

Mother Dairy's Safal & National Bal Bhavan host educational mango orchard visit for 40 students

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- The visit included an engaging session by Safal team, highlighting Safal's commitment to delivering safe, carbide-free mangoes while educating students about food safety and sustainable agricultural practices.*
- Brand Safal intends to further take this initiative ahead by organizing more such farm visits for its consumers, educating them about Safal's stringent food safety processes and how it adds immense value to the livelihood of farmers.*

Safal, the horticulture arm of Mother Dairy Fruit and Vegetable Pvt. Ltd., organized a unique trip for 40 students from National Bal Bhavan (NBB) to the fascinating world of Safal mangoes. The exclusive visit to mango orchards in Bagpat, Uttar Pradesh, was organized with an aim to educate and spread awareness about Safal's meticulous procurement process and explore the diverse range of mango varieties available at Safal retail.

The students, accompanied by officials from Safal and NBB, learnt about Safal's dedication to providing safe and carbide-free mangoes. The interactive session also provided a first-hand experience to the students about the importance of food safety and sustainable agricultural practices. Mangoes, also known as the 'King of Fruits' and loved across age-groups, often raise concerns regarding the use of artificial chemicals to accelerate their ripening process. Safal has always placed a high emphasis on food safety and delivering fresh, chemical-free fruits and vegetables.

Since inception, brand Safal has been actively promoting and providing safe produce to its consumers while educating them about such malpractices. Safal Mangoes undergo a natural ripening process at the company's state-of-the-art facility in Mangolpuri, Delhi, thereby ensuring that the fruit's natural goodness is preserved and intact.

*Talking about the visit, Company Spokesperson, **Mother Dairy Fruit & Vegetable Pvt. Ltd.** said, "We thank the NBB Team to provide us this opportunity of educating and making aware these young minds about the meticulous process involved in sourcing the best of the Mango crop. The educational visit provided an excellent opportunity for these students to discover the journey of Safal mangoes, from farm to retail. Over the years, Safal has demonstrated a steadfast commitment to ensuring the availability of safe and high-quality horticultural produce for*

consumers; our efforts have always been to cultivate a generation that deeply values agriculture and possesses a comprehensive understanding of the farm-to-table journey."

The Spokesperson further added, "Going ahead, we intend to take more of such farm visits for our discerning consumers, offering a first-hand account of how brand Safal adds immense value to the livelihood of farmers by bringing in rural prosperity and touches the lives of Delhi-ites by offering safe and best quality agricultural produce with utmost care."

Safal sources various varieties of Mangoes – Dusherry, Langra, Chausa, Denga, and Ramkela – from Bagpat, Saharanpur and Muzaffarnagar areas of Uttar Pradesh. For more than a decade, the brand has established a strong presence in the traditional mango-growing region by actively engaging the mango growers. Safal's comprehensive approach also encompasses mango interventions such as orchard selection, selective harvesting, fruit de-sapping, fruit grading, careful handling & packaging of mango produce.

On the consumer front, the brand has been actively pursuing 'Meri Delhi Khayegi Safal Aam, Safe Aam' campaign, wherein it strives to make its consumers aware of the importance and benefits of naturally ripened mangoes. All prominent varieties of mangoes – Safeda, Totapuri, Sindhuri, Kesar, Dusherry, Langra, Chausa – exclusively sourced from 6 States – Andhra Pradesh, Telangana, Gujarat, Odisha, Maharashtra, and Uttar Pradesh – are made available at Safal stores. Beside this, Amarpalli, Malika and Hamilton sourced from farmers associated with FPOs of Odisha is a special offering to Safal customers only. Building on the campaign, a new milestone was achieved this year when Safal reached sales figure of 101.5 MT and outreach extended to more than 50-thousand customers in a single day. Safal is planning to come up with another big campaign to celebrate Mangoes and reach out to 1lakh customers in a day.

About Safal

Safal, the horticulture arm of Mother Dairy Fruit & Vegetable Pvt. Ltd., was incorporated in 1986 with a vision to provide healthy and fresh fruits & vegetables (F&V) to its customers at competitive prices through its Safal outlets across Delhi & NCR. With its wide network of Farmers' Associations & Collection Centres, Safal has been successful in its quest for providing safe and natural F&V at competitive prices when compared to the local F&V vendors. This robust supply chain and procurement system enables Safal to connect with the farmers directly and ensuring fair returns to them. A highly qualified back-end team educates farmers to induct and adopt good pre/post-harvest technologies, giving farmers an assured platform for their produce. Safal operates through a robust network of over 400 outlets across Delhi & NCR and Bangalore. Over the years, the brand has diversified its offerings with frozen vegetables & snacks, unpolished pulses, pulps & concentrates, etc.

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