on the strategy, Mother Dairy Fruit & Vegetable Pvt. Ltd Director Saugata Mitra said, "Our aim is to strengthen our farmer connect to enhance fruit and vegetable procurement from Odisha. Our interventions at the farm level have already started showing results; and we now plan to enhance our farmer strength in the larger interest of the farming community.

We are aggressively pursuing to add 1000 more farmers to our network by the end of this fis-

cal, which will help us strengthen the procurement from the State."

Over the last four years, Safal has been actively procuring leading varieties of mangoes such as Langra, Amrapali, Dussehry and Mallika from the districts of Mayurbhanj and Dhenkanal through Farmer Organizations.

Presently, it has an established mango sourcing base in six districts and is also exploring the districts of Angul and Ganjam for increasing its sourcing base.

"Safal also plans to double the procurement of mangoes from Odisha this season to 150 tonnes," Mitra said while adding that last year it had procured 75 tonnes of mangoes in the previous season.

Speaking about the retail outlet expansion plan, Mitra said the company would open 10 new stores in the Capital City of Odisha and 6 more in Sambalpur district during the current financial year. Notably, Mother Dairy has 11 outlets in Bhubaneswar and 6 in Sambalpur at present.