

Management of Safal ecosystem in the wake of COVID 19 pandemic

1. Safal, the fruit & vegetable business arm of Mother Dairy has been retailing fruits and vegetables(F&V) through 310 booths in Delhi NCR. The normal average daily throughput of F&V is around 160 MT/day before the outbreak of COVID 19.
2. Safal procures majority of fruits and vegetables from farmers/ famer organizations from across 11 states. It deals in around 120 items of different fruits and vegetables.
3. In the 1st few days after Janta curfew (22nd Mar'20) Safal had almost doubled its daily average sales due to panic buying by the consumers.
4. Now the sales have stabilized which is still about 30 % higher than pre-lockdown period.
5. During the lockdown period as of 5th April'20 Safal has sold around 3600 MT of fruit and vegetables.
6. The supply chain was geared up through the dedicated network of our staff, logistics partners and famers to ensure supplies on time as per the increased demand.
7. Every day, around 100 inbound vehicles are being received.
8. While ensuring supply security from the farmers the safety measures like sanitization and social distancing were put in place.
9. At our central distribution facility in Mangolpuri, we have around 1200 manpower. We started taking safety measures by installing thermal screening, hand sanitization points, mist fogging at entry gates for full body sanitization and face masks, gloves and caps.
10. To create awareness on precautions for COVID 19 all the employees and business associates were given advisory and suitable training as well.
11. We have extended support to transporters, drivers, farmers & farmer associations, employees and contract labourers by arranging passes for movement.
12. We also coordinated with District Collectors and APMC authorities for smooth movement of our inbound trucks and allowing operations of Safal famer associations.
13. We have been supplying to all our stores by deploying 115 vehicles for 115 routes.
14. At the retail end we provided permits to sales force and 500 retail associates. Our store operators were provided with face masks, caps, gloves and hand sanitizers.
15. We quickly started following social distancing by surface marking and engaged in booth communication through posters, handbills and audio for safety and social distancing.
16. Home delivery initiatives was started in select stores.
17. From time to time, we have assuring consumers through social and press media that Safal would be ensure adequate availability of F&V consistently.

Few moments of truth:

"We appreciate the home delivery of fruits & vegetables received today from Safal booth, new moti bagh, when we are unable to go out. The service was prompt and the quality was good. We thank them for their support in this time and request that the service may be continued during the lockdown period": Vinita Agarwal, DG, NSDA & AS, M/o Skill Dev, B-4 Tower8 New Moti Bagh

"I had made a request to Rajesh in the Safal outlet in New Moti Bagh to deliver fruits & vegetables. He personally delivered them at my house. Safal outlet is doing a fabulous job:" Arun Panda, Bungalow 37, New Moti Bagh

"The entire Airforce station is under lockdown, with only Safal store addressing the needs of 3500 people. I thank all backend operations team, procurement team, supplychain & logistics team and the concessionaire to make it possible" Group Captain Narendra Verma-CAO Airforce Station

Safal also earned positive news coverage with the theme “Mother Dairy doubles supply of F&V to over 300 MT in Delhi NCR”. Leading papers like The Hindu, Deccan Herald, Business Standard, Economic Times, Financial Express, Stateman, Dainik Jagran etc covered it appropriately.

Safety & Precautions at backend



Safal’s banana sourcing from farmers of Barwani in Madhya Pradesh



Safal’s Hapur (UP) farmers supplying green vegetables

Front end-Safety measures & Initiatives at booths



Social Distancing at Safal Booths



Concessionaires using face masks



Lighting of diyas at Safal stores in response to Hon’ble PM 9 pm 9 min call to show solidarity with Corona warriors

Operations -Precautions & Safety measures for employee and F&V handling inside Mangolpuri F&V Plant



Full body isopropyl alcohol mist spray at entry gate



Hand sanitizer dispenser at every corners in plant



Safe handling of F&V in operation line during sorting grading-use of gloves & masks

Moments of truth on Safal's twitter & facebook handle by customers



Positive media coverage on Mother Dairy's F&V availability efforts

