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iD Fresh Food Launches Entrepreneurship Policy to Empower Employees to Build Their Own Businesses

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New initiative draws on iD Freshâ??s entrepreneurial culture to give employees the mentorship, ecosystem and freedom to turn ideas into businesses

iD Fresh Food, India's most loved fresh food brand, has announced the launch of a unique Entrepreneurship Policy aimed at identifying and nurturing entrepreneurial talent within its workforce and inspiring the next generation of entrepreneurs. Rooted in iD Fresh's longstanding entrepreneurial spirit and its belief in giving people the freedom to dream, build and create, the policy provides a structured pathway for employees with the ambition and potential to build businesses of their own.

Under the policy, eligible employees will have the opportunity to explore ventures both within the iD Fresh ecosystem and independently. Selected employees will have access to mentorship from internal leaders, business enablement opportunities, industry and investor networks, and selective infrastructure and brand support. These resources will enable them to develop their ideas, understand the fundamentals of building a business and take their first steps towards entrepreneurship.

A key feature of the policy is the part-Paid Sabbatical for Ethical Entrepreneurs/part-Paid Ethical Entrepreneurship Sabbatical, which allows eligible employees to step away from their roles and pursue their entrepreneurial ambitions while retaining a degree of financial support. Depending on their level, employees can take a sabbatical of up to 18 months to

work on their venture. The policy also provides a defined pathway for employees to return to iD Fresh after their entrepreneurial journey, giving them the freedom to explore entrepreneurship without having to permanently close the door on their career with the organisation.

The policy is designed to remain flexible based on individual circumstances and entrepreneurial journeys. iD Fresh will take a flexible approach to the HR policy to encourage and enable employees to pursue entrepreneurship, both within and outside the iD Fresh ecosystem.

In fact, the new policy is an extension of an entrepreneurial culture that has already existed within iD Fresh. Over the years, several former employees have gone on to build businesses of their own, demonstrating the potential that can emerge from within the organisation. These include Daily Fresh Foods in Assam, I Made in Mangalore, A1 Snacks in Bengaluru and Jasper Prince, who have established a chapati manufacturing business in Bengaluru.