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### **UNDERTAKING**

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## **“Management Learning’s from Dabbawala and the Vision Ahead”**

Whenever we talk about the term Dabbawala, the people of Mumbai are beaming with pride. As a child, I remember watching “ The Lunchbox” for the first time where they screened montages of how the Dabbawala concept started in the pre-independence British era. The Dabbawalas of Mumbai are a unique workforce responsible for delivering homemade meals to office workers throughout the city. Their duty prevails from Virar to Churchgate, Panvel to CSMT from 9.30am to 2.30pm.

Our hardworking dabbawala employees have an intricate colour code system that helps them collect and deliver around 2 lac dabbas all over Mumbai seamlessly and error-free.

While we applaud the Dabbawalas for their efficiency and punctuality, we should look over some of the pointers that have been highlighted to bring to our attention.

The Dabbawala Enterprise was incorporated in 2017 to adhere to the economic and financial benefits for the workforce. While the organization is working on catering to their families like providing insurance and Mediclaim, here are some of the initiatives that we can work on to take Dabbawala to the next level.

### **1- Partnership with Food Services**

Partnering with local and global franchise restaurants can broaden the work horizon of the workforce. Teams can switch intermittently and not hamper the age old brand of delivery services.

### **2- Brand Collaborations**

Dabbawala can launch branding campaigns by collaborating with top marketing firms by launching their own social media by involving celebrities and influencers for better reach.

Additionally, brands like Wefast and Borzo can collaborate with Dabbawala and focus on commodity plus food delivery which is an effective USP of both.

### **3- Professional Personnel**

Dabbawala can focus on hiring experienced personnel in fields like marketing, operations and HR. Their expertise and network can implement reforms like structured leave and attendance plan for the employees, paid leaves and employee engagement.

#### **4- Growing Internationally**

Establishing the brand worldwide and introducing new strategies like the Dabbawala franchise in countries like England, USA, and Australia catering to Indian immigrants. On an international scale, Dabbawala can work as a liaison between homemakers from these countries and Indian families and students who are deprived of homemade food.

#### **5- Education and Training Initiatives**

India is growing manifolds economically and technologically. As per the company report, around 85% employees are illiterate. It is never too late to start something that can complement your career. Regular workshops or rejuvenation activities can boost their morale and develop new skills which they could not possess.

Another angle to highlight on is to partner with leading business schools and create case studies focusing on the strategies the Dabbawala Enterprises Pvt Ltd follow.

#### **6- Corporate Social Responsibility**

Expanding the Dabbawala service to include meal deliveries for social causes like feeding the homeless and delivering to natural calamity-stricken areas, showcasing that it is not just limited to Mumbai but cover the community all over India.

#### **7- Diversity and Inclusion**

Conduct targeted recruitment drives to encourage women to join the Dabbawala workforce. Establish women-only teams ensuring a safe and comfortable environment.

#### **8- Integration of Mobile App**

A conclusive app for the employees and the citizens separately consisting of deliveries, streamlining order process for customers and facilitating easy communication between the 2 parties.

## **9- Augmenting Traditional Process with Technology**

Bridging the gap between a 180-year-old tradition with ongoing technology due to people's resistance to change. Change is the only constant hence the traditional colour-coded system and/or memorizing addresses can be addressed with barcodes or QR codes for precise sorting or tracking.

## **10-Sustainability and Innovation**

While the Dabbawala workforce has a simple objective of delivering food to the said destinations, Dabbawala Enterprises can introduce sustainable packaging that aligns with the traditional values of simplicity with consciousness of the environment.

## **11-Other Areas of Investment**

Lijjat Papad has had an everlasting impact on India with their USP product Pappad, Dabbawala has an impactful impression on Mumbaikars which can allow them to launch other lines of in the similar business. For example- Launching reasonable and accessible food products, not compromising on the quality.

## **12- Safety Backing**

Dabbawala workforce go through a lot of hazards during their daily routine, for example- accidents using public transport or unexpected heated arguments during deliveries. Safety backing such as better remuneration based on the city's average standard of living, insurance and a composite set of rules regarding their services must be incorporated.

## **Conclusion**

Dabbawala of Mumbai has proved to be the best for its resilience, dedication, and simplicity with an astonishing accuracy of 99.999%. It shows a remarkable example of how tradition and innovation can coexist together. Individuals and Businesses have a blinded trust and attached emotions with the years of service individuals have worked on too.

As for the future, The Dabbawalas have the opportunity to expand their increasing potential by adopting new technologies and practices without losing the traditional touch. By expanding to new commodities and entering the international markets, the Dabbawalas continue to be an example for past and future generations to come. My lasting impression as a child and as an adult living in Mumbai will always be Dabbawalas singing their way along the local

trains of adding light to our lives and carrying crates of emotions through our food which can be a simple highlight in our lives.

Now is the time, for the world to see The Dabbawalas Enterprise Private Ltd make a mark globally and serve the world together.