



AIFRHM comes up with a new model

We had already explained about AIFRHM (Adebha-Adhithi Devo Bhava- Institute of Food Research and Hospitality Management), the Yuvashree Enterprise of Kudumbashree functioning in the catering sector in the previous articles. We wrote about the initial activities of AIFRHM in 'Making an Impact' Article - 87 and about the 'Annashree' Mobile Application implemented by AIFRHM in 'Making an Impact' Article - 315. Today, I will explain about an innovative idea being implemented under the leadership of AIFRHM.

One novel idea that AIFRHM introduced is the concept of a hotel where different tastes meet. It is an innovative concept where a location is identified, three to five Kudumbashree units are joined together and a hotel is started. For example, if a

space of 2000 sq.ft is obtained, the basic amenities for starting a hotel is arranged and the space is given for 5 units. The dishes that these five units make would be different. Therefore, through this model, more opportunities could be arranged for more units (and more members) the customers would get the chance to taste different tastes under one umbrella.

The first of its kind hotel (Women's Food Court) was started at Naduvilal, Swaraj Ground of Thrissur district. 7 Kudumbashree units are functioning in this hotel. (In the order of the name of the unit, the dishes they prepare)

1. Annapoorna-Lunch-Mini Meals dishes and different types of Payasams
2. Sunitha Kitchen-Different types of Biry-

ani, Fish and Chicken dishes
3. Ranitha Kitchen- Batoora, Chana Masala, Cutlets, Herbal Chicken, Chilli Chicken
4. Shantha Kitchen- Appam, Puttu, Different Vegetarian curries, snacks cooked in steam, other snacks
5. Shakunthal Kitchen- Idli, Tea, Coffee
6. Mini Kitchen- Different types of Dosa
7. Swathi Juices- Different types of juices, shakes and gooseberry juices

This hotel, which was started during June 2016 is one of the popular hotels which had gained public attention in Thrissur. 43 entrepreneurs got livelihood opportunities through this hotel. Rs 75,000 is their daily turnover.

On experimenting this model and finding it to be successful, AIFRHM understood that it could be extended to other areas as well. AIFRHM now started this activity coordinating Kudumbashree entrepreneurs. Within the last four years, 4 enterprises were started in Thrissur district itself adopting this model. The details of

the same are given as follows. (In the order of location, the month during which the enterprise was started, the number of enterprise units)

1. Shakthan Thampuran Nagar, October 2018, 5 units
2. Medical College Cafe Kudumbashree, October 2018, 3 units
3. Patturaikkal Women's Food Court, February 2019, 4 units
4. Muthuvara Food Court, April 2020, 5 units

The initial activities for starting this model in Malappuram district is progressing.

Appreciations to the management team of AIFRHM who framed this model and made it possible for the Kudumbashree members earn more income. Also this model will bring value to the customers as they can taste different cuisines. Wishes to all entrepreneurs who made it a real success.