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CSR: Jubilant Bhartia Foundation Skills 5,000 Youth for QSR Careers



NOIDA (India CSR): Jubilant Bhartia Foundation, the social arm of **Jubilant Bhartia Group**, marked the completion of **three years of its JFARM (Jubilant FoodWorks Academy for Restaurant Operations & Management)**, a **CSR-driven skill development initiative** by **Jubilant FoodWorks Ltd**, enabling employment pathways for **over 5,000 youth**.

The programme equips young people with Industry-ready skills for the growing Quick Service Restaurant (QSR) sector across India. At the heart of this endeavour lies our commitment to nurture youth as agents of transformation.

Jubilant Bhartia Foundation brought together some of these youth agents of transformation with an aim to encourage more people to learn from their experiences and success stories. Over 70% of these alumni are today employed with QSR organisations across the country.

Speaking on the occasion, **Rahul Bharde, Chief Analytics Officer, Senior Vice President – Analytics & Innovation and CSR, Jubilant FoodWorks Limited**, said:

“When skill development is approached with long-term intent, it creates systems that endure. Over the years, our focus has been on building practical, industry-linked models that others can learn from—where training, employability and continuity come together to deliver real outcomes for young people entering the workforce.”

Vivek Prakash, SVP & Head, Jubilant Bhartia Foundation, added:

“It fills us with immense pride to witness the young professionals trained through our programme securing promising careers with QSR brands across the country. Our recent felicitation ceremony celebrated these alumni—not just for their achievements, but for the powerful stories of resilience and success they carry. By sharing their journeys, they become catalysts of change, inspiring countless others to dream bigger and pursue brighter futures.”

Launched in 2023 for Jubilant FoodWorks Limited, **JFARM QSR Skill Development Program** has been **implemented across 12 states of India** with a special focus on the country’s North-East region and Tier-2 cities. The programme has consistently achieved over **70% placement outcomes per batch since its inception**.

The training centres under the programme are strategically located near operational hubs to support smoother transition from training to employment and improved workforce retention. A significant proportion of alumni continue to work within the QSR sector, reflecting the programme’s focus on **sustainable livelihoods rather than short-term placements**.

Designed to strengthen workforce readiness among youth from underserved communities, the **JFARM Programme** delivers **industry-aligned, hands-on training** through a five-week model. The programme combines classroom training, practical exposure, monitoring and on-the-job learning along with placement support. It is open to candidates with a **minimum qualification of Class 10**, creating accessible entry points into the QSR ecosystem.

The JFARM programme also aligns with national priorities on youth employability and workforce readiness, reinforcing the role of structured, industry-linked skilling initiatives in supporting inclusive economic participation.

Through initiatives such as JFARM, the Jubilant Bhartia Foundation has consistently focused on upskilling, community capacity-building, through programmes that respond to workforce needs and aligns with industry requirements.