

॥ श्री गणेशाय नम ॥

एकमेकांस सहाय्य करु
अवघे धरु सुपंथ



मुंबई जेवण इवे वहानुक मंडळ

Off: 3, Raghunath Pathak Chawl, Sambhaji Nagar, Sahar Road,
Near Fly-Over Bridge, Andheri (E), Mumbai – 69.

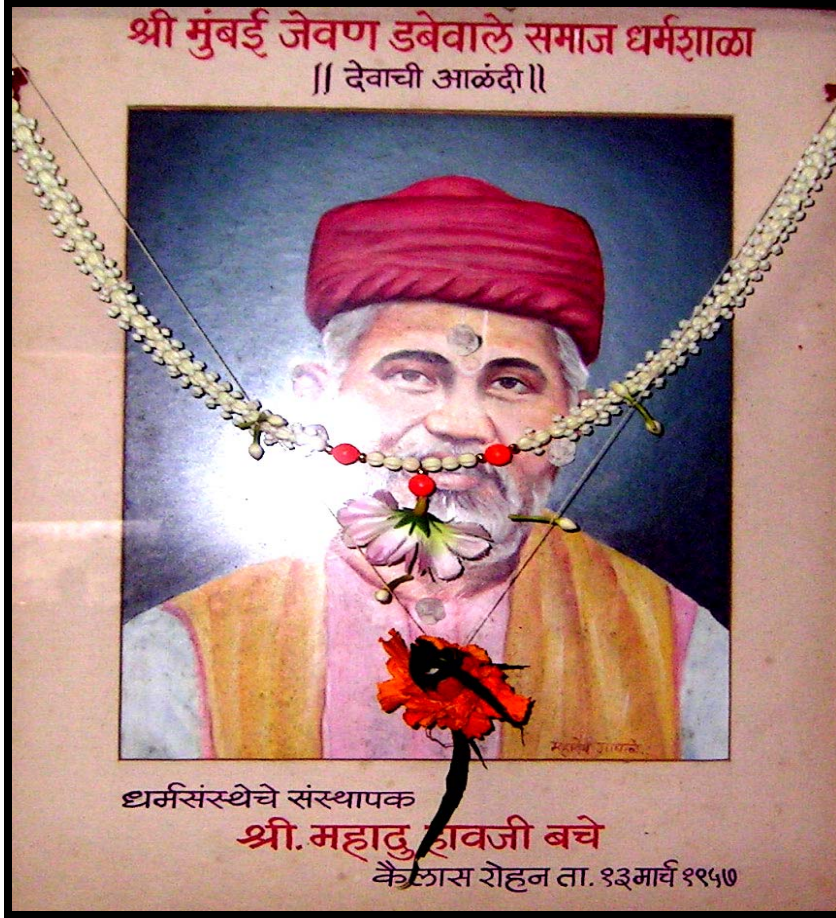
Email Id: rdmedgedabbawala@yahoo.co.in

Web Site : www.mumbaidabbawala.com

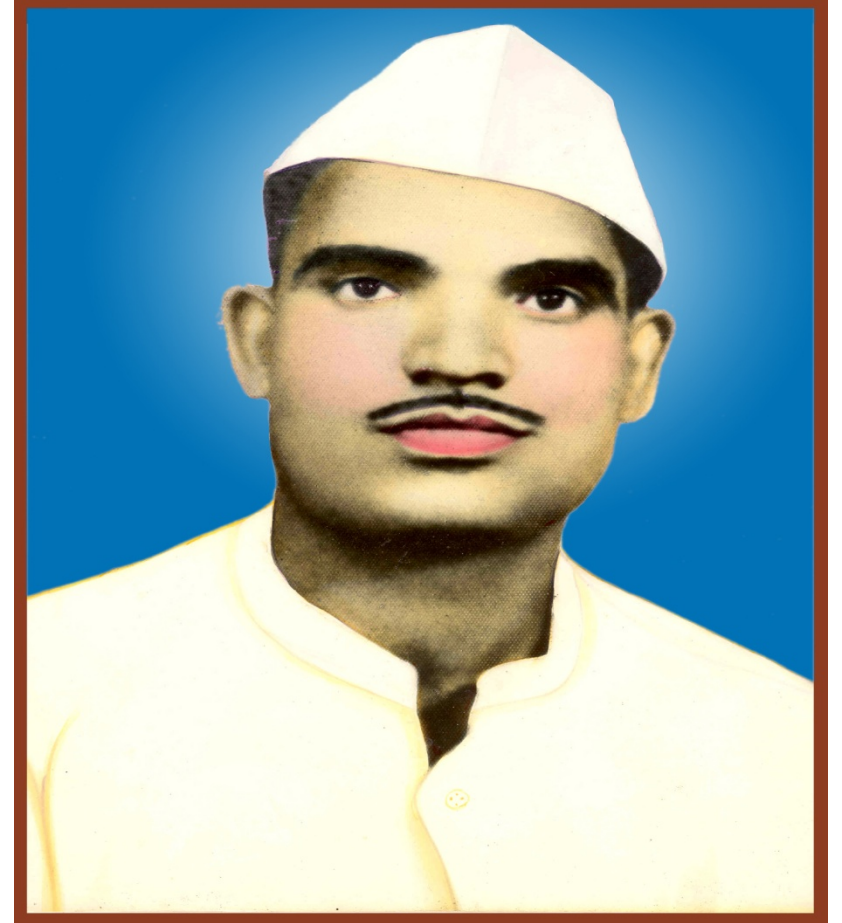
Cell No.: 91-9869152163 / 09867253888 Andheri Office - 26821897,

The Wonder Of Dabbawallas Unfolded
NUTAN MUMBAI TIFFIN BOX SUPPLIERS ASSOCIATION

A Tribute to



Late Shri. Mahadu H. Bachche



Late Shri. Dhondiba R. Medge

ABOUT NMTBSA

Nutan Mumbai Tiffin Box Suppliers Association

- History : Started in 1890
- Charitable trust : Registered in 1956
- Avg. Literacy Rate : 8th Grade Schooling
- Total area coverage: 60 Kms to 70 Kms
- Employee Strength : 5000
- Number of Tiffin's : 2,00,000 Tiffin Boxes
i.e. 4,00,000 transactions every day.
- Time taken : 3 hrs
(9.00 A.M.. to 12.00 P.M. for the Collection of Dabba and Delivery)

DEAL YA NO DEAL TV PROGRAMME



**नुतन मुंबई टिफीन बॉक्स सप्ला. चॅ. ट्र.**
रजि.नं.अ-842 पं
नवप्रभात चेंबर्स, 3रा मजला, रानडे रोड, दादर प., मुंबई -
टेलीफोन : 2386 0742 / 2422 9824

सभासद ओळख-पत्र


Name : **RAGHUNATH D. MEDGE**

पदाधिकारी सही अध्यक्ष श्री. मेडगे

**मुंबई जेवण डबे वहातुक मंड**
रजि.नं.मु.126-68-

Resi. Add.: 254/4, Sai Ashirwad,
Sher-E-Punjab Society,
Near Gymkhana,
Andheri (E), Mumbai 400 09..

Tel.: 986915700 / 9867397210



अध्यक्ष श्री. जे. जे. शेंकर सेक्रेटरी श्री. जे. जे. शेंकर

President - Shri. RAGHUNATH D. MEDGE

ORGANISATIONAL STRUCTURE

PRESIDENT

VICE PRESIDENT

GENERAL SECRETARY

TREASURER

DIRECTORS (9)

MUKADAMS (800)

MEMBERS (5000)



Working of NMTBSA

- Error Rate : 1 in 16 million transactions
- Six Sigma performance (99.999999)
- Technological Backup : Nil.
- Cost of service - Rs. 300/- to 350/- month
(\$ 6.00/month)
- Standard price for all (Weight, Distance, Space)
- Rs. 36 to 40 Cr. Turnover approximately.
- “No strike” record as each one a share holder
- Earnings - Rs. 5000/- to 6000/- per month.
- Diwali Bonus: One month's extra payment
from customers.

APPROACH

DISCIPLINES

- No Alcohol Drinking during business hours.
- Wearing White Cap during business hours.
- Carry Identity Cards.
- No Leave without Prior Notice.

WOMEN

- Mrs. Bhikhubai of Kandivali.
- Mrs. Anandibai of Borivali.
- Mrs. Parvatabai of Karale, Ghatkopar.
- Mrs. Laxmibai Bagade of Santa Cruz.



Our Belief **WORK IS WORSHIP**

Tiffin Basket's weight:
60-65 kgs.

SPECIAL FEATURES OF DABBAWALA'S SERVICES

Zero % fuel - Pollution Zero % investment

Zero % modern tech. Zero % Disputes

**99.99% performance 100 % Customers Care
& Satisfaction**



Case Study: NMTBSA

Nutan Mumbai Tiffin Box Suppliers Association

How do they do it ...?

- **Organizational Structure**
- **Operations**
- **Coding System**
- **War against Time**
(9 a.m. to 12:30 p.m.)

Executive Committee
(5 members)

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graph TD; A[Executive Committee (5 members)] --> B[Teams of 20-25 headed by a Group Leader]; B --> C[Individual Dabbawallahs Workload (30 Tiffins)];
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Teams of 20-25 headed by
a Group Leader

Individual Dabbawallahs Workload (30 Tiffins)

- Collect Tiffins from home.
- Carry Tiffins from One Station to Other
- Delivery Tiffins at Office.
- Return Empty Tiffins to Home.

Awards and Felicitation

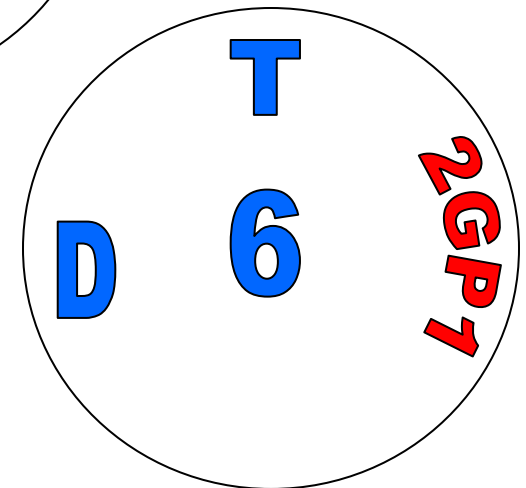
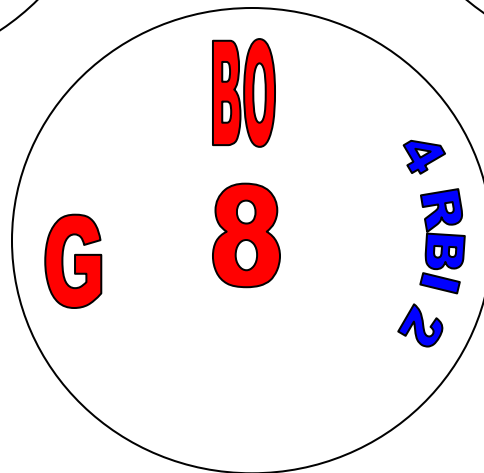
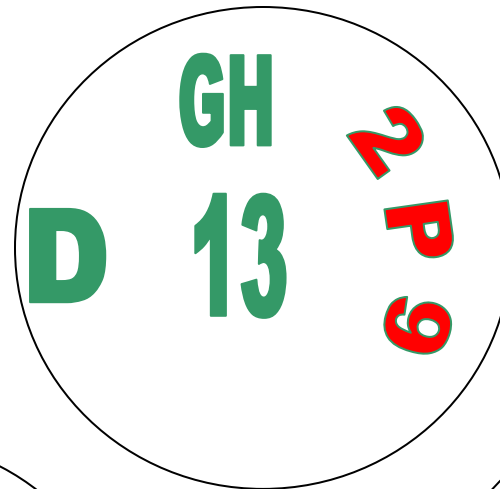
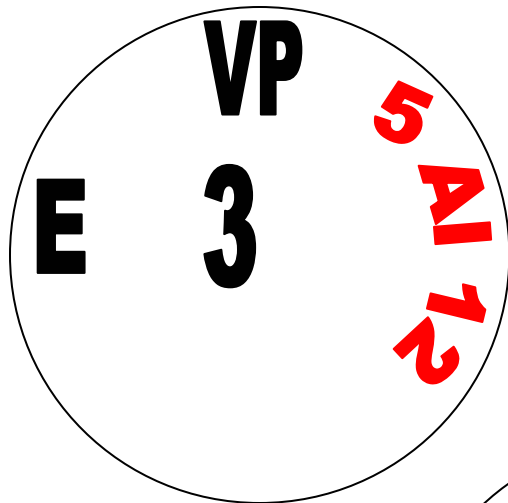
- Shri.Varkari Prabhodhan Mahasamati Dindi Palkhi Sohala – 4th March – 2001.
- **Documentaries made by BBC, UTV, MTV, ZEE TV, AAJ TAK, TV TODAY, SAHARA SAMAY, STAR TV, CNBC TV 18, CNN, SONY TV, TV TOKYO, NDTV, Channel 7, DD Metro, Doordarshan.**
- **CASE STUDY –**
 - Richard Ivey School of Business – Ontario
 - IFIM Business School Bangalore
 - IIM Ahmedabad
 - ICFAI Press Hyderabad

Coding System

- VLP** : Vile Parle (suburb in Mumbai)
- 9EX12** : Code for Dabbawalas at Destination
- EX** : Express Towers (building name)
- 12** : Floor no.
- E** : Code for Dabbawala at residential station
- 3** : Code for destination Station eg. Churchgate Station (Nariman Point)

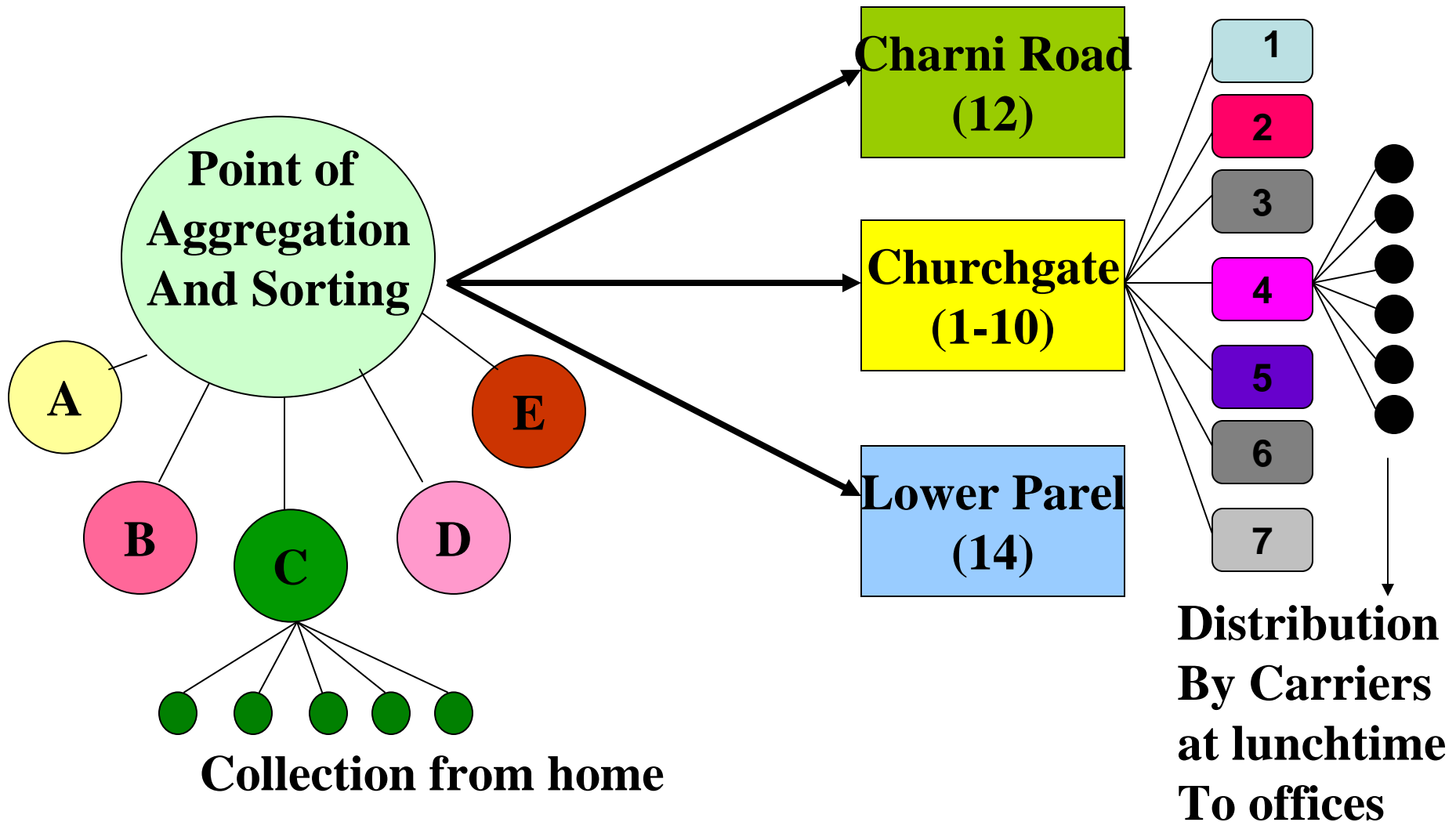


- Let us now look at an example of these codes on the tiffins to better understand the system and what it all denotes:



The Flow Logic

Zones for destination

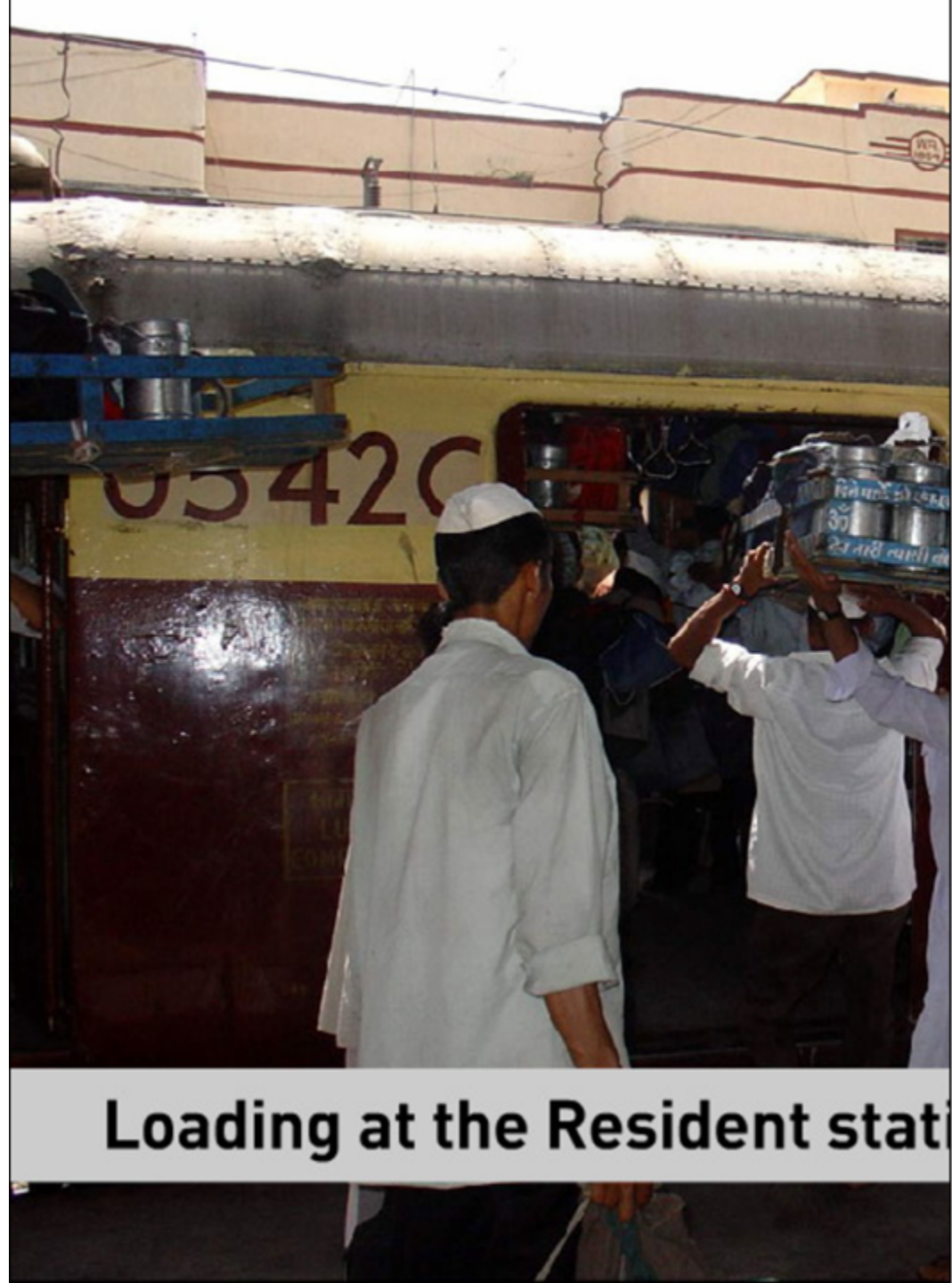


Wartime: Emergency measures being taken to ensure delivery by making proper coding.



- 10:30 -11:15 am
(Andheri Stn.)
- **This time period is actually the journey time. The Dabbawalas load the wooden crates filled with tiffins onto the luggage or goods compartment in the train. Generally, they choose to occupy the last compartment of the train.**

12 coach train
4,000 commuters
8,000 disputes
But no excuses,
Duty first



Loading at the Resident station

DABBAWALLAS IN TRAIN COMPARTMENT



Fellow Dabbawallas in the Luggage Compartment of a
Local Train between 10.15 a.m. to 11.15 a.m.

11:15 a.m. – 12:15 p.m.

(Church Gate Station)

At this stage, the unloading takes place at the destination station

Re-arrangement of tiffins takes place as per **the destination area** and **destination building**



- **70% deliveries at CST & Churchgate**
- **High volume areas like Nariman Point, Fort , CST have dedicated crates**
- **Each crate 150 dabbas,**
- **Pushed by 3-4 elderly dabbawallas**

RETURN JOURNEY

1:15 – 2:00 pm

(At All Destination Stations)

Here on begins **the collection process** where the dabbawallas have to pick up the tiffins from the offices where they had delivered almost an hour ago.



2:00 – 2:30 pm

(At Destination Station)

The dabbawalla's meet for the segregation as per the destination suburb.



Low Cost But Reliable – and Always on Time

2:48 – 3:30 pm

The return journey by train where the group finally meets up after the day's routine of **dispatching** and **collecting** from various destination offices



Usually, since it is more of a pleasant journey compared to the earlier part of the day, the dabbawalas lighten up the moment with merry making, joking around and singing.



3:30 – 4:00 pm

(The Origin Station)

This is the stage where the final sorting and dispatch takes place. The group meets up at origin station and they finally sort out the tiffins as per the origin area.



DABBAWALAS

WITH

DIGNITIES

4 Nov, 2003 – At Church Gate Stn.
Time 11.20 a.m. to 11.40 a.m.

PRINCE CHARLES' VISIT TO THE DABBAWALLAS OF MUMBAI



Some Achievements

- World record in **Best Time Management** with Six Sigma rating.
- Name in “**GUINNESS BOOK of World Records**”.
- Registered with *Ripley's “believe it or not”*.
- Received **ISO 9001 : 2000** Certificate

Awards and Felicitation



Certificate of Registration

*This is to certify that
The Quality Management Systems
Of*

NUTAN MUMBAI TIFFIN BOX SUPPLIERS CHARITY TRUST

at

**3, RAGHUNATH PATHAK CHAWL, SAMBHAJI NAGAR,
SAHAR ROAD, NEAR FLY-OVER BRIDGE,
ANDHERI (EAST), MUMBAI - 400 069 INDIA**

Has been found to confirm to the Quality Management System Standard:

ISO 9001:2000

This certificate is valid for the following Product or Service ranges:

PICK & DROP TIFFIN BOX SERVICES

Place and Date:
NEW DELHI: 29/07/2006

the Accredited Unit:
P.C. Management System Pvt. Ltd.

Certificate no
PCMS/QMS/501-2006

This is a Single site Certification

CHAIRMAN / DIRECTOR

Issue: 2006/07/29

Expire: 2009/07/28

Regd. Off. - 134-A, IIInd Floor, Taimoor Nagar , New Friends Colony, New Delhi - 110 065

Website - www.pcmsindia.com, E-Mail - pcms@pcmsindia.com

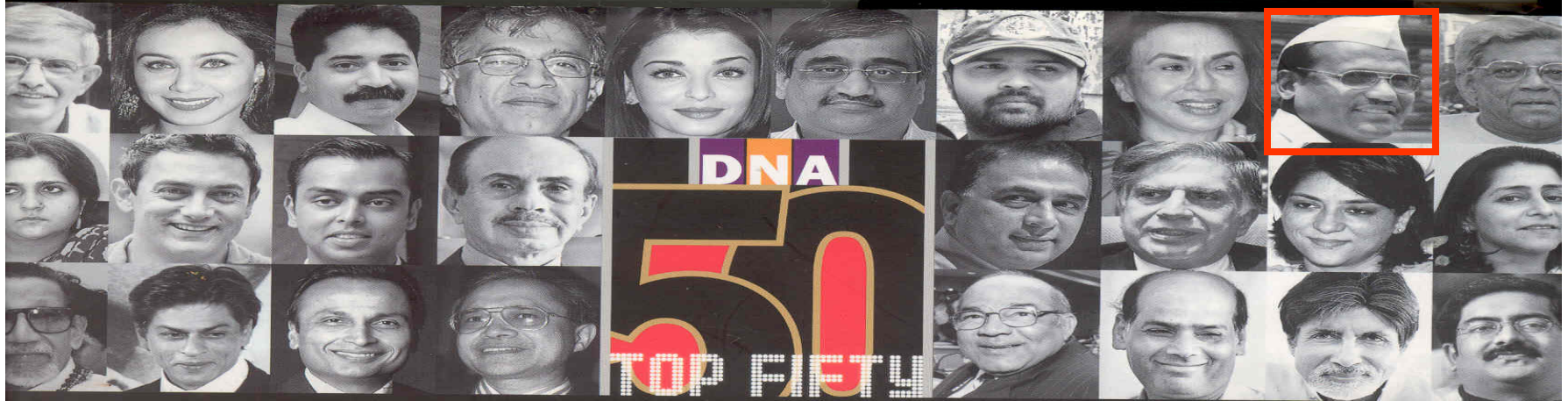


Hon. Shri. Richard Branson

Chairman of Virgin Atlantic Airways with Dabbawalas



TOP 50 OF INDIA



The Influentials

People Who Impact Mumbai





BIRKHALL

8th August, 2005

Dear Mr. Nedge

My wife and I were deeply concerned to learn of the appalling floods in Mumbai as a result of the catastrophic Monsoon weather. We are particularly distressed by the suffering being endured by so many people in and around Mumbai and wanted the Dabbawallahs to know how much we feel for you all and that our hearts go out to all those whose lives and property have been so cruelly affected by this continuing tragedy.

We send you all our fondest thoughts and heartfelt wishes.

Yours most sincerely

and sympathetically

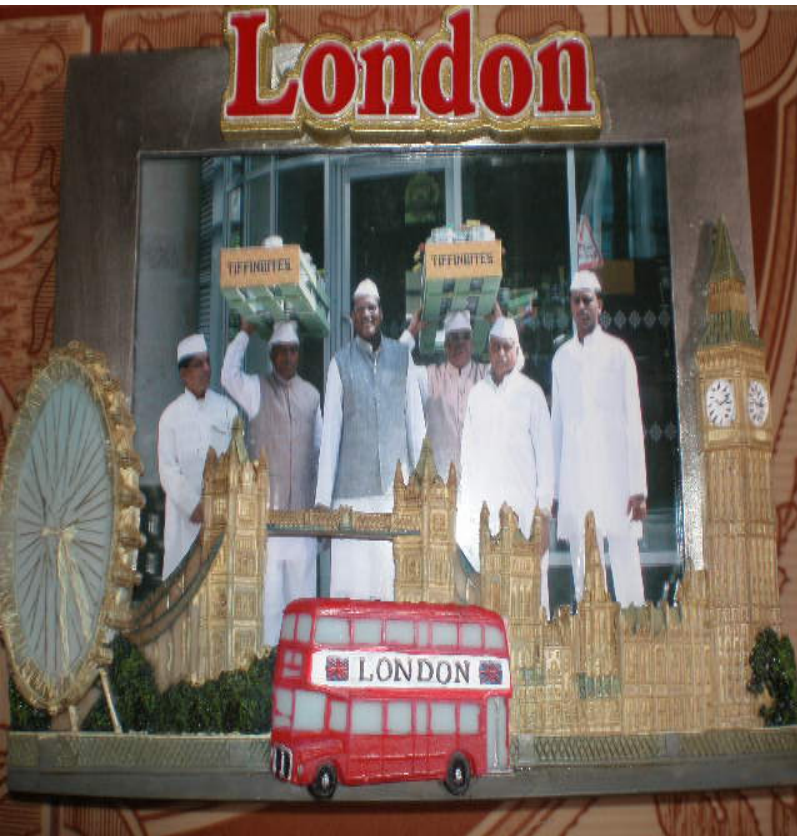
Manu



Letter from

PRINCE CHARLES

After Heavy Flood in Mumbai on 26th July 2005.



THANK YOU