Online Food Delivery at Ernakulam - Second Outlet started

Post floods of 2018, Kudumbashree received support from American Indian Foundation (AIF), a national NGO, for assisting women entrepreneurs from Kerala. As per the agreement with AIF, online kitchen was started in Kalamassery of Ernakulam. We had explained about delivering food from this kitchen to those who order through Annashree Mobile Application in ‘Making an Impact Article’ - 315. Today, we will explain about the progress of this short term project being implemented in Ernakulam in association with American Indian Foundation.

The goal is to help 100 women entrepreneurs in food business from the flood affected areas of Ernakulam district by giving them training and handholding. This was the main deliverable in the contract with American Indian Foundation. As part of this, for helping those in the catering sector secure better markets, we decided to deliver the food through an online marketing. Under the umbrella of Kudumbashree, 100 entrepreneurs were selected through AIFRHM (Adeba-Adhithi Devo Bhava- Institute of Food Research and Hospitality Management), the Yuvashree Enterprise of Kudumbashree functioning in the catering sector, and were given training. In addition, the activities for delivering the food through home delivery using ‘Annashree’ Mobile App was also started. We started the first online kitchen outlet at Kalamassery on 29th June and started delivering food. 9 units have made registrations and are delivering the food.

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through the online kitchen at Kalamassery. Now, when this activity is entering into the final stage, we have started the second outlet of Online Kitchen. This outlet is started in Kakkanad. Food will be delivered online in a radius of 8 km from the Kakkanad area that includes the Civil Station. Along with the three units at Kakkanad, 9 unit from Kalamassery are also supplying food from the Kitchen at Kakkanad. Food can be ordered through the toll free number, 18008901242. It is expected to complete all the activities (supported by AIF) by December.

We would like to extend our gratitude to American Indian Foundation for the support provided for this novel activity. And, appreciations to the Ernakulam District team who came forward to take up this challenge.