

A SAFAL Journey

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Fruits & Vegetable Processing Plant Ranchi



Tatijharia Progressive Farmer Producer Company Ltd dispatching first lot of tomato to SAFAL, Ranchi

With the success of White Revolution under the guidance of Dr. Varghese Kurien, the then Prime Minister Smt Indira Gandhi advised NDDB to submit a proposal for marketing of fresh fruits and vegetables in Delhi Metropolitan. A humble beginning of F&V Unit (a pilot project of NDDB) started-off in 1986 from the rented cold store premises in Delhi. Subsequently, Central Distribution Facility and Storage Complex was commissioned at Mangolpuri, Delhi in 1988. A fruits and vegetable unit was set up with the objective of facilitating a direct link between fruit and vegetable growers and consumers.

Ranchi Processing Plant

Mother Dairy's fruits and vegetable processing plant at Ranchi has taken initiative to connect to the newly formed FPOs in Jharkhand. These FPOs were being promoted by SFAC and supported by SAFAL on a shared understanding to provide market linkage to the farmers. These were formed under the government's initiative of creation of 10,000 FPO across the country. Most of the members here are tribal farmers, who are engaged in farming.

SAFAL provided initial hand holding and training support to these farmers. They were trained on post-harvest managements, benefits of grading, payment system and processing quality parameters etc. They were also familiarised on improved cultivation methods, protected seedlings raising techniques and package of practices for growing tomato.

During the current processing season seven FPOs dealing in tomato from Hazaribagh and East Singhbhum districts were inducted into SAFAL supply system. These seven FPOs supplied about 660MT of tomato for processing during the period January to March. The estimated value of supplies is about Rs 38 lakh. It was much of a support to the newly-formed FPOs who were struggling to get market linkage. SAFAL has also been working on other products like sweet corn, jackfruit and mango to be sourced through FPO.

It is expected that in future, the relationship would get further strengthened.



Training to Atma Nirbhar Katkamdag Farmer Service Producer Company Ltd at SAFAL unit, Ranchi

Mangalपुरi Unit

This year the Mangalपुरi Delhi unit planned to move a step closer to the Gujrat farmers. It worked closely with Gujarat Cooperative, an apex cooperative society which has a spread of about 140 grassroots fruits and vegetable societies at taluka/district levels. For past three years, they have been largely selling their produce in the nearby local markets mostly within the borders of Gujarat.

This year the initiative was to connect to the Delhi market. To do this, the farmers had to undo the practice of packing tomato in wooden boxes. The wooden boxes during the long transit would cause about 15-20% of fruit damage leading to wastage and value erosion. Further, the farmers were also reluctant to grade the fruits believing that it is easy to sell mixed grades in a single lot. However, with constant effort of SAFAL staff, they agreed for sorting and grading.

Soon they understood its benefit through price realisation. The 'A' grade material were crated, packed and sent to SAFAL, Mangalपुरi. These were being retailed at SAFAL booths in Delhi, NCR. The operation continued through Jan-Feb wherein farmers dispatched about 516MT of tomato worth Rs 61 lakh.

Looking at the success of tomato, they also dispatched 194MT of watermelon valued at Rs 23 lakh.

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