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“Management Learning’s from The Dabbawalla’s

First let us start this with a little story when I was in my junior college I used to travel by train from “Jogeshwari to Bandra” every day I used to see the dabbawalla in the local trains carrying immense weights on their heads I always used to wonder what might be in that how heavy it might be it was a puzzle since most of the techniques which the Bombay dabbawallas use has been decoded by the dabbawalla team which visited our NLDIMSR Campus. The way dabbawallas decoded their human mechanism it was surely fascinating for me at the same time very unique which got me thinking how can a group of people can handle such a big task without technology just on human coded system Based on my assumption. I will try to explain my learnings from the Dabbawallas:

Team Work: Be it any situation right from procuring the tiffin to the transit on the train and through final delivery there was a coordination with minimum use of technology with just a simple pass and a Hand’s on co-ordination activity. This team work can also be applied in practical and in real life.

Time Management: Right from the morning 8:00 am till 5:30 pm the time management in the process right from sorting to final delivery there was proper time allocation which was done and followed in the efficient manner. in the same way industries can also set a proper time for every process specially in supply chain process.

Synergy: The most fascinating part about the organisation while working the were working with full enthusiasm and teamwork the biggest surprise was the managing director of the organisation was himself delivering the dabbas this teaches us how important it is to work with the organisation for the organisation in the same way when the top management itself works the workers who are at the bottom of the organisation it gives them a huge motivation to work hard.

Simple Human Coding Language: One of the most unique USP Of the delivery system which was the coding system which was a very easy and designed in such a way that anyone can easily decode and understand a person without a technical language can also understand the simple language which requires a minimum understating of just alphabets in this way organisations can simplify the coding process in such a way that anyone can understand the easy language. innovative and simple.

Customer Satisfaction: In the seminar we were shown the photograph of the customer in which the Managing director himself was seen picking up the dabba from customer's home. The other person in the picture, the lady, was smiling. In the end, also, as well as by efficiently coordinating, the end customer is also happy when the service is given on time.

Environment Friendly : By traveling in local train and using the public transport which is efficient as well as environment friendly by using such transportation system, dabbawalla's are actually saving the environment by leaving almost zero carbon footprint with minimum environment harm. This technique can also be used by the MNC'S where necessary they can use public transport for some goods which can be transported by public transport and avoid polluting the environment and bringing sustainable business practices which actually make a difference and make our environment sustainable and a better place .

Now Let's also discuss the challenges which in future might affect the Dabbawallas business and how will they overcome the challenges. I will try my best to explain the problem and also be able to find a valid solution which may come handy.

Challenges:

- 1) **Changing Customer Preference:** As the old population which was driving the workforce is retiring and the new generation is taking over the current work force, the new generation is technology addicted and lazy. They prefer other delivery apps which provide them food right from the kitchen to their doorstep or their work place within span of a limited time which our dabbawalla team won't be able to cope up as there is time factor which comes in to play.

Counter / Solution: What our dabbawalla kitchen can do is setup cloud kitchen in the prime locations of the city where they have huge orders. They can easily provide the food in limited time whenever the customer demands. This will help them in countering the competition.

- 2) **Adapt Technology:** Today's world is much of a technology driven. The competition is taking the maximum benefit right from tiffin procurement till delivery. The customer is unaware that where is his tiffin, it might become tough for him to await or he cannot even customise his own.

menu the competition in the market in utilising the technological resources to its core

Counter / Solution: The dabbawalla team can also make its own app in which they can help the customer to update its own menu from the app which will automatically help the customer and the food provider this might increase the sales and as sales increase's there will be more demand also the live tracking of the dabba this will help the organisation as well as the customer to locate the concerned person and make work easy.

- 3) Workforce participation: Biggest question will the coming generation work in this industry? will the children's of dabbawallas join this business?

Counter / Solutions: The organisation should provide job opportunities to the coming generation and with their help they should infuse their talent and innovations and give them a chance to work in this industry. And give them positions and spread the industry reach by meeting up the student.

- 4) Customer Segmentations: Due to the limited reach the dabbawalla team is not able to reach much of its customers it is just limited to certain set of customers

Counter / Solution: The dabbawalla team should make customer segments and deploy the team for example: they can create a corporate team hospital team's so that there will be no mashup.

- 5) Advertisement: the organisation has a name in informal sector but only limited people are aware about its functioning.

Counter / Solution: Dabbawallas should hire a good marketing agency which will help them in acquire new customers or ask their customer to help them by writing a review on social media this can make a big impact.

- 6) Pan India Approach: why only in Bombay? why not other cities. the team should explore other markets.

Learning is always a good opportunity to feed our minds, as it helps us grow I
Thank our faculty and The dabbawalla enterprises for such an interactive
session, I wish you luck and prosperity.

Thank You ,

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