

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.

सं/No.बीB/सीC. 565/UTS/Mobile Ticketing/2023.

ददनांक Dt. 27.04.2023.

To

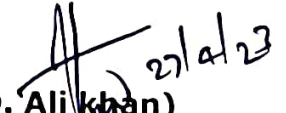
All The SMRs/CBSRs/CCSRs/CTIs over BZA Division

Sub: Enhancing the share of "UTS mobile" App in unreserved ticketing – Publicity and Awareness campaigns and special measures – Reg.

Ref:-1.Dy.CCM/PM/SCR Lr.No.C/CR/UTS/Mobile Ticketing/2023, dt.17.04.2023.
2.This office letter of even no. dt.15-11-22 & 20-03-2023.

Reference to the above subject and further to this office letters of even no. dt.15.11.2022 & 20.03.2023, instructions are once again reiterated for strict compliance of all the instructions to proliferate "UTS" mobile App and ATVMs by the passengers including setting up of campaigning desk on every Tuesday, assisting/educating the passengers to obtain tickets through ATVMs, playing announcements / jingles in the PA system, encouraging passengers to make payments through UPI, distributing pamphlets in the stations, special campaigning drives in trains, educational institutions, and initiate all other necessary measures for further enhancement of the patronage of ATVMs and UTS App., especially by single journey passengers in unreserved segment. All out efforts should be made to achieve the set target of 10% share for UTS App in the unreserved segment by July 2023. The progress on this subject may closely be monitored.

A copy of the Hqrs., letter is enclosed for information and necessary action.


(MD. Ali Khan)
DCM/BZA
for Sr.DCM/BZA.

Copy to All the Section CCIs for information and to monitor for utilization and give vide publicity about this App.

Office of the Chief Commercial Manager (Passenger Marketing)
South Central Railway, Ministry of Railway, Government of India
1st Floor, Reservation Complex, Secunderabad - 500 025 (Telangana)

No. C/CR/UTS/Mobile Ticketing/2023

Dt: 17.04.2023

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

Sub: Enhancing the share of 'UTS mobile' App in Unreserved Ticketing -
Publicity and Awareness campaigns and special measures - Reg.
Ref: Minutes of Ticket Checking Strategic Action plan Review Meeting
conducted on 05.04.2023 by PCCM/SCR.


Railway Board has advised that the Zonal Railways instead of concentrating on conventional point of sales like booking counters (Railways and contractual) and vending machines, should channelize their resources for popularizing unreserved ticketing through Mobile App.

At present, the share of the app in S.C.Rly is only 2.3% in terms of no. of tickets for the FY 2022-23. The division-wise share of UTS mobile App in ticketing for the FY 2022-23 is tabulated below:

Division	% share of UTS Mobile App in Total Unreserved Ticketing		
	TICKETS	PASSENGERS	REVENUE
SC	2.70%	11.90%	2.70%
BZA	2.40%	13.00%	2.20%
HYB	2.20%	12.70%	2.50%
GNT	2.20%	11.60%	2.20%
GTL	1.90%	11.80%	2.00%
NED	1.40%	13.70%	2.30%
Total	2.30%	12.40%	2.40%

There is an immediate need to improve the utilization of this App to achieve the near-term target of at least 10% share in number of tickets during FY-2023-24. All the divisions are advised to accord due priority for this subject and launch focused action to achieve the target. Massive publicity/awareness campaigns - both for the Railway Staff and general public - on downloading and utilizing this app are required. The designs for the publicity material and short films have already been shared with divisions by the CPRO.

To proliferate the app and also familiarize the railway staff of its advantages and usage, below mentioned guidelines may be adopted:

- ✓ All the booking staff, Commercial Inspectors and the Ticketing Checking staff should be instructed to download the UTS Mobile app on their respective Mobiles.
- ✓ Frequent workshops to be conducted at important stations/divisional headquarters to the Commercial/Ticket checking staff about the functionality and its importance of Mobile App.
- ✓ Commercial staff should be deployed at booking counters of important stations especially during rush hours to make passengers aware of mobile ticketing and help and encourage them to download the app on spot.
- ✓ All the booking clerks should be instructed to direct the passengers approaching the booking windows for booking/renewal of Season Tickets, to the Commercial Inspector/Booking Supervisor, who will in turn encourage the Passengers to book the Season Tickets through the UTS Mobile App duly explaining the benefits of Mobile App viz., Paperless Travel, 3% additional bonus on R-wallet recharge and avoiding standing in queues etc.
- ✓ All the long-distance unreserved travelers who will travel in groups should be specifically targeted to increase the share of number of tickets.
- ✓ Conducting special campaigning by the Ticket Checking Staff/Commercial Inspectors along with the local print and electronic media, in day journey trains duly wearing specially designed T-shirts, caps and aprons with Mobile App Logo  "Do not wait in line Go Online".
- ✓ Wide publicity may be given by displaying posters across the booking windows, parking areas and frequent announcements through IVRS during peak hours duly highlighting the benefits of mobile app. Distributing pamphlets and pasting posters in Unreserved/Reserved Coaches of popular trains will motivate passengers to use the UTS Mobile Ticketing app.
- ✓ Educational institutions and IT sectors should be targeted for educating and creating awareness among the students and IT employees about the benefits of UTS Mobile App.

It is advised to monitor the spread of this App on your division on a day-to-day basis to reach the set target of 10% share for this App in the unreserved segment by July'2023.

In addition to this, the nomenclature of UTS App is not appealing and passengers are not able to identify that the app relates to Railway Ticketing. PCCM has suggested naming the app as 'Rail Ticketing/SUVIDHA' and also advised divisions to suggest a catchy name for UTS App so as to forward to Railway Board for Pan India Implementation.

(J. Sukesh Deepak)
Dy. Chief Commercial Manager/PM

Digitally Signed by
Jonnalagadda.sukesh Deepak
Date: 19-04-2023 12:31:00
Reason: Approved