

GOVERNMENT OF INDIA
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING
RAJYA SABHA
UNSTARRED QUESTION No. 1062
TO BE ANSWERED ON THE 10TH FEBRUARY 2023

FINANCIAL LOSSES IN SAFAL OUTLETS

1062 SHRI PARIMAL NATHWANI:

Will the Minister of Fisheries, Animal Husbandry and Dairying be pleased to state:

- (a) whether the SAFAL, a Government outlet for selling vegetables and fruits has incurred financial losses during the last three financial years;
- (b) if so, the details thereof along with the reasons therefor;
- (c) whether Government has conducted any study with regard to measures required to improve financial conditions of SAFAL making it economically viable and profitable; and
- (d) if so, the measures taken/plan prepared by Government to make SAFAL a profit making outlet?

ANSWER

THE MINISTER FOR FISHERIES, ANIMAL HUSBANDRY AND DAIRYING

(SHRI PARSHOTTAM RUPALA)

(a) & (b) The National Dairy Development Board (NDDB) has informed that SAFAL is a registered brand under Mother Dairy Fruit & Vegetable Pvt. Ltd. (MDFVPL), a wholly owned subsidiary company of NDDB, markets fruits & vegetables. SAFAL is a brand of MDFVPL and is not a separate legal entity. The MDFVPL procures bulk of the fruits and vegetables from farmers and associates providing the growers access to the metro markets. The SAFAL outlets are operated by concessionaires, on a company-owned (viz. MDFVPL) franchise operated model, for which the concessionaires are paid commission.

The financials of MDFVPL for the last three years are given below:-

(Rs. in Crore)

Year	Gross sales of MDFVPL (Total Income)	Profit/Loss before Tax	Profit/Loss after Tax	Dividend, if any given to NDDB*	Major Reasons for incurring losses, if any
2019-20	10,447	-249.28	-164.40	--	Increase in procurement price of milk and commodities
2020-21	10,481	285.85	180.80	25.00	
2021-22	12,583	165.64	92.92	25.00	

**Dividend for the year but paid to NDDB in subsequent year*

(c) No sir.

(d) In view of (c) above, the question does not arise.
