



**Office of the Principal Chief Commercial Manager  
South Central Railway, Ministry of Railways, Government of India  
Rail Nilayam, Secunderabad 500 025 (Telangana)**

No.C.415/E/Efficiency Shield/2022

Date: 28/07/2022

**Sr.DCMs/SC, HYB, BZA, GTL, GNT & NED**

**Sub:** Review of criteria for GM's Efficiency Shields at Zonal level.

**Ref:** DGM/Co-ord & Secy. to GM 's letter No. Z.Cons/ES/2022 dated 26.04.2022.

=====

Please find enclosed herewith a copy of letter cited under reference regarding Review of criteria for GM's Efficiency Shields at Zonal level for information. GM desires that the draft criteria and its weightage of each GM level shield by respective PHODs may be finalized duly taking the views of division for various parameters.

In view of the above, the proposed revised criteria for award of Commercial Efficiency Shield is enclosed for suggestions, if any before 02.08.2022 positively for onward submission to GM.

Encl: As stated.

Digitally Signed by S

Ramesh Babu

Date: 29-07-2022 14:34:08

Reason: Approved

(S Ramesh Babu)

Dy. Chief Commercial Manager/G  
for Principal Chief Commercial Manager

**STATEMENT SHOWING MARKS ALLOTTED UNDER DIFFERENT HEADS FOR  
AWARD OF COMMERCIAL EFFICIENCY SHIELD**

SL No.	Subject	Existing Marks		Proposed Marks	
1	<b>Number of passengers Booked</b>				
	a) Absolute Variation	25	100	25	100
	b) % of variation over last year	75		75	
2	<b>Passengers Earnings</b>				
	a) Absolute Variation	25	100	25	100
	b) % of variation over last year	75		75	
3	<b>Freight Earnings</b>				
	a) Absolute Variation	25	100	20	90
	b) % of variation over last year	75		50	
	c) <b>New Traffic</b>	-		20	
4	<b>Outstanding</b>				
	a) Absolute Variation	15	30	15	30
	b) % of variation over last year	15		15	
5	<b><del>e-payment of freight</del> Digital Payments in freight (%age to total freight)</b>				
	a) Absolute Variation	15	30	10	25
	b) % of variation over last year	15		15	
6	<b>Commercial Publicity earnings</b>				
	a) Absolute Variation	20	60	20	60
	b) % of variation over last year	40		20	
c) <b>LOA issued (NINFRIS/other NFR contracts) during the year</b>	-	20			
7	<b>Earnings from Parking + ATM</b>				
	a) Absolute Variation	10	20	10	20
	b) % of variation over last year	10		10	
8	<b>Disposal of Complaints referred by Hqrs. (No. of complaints referred and replied within a month)</b>		30		20
9	<b>Public Complaints on misbehaviour of frontline staff (Reduction over last year)</b>		30		20
10	<b>Officers Inspections</b>		30		20
11	<b>Claims</b>				
	a) EDR feeding <b>at feeding points</b>	25	80	25	80
	b) Registration and disposal of CD cases	15		15	
	c) Disposal of sick and unconnected wagons	15		15	
	d) <b>Joint Observation Reports, Untoward Incident cases</b>	-		15	
	e) Staff Liability cases	15		5	
	f) Performance of Auction centres	10		5	
12	<b>Catering</b>				
	a) Licence fee realised	40	120	40	120
	b) New units awarded during the year	40		40	
	c) Reduction in Catering complaints	40		40	
	Sub-total		730		685

P.T.O

::2::

SL. No.	Subject	Existing Marks		Proposed Marks	
	Sub-total B/F	730		685	
<b>13</b>	<b>Ticket Checking</b>				
<b>i.</b>	<b>Total Ticket Checking Earnings</b> (amount realized vis-à-vis Internal targets)	<b>20</b>		<b>20</b>	
<b>ii.</b>	<b>Number of passengers found travelling without tickets (TWT cases)</b>				
	a) Absolute variation	<b>10</b>	<b>30</b>	<b>10</b>	<b>20</b>
	b) %age variation over last year	<b>20</b>		<b>10</b>	
<b>iii.</b>	<b>Earnings from ticketless travel (TWT cases)</b>				
	a) Absolute variation	<b>10</b>	<b>20</b>	<b>10</b>	<b>20</b>
	b) %age variation over last year	<b>10</b>		<b>10</b>	
<b>iv.</b>	<b>Number of Irregular Travel cases (IRT cases)</b>				
	a) Absolute variation	<b>5</b>	<b>10</b>	<b>5</b>	<b>10</b>
	b) %age variation over last year	<b>5</b>		<b>5</b>	
<b>v.</b>	<b>Earnings from Irregular Travel cases (IRT cases)</b>				
	a) Absolute variation	<b>5</b>	<b>10</b>	<b>5</b>	<b>10</b>
	b) %age variation over last year	<b>5</b>		<b>5</b>	
<b>vi.</b>	<b>No. of checks conducted (only Fortress checks)</b>				
	a) Absolute variation	<b>5</b>	<b>10</b>	<b>5</b>	<b>10</b>
	b) %age variation over last year	<b>5</b>		<b>5</b>	
<b>vii</b>	<b>Onboard Digital Transactions</b>	<b>-</b>		<b>10</b>	
<b>14</b>	<b>Parcel Earnings</b>				
<b>a.</b>	Actual performance in the year vs. target in terms of earnings	<b>20</b>		<b>15</b>	
<b>b.</b>	Incremental growth over last year in terms of earnings	<b>20</b>		<b>20</b>	
<b>c.</b>	Incremental growth of leased VPs/ SLRs & Parcel Cargo Exp. contracts	<b>10</b>		<b>15</b>	
<b>d.</b>	Marketing activities conducted by the division				
	a) No. of customer meetings held	<b>5</b>	<b>15</b>	<b>-</b>	<b>10</b>
	b) Capture of new/additional traffic in terms of earnings	<b>10</b>		<b>10</b>	
<b>e.</b>	Parcel detention / loss of punctuality	<b>5</b>		<b>5</b>	
<b>15</b>	<b>TOTAL</b>	<b>900</b>		<b>850</b>	
	Discretion marks by CCM	<b>50</b>		<b>75</b>	
	Discretion marks by GM	<b>50</b>		<b>75</b>	
	<b>GRAND TOTAL</b>	<b>1000</b>		<b>1000</b>	

- (i) No points are allotted if there is deterioration.
- (ii) Maximum marks are allotted to the division with best performance.
- (iii) Marks to other divisions are allotted on a pro-rata basis with reference to the best performance.