AIFRHM leading with excellence in catering sector

The opportunities offered by Kudumbashree to start enterprises is not limited to women. It’s open to men also. In a kudumbashree neighbourhood group, a woman represents her family. So, we have schemes to assist family members (both men and women) for their livelihood initiatives. ‘Yuvashree’ was one such programme of Kudumbashree targeting the male youth from the NHG families. We are able to provide subsidy and marketing assistance through ‘yuvashree scheme’ whenever male members of Kudumbashree family want to get skill training or wishes to start an enterprise.

AIFRHM (Adebha Institute of Food Research and Hospitality Management) was the training unit (service sector enterprise) started in Thrissur district of Kerala during 2008 as part of the Yuvashree Programme. In
In the initial days, AIFRHM team focused on providing training to those entrepreneurs in canteen/ cafe business who were suffering losses. The task for AIFRHM was to provide training, handholding and support for such enterprises so that they become profitable. More over, they were also given the mandate to give training to the catering units in Thrissur district. After that, slowly and steadily, they extended their consultancy and training service all across the state for kudumbashree units. AIFRHM provided training and technical support to the Kudumbashree hotels and canteen units in Kerala, and hence played a vital role in development of our ‘cafe Kudumbashree’ brand.

When Kudumbashree entrepreneurs started participating in food festivals and started organizing food fests of their own, based on the request/ demand/ work order given by Kudumbashree District teams, AIFRHM provided technical support and management services. AIFRHM took up the management of the cafe units in Kudumbashree food courts at national and international trade fairs. Also, especially in the last three years, whenever there's demand from our district mission, they coordinated management of Kudumbashree food festivals in the district. Now, AIFRHM is one of our accredited agency empanelled in each district for providing training to the entrepreneurs in catering sector/ food business.

Usually, public think that the hotel food is always adulterated. But this prejudice was completely changed through the food festivals organised by Kudumbashree. AIFRHM played an important role in bringing the public to trust to have the unadulterated and tasty food from the Kudumbashree food festivals. AIFRHM team deserves appreciation for elevating the attitude and confidence of Kudumbashree women for conducting bigger food fests of their own. Best wishes to team AIFRHM.