



KFC's India Sahyog to support and revive 500 local & small food businesses

Saturday, 19 December, 2020

Our Bureau, Bengaluru

KFC India's Sahyog programme is designed to help local and small food joints to revive their business as they work to overcome the impact of Covid-19. The programme will be executed in association with Food Safety and Standards Authority of India (FSSAI) and National Restaurant Association of India (NRAI). The initiative also builds on the brand's global commitment to lend entrepreneurial support, in this case, to small food business owners, thereby augmenting the growth of the food industry in India.

Speaking of the brand's efforts to support local restaurants in their road to recovery, Samir Menon, managing director, KFC India, said, "As a leading QSR brand in the country, we are empowering local food businesses and supporting their entrepreneurial spirit forms an integral part of our commitment towards the community we operate in. The ongoing pandemic has brought upon tough times for the food and beverage industry and we have taken a step towards helping local food businesses recover from its impact. KFC's India Sahyog will support 500 restaurants in strengthening their businesses over the next two years. This will in turn provide impetus to the growth of the restaurant industry."

In the first phase of the programme, select restaurants across Delhi, Hyderabad and Bengaluru will have access to specially designed training modules on various aspects of the restaurant business. Designed to help participating restaurants work on various aspects of business revival, the programme includes training modules on Enhancing Sales and Customer Service, Improving Profitability, Food Safety, Hygiene and Sanitation.

Participating food business owners would receive a certification by FSSAI, NRAI and KFC India upon completion of the modules. In the past, the company has pioneered a street food vendor training programme in association with FSSAI, training over 1500 street food vendors across 4 states on food safety parameters. In addition, the brand also undertook a Food Safety Officers capability enhancement programme along with the State Food Safety Authorities.

Talking about partnering on KFC's India Sahyog initiative, Rita Teotia, chairperson, FSSAI, said, "NRAI and KFC India are coming together for this thoughtful initiative to support the

restaurant sector during the ongoing pandemic. Local restaurants across the country are an integral part of the urban economy. However, due to the heightened concerns around Covid-19, the food industry has been significantly impacted.”

“FSSAI is supporting NRAI-KFC’s India Sahyog initiative with specifically designed modules for improving food safety and sanitisation. With its rollout, we are confident that local restaurants will better safeguard the health and safety of their customers as well as employees,” added Teatota.

Being an integral partner on the programme, Anurag Katiyar, president, NRAI, said, “Restaurants that do not have the means or access to necessary support, especially in the unorganised sector, require the timely guidance in order to sustain through these difficulty Covid times; else it’ll hurt the entire industry. It is extremely commendable of KFC India to address a key issue as profitability, along with other key aspects of the restaurant business. KFC is known for following the best international processes and hygiene standards across all restaurants. With their expertise and our vast network of restaurants, we are sure we would be able to help many participating restaurant owners in reviving their businesses from the impact of the ongoing pandemic.”