

What Anita learnt about running her business



When you meet Anita, a trainee of ETASHA's Women Entrepreneurship Programme, one is struck by her quiet confidence. A resident of Mangolpuri, she is a member of the women's Himalaya group, who are in the process of setting up their own tiffin service. Recently, the group put up food stalls at a series of college fests, their first time working outside Mangolpuri.

ANITA SHARES WHAT SHE LEARNT:

- *At home, we can afford to show our temper and make people wait, but this is not an option with customers.*
- *I had to be able to make Maggi, chaap, tikki and spring rolls all together, like multitasking at home.*
- *Quick easy recipes can easily be found on YouTube.*
- *Crowds in different parts of the city have different tastes.*
- *Location of the stall and the display matter.*
- *As a group, we have to be supportive of each other. Some have restrictions of time, so they can't stay out too late at events so we need to make up for that.*
- *Some group members still keep their heads covered. Even the little single word interaction with customers is a big thing for them, so we need to encourage that.*

The group is now in talks with offices around Mangolpuri looking at providing regular tiffin services through their enterprise 'Mom's Kitchen'.

"The team at ETASHA tries our food and gives feedback on the quality. The food should be light, healthy so that it doesn't put people to sleep. We are also looking for an appropriate tiffin with minimum spillage, keeping the food warm for long enough."

They also plan to buy 'Mom's kitchen' T-shirts and gloves once their business takes off.

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