

CAMP EDUCATION SOCIETY's
Rasiklal M Dhariwal Institute of Management,
Nigdi, Pune

Seminar on “Supply Chain Management - Case of Mumbai Dabbawalas”

13th March, 2019 (Wednesday)

At Camp Education Society's Rasiklal M. Dhariwal Institute of Management a seminar on “Supply Chain Management - Case of Mumbai Dabbawalas” for the students was conducted on 13th March, 2019 (Wednesday). The chief guest and expert speaker for the day was Mr. Raghunath Medge Sir, President of Renowned Nutan Mumbai Tiffin Box, Suppliers Charity Trust, Mumbai.

The business of delivering Tiffin boxes in Mumbai started in 1890, when the Parsi and British communities living in Mumbai were in the need of convenient Tiffin delivery service. The dabbawalas constitute a lunchbox delivery and return system that delivers hot lunches from homes and food outlets to people at work in India, especially in Mumbai.

The lunchboxes are picked up in the late morning, delivered predominantly using bicycles and railway trains, and returned empty in the afternoon. Currently, a minimum of 5,000 dabbawalas with white outfit and traditional Gandhi topi are involved in the business to fulfill the hunger of 2 lac Mumbaikars. They form a part of an organized cooperative business that also offers job security.

The dabbawalas do not have a literate background but they speak Marathi, Hindi as well as English. Therefore, the whole system depends on symbols, signs, and colours for organization, and delivery of lunch boxes. Every dabbawala earn the same salary regardless of his job role i.e. approximately Rs. 8,000 per month. He is an equal shareholder in the Dabbawala Trust.

For the record, the punctual dabbawalas went on strike for the first time ever in 2011 in order to support Anna Hazare's anti-corruption movement. A single DABBA goes through six dabbawalas before it reaches the consumer. The same rule applies for its return trip.

The unique management and operational models of Mumbai Dabbawala has become subjects of management study beyond text books for global business schools. With near to zero errors, they are Six Sigma Performer, received ISO 9001:2000 Certificate, and registered with Guinness Book of World Record.

They have a huge Global Business Fan Club. Dabbawalas have been appreciated for their service by famous personalities like Virgin's Richard Branson, Prince Charles etc.

Recognitions include Documentaries by BBC, NDTV, CNBC & Many More. Many business schools teach their case study as a part of their management studies curriculum. They are often invited for talks & speech by famous international universities such as Harvard, Cambridge, Oxford and AIMA, CII, IIMs, IITs in India and many more.

The seminar was attended by the principals, directors, faculty members & students of other colleges & institutes also with a great enthusiasm. It gave an insight into the Mumbai Dabbawala operations which is widely recognized as an outstanding example of excellent supply chain management. It also enabled the participants to have an excellent business model based on innovative approaches to satisfy a real customer need.

We are happy to mention our gratitude towards Honorable Chairman Shree Walchand Sancheti Sir, Camp Education Society and all trust members for continuous motivation and cooperation by all the possible means.