We explained about AIFRHM, the ‘Yu-vashree’ Group extending training in the catering sector under the leadership of Kudumbashree in ‘Making an Impact’ Article- 87. Currently, AIFRHM (Adeabha-Adhithi Devo Bhava- Institute of Food Research and Hospitality Management) is the master training agency that extends catering training across the state. In addition to this, the service of AIFRHM is utilised in extending and coordinating other trainings associating with Kudumbashree NRO (National Resource Organisation).

AIFRHM, one of the best enterprise models of Kudumbashree has now devised a new project of their own. They have come up with a mobile application named ‘Annashree’ which delivers food to the needy. The project is being piloted in Thrissur and Ernakulam districts.

‘Annashree’ was developed in the model of other online delivery apps like Zomato, Swiggy etc. The cafe, canteen, catering units under Kudumbashree may register for delivering food through this application. All those who download this application may order and buy food items directly from Kudumbashree entrepreneurs.

It was understood that, though Kudumbashree hotels have registered in other food delivery applications, they were not getting enough publicity. It was noticed that paid promotions may be required for that most of the existing food delivery apps for getting prominence to our hotels. It was these reasons that led our team to try to experiment with the possibility to move forward with the idea of new app. This will be an app where the trustworthiness and originality of Kudumbashree food units can
be experienced by all customers.

As part of the piloting the app, activities are being held in Thrissur district and Ernakulam. In Thrissur, 8 hotels have registered in the application until now. An average of 30 home deliveries are done a day. Two Kudumbashree members from Panancherry Panchayath deliver the food. The project was started in Ernakulam district on 29 June. 9 Units from Kalamassery and Choomikkara have made registrations until now. Sales of Rs 5000- Rs 15,000 is recorded a day. AIFRHM have decided to expand the activity after completing this pilot project for 6 months.