



Mumbai's *Dabbawalas* sign up for Green Money Transfer

November 2010, Mumbai: Mumbai's famous *Dabbawala* service originated in 1880 when the lunch delivery service began with about 100 men. This group, run by President Mr. Sopan Laxman Mare and the Nutan Mumbai Tiffin Box Suppliers Trust, today employs around 5000 individual *Dabbawalas* or Tiffin delivery men that are famous for delivering and picking up over 2 lakh tiffins with a nearly perfect record of punctuality. Of these 5000 *dabbawalas*, over 90% of them have families in various parts of Maharashtra such as Amboli and Pune and they regularly have to resort to sending money to their families via primitive and riskier means such as in the hands people visiting their hometowns.

The Mumbai *Dabbawalas* association has recently signed up to allow its members access to the Green Money Transfer service. This unique person-to-person mobile money transfer service that was launched by Corporation Bank, Tata Indicom and PayMate in November 2009, will allow the tiffin-delivery men to transfer funds via their mobile phones. The service, powered by PayMate's technology, uses Corporation Bank's core banking system and Tata's PCO and True Value Shop (TVS) network to span across Maharashtra, Kerala and Karnataka with UP and Bihar not far behind. Corporation Bank is the first national bank to enter into a partnership of this nature wherein a PCO/TVS is used as the initiation point for person-to-person money transfer.

Green Money Transfer enables any mobile phone user to send or receive money instantly, using their mobile phone to authorise the transfer. To initiate a transfer, the customer simply needs to visit their nearest Green registered TATA PCO or TVS and place a request for money remittance (Upto Rs. 5000) to any person across the country. Similarly the recipient can also collect the transferred amount by visiting the nearest Green TATA PCO or TVS with a transaction authorization code received from the sender.

Because the service does not require any GPRS/ EDGE connectivity or application download and is a simple SMS/IVR based service, adoption of the service amongst the *dabbawalas* has been speedy and they are keen to send money to their relatives in various parts of Maharashtra using Green.

This tie-up with Mumbai's *dabbawalas* enables banking correspondents assigned by Corporation Bank to open no-frills, zero balance accounts for the *dabbawalas* and issue mPINs to them which they will require to authorise the money transfer transaction.

Simple steps for person-to-person mobile money transfer

Customers can register for this service at a Green TATA PCO, TVS or with a Corporation Bank appointed banking correspondent. Upon registration, they will receive an mPIN to enable them to authorise the transaction.

- *A sender in Mumbai goes to a Green Tata PCO or TVS and places a request of transferring Rs. 5000 to his parents in Pune*
- *The sender hands over the cash to the Green Tata PCO or TVS. The PCO or TVS triggers an IVR call to the sender*
- *The sender enters his mPIN to authorize the transaction and gets a Transfer code on his mobile to be conveyed to the recipient.*
- *The recipient goes to the nearest registered Tata PCO or TVS and shares the transfer code.*
- *The PCO sends an SMS containing the transfer code and receives an IVR call to verify the transaction*
- *Once the verification is done the cash is handed over to recipient.*

Mr. Sopan Laxman Mare, President of the Mumbai Tiffin Box Supplier's Association, the commercial arm of the Nutan Mumbai Tiffin Box Suppliers Trust, says, "We were excited to hear about a service that



provides such convenience to our members and allows them all to have a bank account and transfer funds to their families without any tension.”

On the progress of the initiative, Shri B.R.Bhat, General Manager, Corporation Bank said, “Being outside of the banking system makes the transfer of funds not only inconvenient but also uncertain making most people depend on time-consuming / riskier options available for remittances. The Bank’s initiative provides a secure, speedy addition to the money transfer options for the segment. This would also be another stride augmenting the Bank’s consistent efforts in drawing the unbanked rural populace to the banking fold. The facility launched is well-poised to gain momentum and acceptance.”

Ajay Adiseshann, Founder and MD, PayMate says “The famous *dabbawalas* of Mumbai are known for their super-efficient lunch box delivery service for office goers. Since most of the *dabbawalas* are from outside Mumbai, the need to send money back home regularly is a pressing requirement. We are excited to bring the Green Money Transfer service to the *dabbawalas* community and want them to experience an efficient money transfer service, something they will be quick to identify with and something they truly deserve.”