

REPORT on

One-Day State Level Webinar on "To Profit off the Stereotype: Home Chefs as the New Normal Career Option"

October 05, 2021

Manzilat Fatima, who traces her ancestry to the iconic Nawab of Awadh, Wajid Ali Shah, spoke on how she intertwined her family's rich culinary heritage with modern entrepreneurial practices. She provided a personal insight into her path as a home chef, detailing the challenges and triumphs she has faced. Her narrative included the initial inspiration behind her culinary endeavours and the steps she took to establish herself in the competitive world of gastronomy. As a successful businesswoman, Manzilat discussed the intersection of passion and entrepreneurship. The talk covered the unprecedented challenges posed by the COVID-19 lockdown on small businesses and home chefs. She shared her strategies for adapting to the new normal, including innovative ways of reaching out to customers and sustaining her business amidst the restrictions. She reflected on the resilience and creativity required to survive and thrive during such challenging times.

