

Beltangady: Sacred Heart Commercial Complex inaugurated in Madanthyar

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Priest of Madanthyar church, Fr Lawrence Mascarenhas, who inaugurated the commercial complex, said that God has handed over a precious present to everyone. He said that it is our duty to carefully manage and maintain it. "Stany has properly handled the gift from God and come up in life. I wish that he will continue to get cooperation and support of others," he stated.

Stany Madtha, who has been conducting vegetable business at Madanthyar Junction since the last 41 years, has constructed his own building now. In addition to paving way for further expanding his business, he has also taken care to provide additional facility to customers.

Mother of Stany, Cecilia Madtha, priest of Palimar church, Fr Charles Noronha, principal of Madanthyar College Fr Jerome D'Souza, Stany Madtha, Thelma Madtha, Children, Soan, Shali, Samson, Boniface D'Souza, Vivek Vincent and others were present.

About S M Fruits & Vegetables

S M Fruits and Vegetables, a venture which deals with retail and wholesale fruits and vegetables which made its humble beginning about 70 years ago has grown into multi folds over the years. Stany Madtha who has carried the legacy of this particular venture from his ancestors has grown into big scale with hard work and perseverance. Today S M fruits and vegetables has become a brand with its retail outlet and wholesale godown in the same premises.

Speaking to Daijiworld.com Stany Madtha gave a brief insight about the business and the hardship faced by him in building the business venture and said "I took over the family business about 41 years back. Back then, it was a small shop. Though I wanted to pursue education, due to the responsibilities I had to take over the family business. There was severe poverty at that point of time and being the eldest one, I had the responsibility of marrying off my six younger sisters."

"We used to travel to Chikmagalur to buy vegetables and get them here by trucks. The rent for carrying the items in truck was merely Rs 3 then. Vegetable would also cost Rs 2 per kg those days. We used to purchase about 3 to 4 bags of vegetable then which increased over the years. In 1984 I decided to buy a Matador van with the help of a bank loan. The down payment of Rs 20000 was arranged after selling a property which we owned."

"The basic idea of buying Matador van was to take passengers on the way to Chikkamagaluru instead of going empty. With great hardships, the business grew. Today we own two trucks and one pickup van. Now we take fields in Chikkamagaluru on contract. Every Monday and Thursday we go to Chikkamagaluru to buy vegetables. We also have employees there who keep the vegetables ready."

"The vegetable load is first unloaded in our godown in Madanthyar from where it distributed to various shops. Rest vegetables are carried to Mangaluru Central Market and Hopcoms society in Karangalpady. We also deliver vegetables

to about 25 hostels, some wholesale outlets and retail outlets. We also deal in fruits in addition to vegetables."

Madanthyar retail outlet is a 400 sq ft outlet while the new godown has 1000 sq ft area. The ground floor of the commercial complex is held by S M Fruits and Vegetables while two floors have been given on rent to different enterprises.