

# News Flash



## CELLS SPELL HOT SALES

### Mobiles have become a must-have tool of the trade for even raddiwallahs and sabziwallahs

For people from the lower income group, the cell phone has become a powerful tool of trade. Plumbers, electricians, vegetable vendors, kabadiwallahs, mehendiwallahs – all have seen a steady rise in their business after they have made the use of mobile phones to reach their clients.

People from this group are buying second-hand cell phones and enjoying the expansion of their business. Goverdhan, an electrician who works in Dwaraka, says, “There has been a steady rise in business. For one, if I am not in the society, residents can call me on my mobile and

I know where I am needed. So I don't lose the customer for that day. It comes in handy if I need a tool or something needs to be replaced. I just make a call from my mobile and the work does not get stuck.”

Pradeep Kumar, a plumber who works in west Delhi, says, “ People can now reach me anytime and if I am in a nearby area I visit the place and get things fixed or else whenever I get time, I go and do the required work.”

He says there has been an increase in his business as he gets more calls in a day and more calls for him means more money. “Though initially it was a bit expensive, now things have smoothed. I don't regret my decision of keeping a mobile phone,” Kumar says.



**SOLD ON CELL:** A vegetable vendor who works near Okhla talks to his customer on the mobile phone.

The use of mobile phones has also helped the sales of vegetable vendors and kabadiwallahs among others.

Ajay, who provides milk in Uttam Nagar and nearby areas, says, "To some extent, there has been an increase in business. If somebody requires extra milk in the morning they call me at night and tell me in advance. The other advantage is that I can interact with my customers and call them for the bills too."

The use of cell phone has given a tremendous boost to the business of vegetable vendors across the city. Raju, a vegetable vendor who ferries in South Extension, says, "We have a separate arrangement for home deliveries. I have given my mobile number to people who ask for home delivery. Now people just call on the cell phone and the delivery boy delivers it."

Kabadiwallahs too have seen a steady rise in their business. As one kabadiwallah says, "I do not have to ferry around the society like my father or grandfather did a few years ago. Today, the residents just have to call up and we go and collect kabadi from them."

Mehendiwallahs are also enjoying good business. Says Kamal, a mehendiwallah in Rajouri Garden, "Women in our country do not need any occasion to go for mehendi, so there was no off season for us. With the use of mobiles, our job has become much more simple."



Source: The Age (Delhi) – Wednesday June1, 2005.