

भारतसरकार/Government of India  
रेल मंत्रालय /Ministry of Railways  
दक्षिण मध्य रेलवे/South Central Railway  
वजयवाडा मंडल/Vijayawada Division

मं.रे.प. का कार्यालय/DRM's Office,  
वाणिज्य शाखा/Commercial Branch,  
वजयवाडा/VIJAYAWADA-1.  
दस्तावेज Dt. 15.11.2022.

सं/No.बीB/सीC. 565/UTS/Mobile Ticketing/2022.

To  
All SMRs/CBSRs/CCSRs/CTIs over BZA Division

Sub: Enhancing the share of "UTS" mobile app in unreserved ticketing  
- Public awareness campaigns and special measures - Reg.

Ref:- PCCM/SCR Lr.No.C/C/UTS Mobile Ticketing/2019,  
dt. 06.11.2022.

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To monitor the level of adoption of "UTS" mobile app by the passengers and initiate necessary measures to further enhance the patronage of this app, the following measures shall be undertaken:

1. All ticketing staff, TTEs and other supervisors concerned to download and have thorough knowledge of "UTS" mobile app to effectively promote the use of this app and encourage the passengers to adopt this app in an effective manner.
2. Conducting regional seminars at major passenger-intensive stations to spread awareness among the staff/Public.
3. Organizing special public awareness campaigns at Stations by displaying standees/ posters /banners; distributing pamphlets; and setting up special helpdesks at major stations.
4. Ensuring station specific QR codes related to "UTS" app are displayed conspicuously in the booking area.
5. Launching publicity through special news stories in local newspapers and cable TV channels; broadcasting jingles/ announcements in local PA Systems; and telecasting the short films over the CCTV network at Stations.

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6. Canvassing by the commercial supervisors and ticket checking staff about the utility of "UTS" app during peak hours at stations and also in popular passenger trains.
7. Engaging the services of volunteers from the local NGOs, NCC/NSS/ Scouts & Guides units of major educational institutions to interact with the passengers and explain about the utility of this app, as a social service measure.

It is advised to initiate action on priority on enhancing the adoption of "UTS" app, especially by single journey passengers in unreserved segment. A monthly report shall be submitted to this office to monitor the progress on this subject.

Digitally Signed by  
Vavilapalli Rambabu  
Date: 16-11-2022 13:18:01  
Reason: Approved

(V. Rambabu)  
Sr.DCM/BZA

Copy to: All the Section CCIs- for information and necessary action to monitor and also to give proper training for utilization of this app. for the staff to educate the travelling public.