

run by the dabbawalas' wives can be introduced. They can give out their tiffin boxes to the customers, keep a small refundable deposit and generate interest from bank. Since they already have a loyal customer base and a huge reputation, getting customers to their food service would not be a problem. The dabbawalas were very happy with this business model.

Conclusion

Our study explored and discovered strategies for empowering the dabbawalas with a mobile application so as to enable them to serve their customers better. For sustainable economic growth, we have often turned to mobile phone as a platform of choice [8]. After a few rounds of testing and evaluation we concluded that mobile application would indeed be helpful to the community. Subjective feedback we received from our design validation indicates enthusiasm for the application. The new design doesn't disrupt their working procedure and ensures the application is recognized among dabbawalas as a complement, not a replacement, of their traditional work culture. If adopted on a large scale, the application may improve accountability and communication among dabbawalas and food services and empower them to serve their customers better. Through partnership, they all benefit from each other and hence it develops a healthy system.

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