Many of the urban dwellers might be regular users of online food delivery apps like swiggy, zomato, uber eats etc. By making use of such food delivery apps for ordering food to be delivered at home, one could get rid off traffic blocks, problem of parking and the rush at the hotels. And so, the number of users utilizing the services of such apps are increasing day by day, especially in urban areas. And why should we hesitate? We have also started our partnership in this new sector of app based food delivery services.

At present, we have commenced exclusive food production services @ Kochin for app based food delivery platforms. The initial partnership is with Swiggy and Zomato. The delivery boys of these two service providers started delivering the food prepared by our micro entrepreneurs. The logo of Kudumbashree Kitchen can be seen at these apps from now onwards, but only at Kochin at present.
The food is prepared and packed at the two mothers' kitchens (Kudumbashree kitchens) opened at Vytilla and Kakkanad. 5 Kudumbashree units each would be tied up for food production at these two mothers' kitchens. From the mother's kitchen, the food would be packed by our team and would be delivered as per the orders received in swiggy and zomato. The customer will get an opportunity to choose from around 30 varieties of food items listed in the Kudumbashree kitchen page of swiggy and zomato. The food items include biriyani, chappathi, beef curry, chicken curry, pothichoru, kappa biriyani, pathiri etc.

By next week, two more mothers' kitchen would be started at Kaloor and Kalamassery. 5 new Kudumbashree food production units would also be tied up to these new mother's kitchens. One Kudumbashree production unit will normally consist of 5 entrepreneurs. 3 women each are also employed in the mothers' kitchen. Therefore, additional income for 112 members could be ensured through this.

Through this column of ‘Making an impact’, I generally share only those activities which are tried and tested and have been accepted as a policy/program by our mission. This article slightly differs as a new project is introduced here in the initial stage of its implementation. This is done only because this new initiative requires publicity and spread of information for its success! We are presenting the taste and ethnic cuisines of Kudumbashree before all those who reside at Kochin through these popular apps. We welcome you all to taste our food through Zomato and Swiggy.