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Press Release



## **Freedom Refined Sunflower Oil Partners with NTR Trust to Conduct “Freedom Self-employment Cookery Workshop”**

*Aims to train and develop Budding Entrepreneurs for the Food Industry*

**Hyderabad: 26<sup>th</sup> July, 2017: Freedom Refined Sunflower Oil and NTR Memorial Trust** signed a MOU to conduct “Freedom Self-employment Cookery Workshop” and work towards empowering hundreds of Men & women from states of Telangana & Andhra Pradesh to acquire skills required to become entrepreneur in the food industry. **Freedom Self-employment Cookery Workshop** is being planned at different districts across the twin states of Andhra Pradesh and Telangana over the next One Year.

These programs will enroll participants with an interest and passion for cooking with a desire to learn new skills and set up a Food outlet to employ themselves and others. The Freedom self-employment cookery workshop will be held for duration of 6 weeks at the specially built up infrastructure at the premises of NTR trust, equipped with the latest kitchen, microwave oven, refrigerator, cooking range with chimney etc. The program will comprise of sessions on making Sweets, Chinese products, breakfast & Bakery items. The classes will give a 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 of Freedom Self-employment Cookery Workshop at NTR Trust will receive the training free of cost and will be supported in setting up their own venture.

Speaking on the occasion **Mr. P. Chandra Shekhara Reddy, Vice President - Sales & Marketing, Freedom Refined Sunflower Oil** said “Freedom Refined Sunflower Oil is proud to associate with NTR Trust to introduce and organize Freedom self-employment cookery workshop. This is an amazing initiative to promote entrepreneurship in the field of Food & Beverage Industry in the twin states of Andhra Pradesh & Telangana. We are hopeful that women and youth in the districts of the twin Telugu states will come forward to attend the Freedom cookery workshop, learn the required skills and set up their own F&B outlet.”

Adding to this **Mr. T. Vishnu Vardhan, Chief Executive Officer, NTR Memorial Trust** said, “ 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 conduct Freedom Self Employment cookery workshop for women and youth to learn new skills and set up their own venture and provide employment to others. We wish to see successful entrepreneurs coming out of this workshop.”

The training for Freedom Self-employment cookery workshop is absolutely free for qualified enthusiasts. Interested women and youth can walk into NTR trust Bhavan, Banjara Hills, Road No. 2 or call on 040-30145800 / 9100433446 to enrol and find out more details.

### **About Freedom Refined Sunflower Oil :**

Freedom Refined Sunflower Oil the flagship brand of GEF India was launched in April 2010 in Telangana, Andhra Pradesh and Odisha. It is a leading brand of Sunflower oil and currently ranks No. 1 by market share in the Sunflower Oil category in Telangana, Andhra Pradesh & Odisha (Source: Nielsen Retail Index Service for the Refined Sunflower Oils : All Packs category for MAT ended December 2015). For More info visit : [www.gefindia.com](http://www.gefindia.com)

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