

## **E-Kitchen - An Innovative Business Model of Neelam Skill Net, Bhopal**



FVTRS has been supporting many non-government organizations and providing different skills-based programmes. After the training has given not only skills for living but also built the youth with self-confidence, enterprising skill, and behaviour skills. ISRD of Bhopal have been a partner of FVTRS for long period trained many individuals every year in tailoring, electrician, beautician, retail etc.

Very recently ISRD has started training with prescribed module in cooking. After the training they have done a market study in the city of Bhopal and found that there is lot of demand for online order. The study and further discussion led to start a kitchen to supply hygienic and healthy food. A kitchen with 10 trainees of cooking joined together and started the kitchen in one room. Neelam group have utilized their saving to purchase necessary utensils and other cooking materials.

ISRD taught them how to expand their food business through digital medium. They have designed an online app for getting food orders through the internet. The concept of E-kitchen was fully conceived the youth and took the challenge. They have shared the responsibility of taking order, cooking, packaging, and distribution. They have done the cooking job with full dedication and no compromise with taste and quality.

In terms of earning, they have slowly established their kitchen and spread the taste of their food in the whole city. Their turnover of five months is 1 lakh after deducting expenses. They have different delivery points like hospitals, government offices, hostellers etc. They deliver the meals like breakfast, lunch, and dinner. The business has lot of potential to grow further. Seeing the success of Neelam group e-kitchen nine more groups came forward with different ideas like packaging and distribution of grocery items with minimum profit. This model is emerged as successful one in short span of time.