

Name of the Publication: The Hans India

Date: 31.08.2017

Page No: 03

Edition: Hyderabad

Headline: Aspiring F&B entrepreneurs benefit at cookery workshop



Aspiring F&B entrepreneurs benefit at cookery workshop

OUR BUREAU

Freedom Refined Sunflower Oil in association with NTR Memorial Trust organised a “Freedom Self-employment Cookery Workshop” on Wednesday.

The programme had sessions on making sweets, Chinese products, breakfast and bakery items. The class provided hands on exposure in setting up and marketing a new F&B venture with inputs from renowned chefs, F&B outlet owners and internationally trained experts.

Speaking on the occasion P Chandra Shekhara Reddy, Vice President - Sales & Marketing, Freedom Refined Sunflower Oil said, “We are proud to associate with NTR Trust to organise this cookery workshop. It was a pleasure watching the participants cooking

various dishes and the amazing participation from the audience. We will be organising more such workshops across the two Telugu states.”

T Vishnu Vardhan, Chief Executive Officer, NTR Memorial Trust added, “It is our mission to help and equip the people from all strata of the society to be self-reliant and be capable of providing employment to others. It is heartening to note that Freedom Refined Sunflower Oil has partnered with us to help in conducting this workshop for women and youth to learn new skills and set up their own venture and provide employment to others. We have received overwhelming response from the participants. We wish all the success to the participants of this batch and will provide them all possible support in setting up their F&B outlet.”

Name of the Publication: The New Indian Express

Date: 31.08.2017

Page No: 03

Edition: Hyderabad

Headline: Learn cooking for 6 weeks, turn self-employed

LEARN COOKING FOR 6 WEEKS, TURN SELF-EMPLOYED



● Express Features

Freedom Refined Sunflower Oil, in association with NTR Memorial Trust, will be conducting six-week cookery workshops across the year in Telangana and Andhra Pradesh. As part of the Freedom Self-employment Cookery Workshop, the oil brand successfully organised its recent edition with 20 participants in Hyderabad.

The workshop are conducted at a specially-built infrastructure at the premises of NTR trust Bhavan, equipped with the latest kitchen, microwave oven, refrigerator, cooking range with chimney etc. The programme has sessions on making sweets, Chinese dishes, breakfast & Bakery items. The

classes provided hands on exposure in setting up and marketing the new F&B venture with inputs from renowned chef's, F&B outlet owners and internationally trained experts. The participants will receive the training free of cost and will be supported in setting up their own venture. The current session will end in the second week of September. From the current batch out of 20 participants, 40 percent intend to start their own food enterprise.

P. Chandra Shekhara Reddy, Vice President - Sales & Marketing, Freedom Refined Sunflower Oil, and T Vishnu Vardhan, Chief Executive Officer, NTR Memorial Trust, said, the workshop provides employment avenues to the youth and women.

The "Freedom Self-employment Cookery Workshop" equips 20 aspiring women and youth to become entrepreneurs in F&B industry

