

Main Activities and Major Achievements of SUFAL BANGLA

Sufal Bangla is a direct marketing project linking farmers to the consumers aiming at providing producers' maximum share in consumers' price. Farmers are organised in Farmer Producer Companies, Farmers Interest Groups and other organisations and individual farmers and farmers in groups are enrolled online to Sufal Bangla for direct traceability. Farm produces are procured directly at notified procurement price and procured produces, after grading, assorting are sold to the consumers at declared retail price notified on the previous day of sale.

Parameters	Achievements						
Nos. of Hubs	02 nos. Perishable – Singur Tapashi Malik Singur Krishak Bazar Non – Perishable – Ranaghat Krishak Bazar 03 nos of Sufal Bangla Hub to be inaugurated at Fulia, Falakata & Madarihat Krishak Bazars.						
Nos. of Sufal Bangla stores.	Total nos. of Sufal Bangla outlets is 326 across the state among 18 districts, Static Outlets = 48 nos., Mobile Outlets = 278 nos.						
Supply Chain Management	63 nos. vehicles are lying with Sufal Bangla with GPS Tracking system for its supply chain management.						
Enrolment of Farmers with Sufal Bangla till Septamner, 2021	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Individual Member</td> <td style="width: 40%;">1396</td> </tr> <tr> <td>FPC</td> <td>95</td> </tr> <tr> <td>FIG</td> <td>186</td> </tr> </table>	Individual Member	1396	FPC	95	FIG	186
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E-Platform and Quality Management	Procurement price & consumer price of different agricultural commodities are being notified daily through website: www.sufalbangla.in , Sufal Bangla APP & IVR system Quality control laboratory at Tapashi Malik Singur Krishak Bazar, GPS based vehicle tracking system. CCTV monitoring system in Sufal Bangla static outlets.						
Beneficiaries	More than 3.2 lakh farm families and 73 lakh consumers are benefitted annually on an average.						
Employment Generation	In the project 145 nos. employees are working directly under the system but more than 1500 farm family youths having disguised unemployment are engaged by the Farmers Producers Companies as sales persons, procurement assistants, grading assorting persons and other related activities.						
Promotional Activities	During 2021-22, Sufal Bangla has been participated in 13 nos. Block and District level fairs for promotion of ethnic produces.						
Product Range	All seasonal fruits and vegetables, Sufal Bangla branded Aromatic and Common rice, wheat flour, pulses, edible oil, spices, Uni-floral Honey, ghee etc.						
Upcoming projects	Setting up of Pulse Mill, Rice Mill, Oil Mill, honey procuring centres, spices and cereals procuring centres in association with Bidhan Chandra Krishi Viswavidyalaya is under process.						
Executing Partners	Bidhan Chandra Krishi Viswavidyalaya (BCKV) Indian Institute of Packaging (IIP)						







