



बी. नाग्या आई आर टी एस
B. NAGYA IRTS



प्रमुख मुख्य परिचालन प्रबंधक
दक्षिण मध्य रेलवे
रेल निलयम, सिकंदराबाद - 500 025
Principal Chief Operations Manager
South Central Railway
Rail Nilayam, Secunderabad - 500 025

No. C/CR/UTS/Mobile Ticketing

Dt. 16/04/2024

DRMs/SC, HYB, BZA, GTL, GNT & NED.

Sub: Passenger rush in summer season – Action plan to minimize queue length/waitlist at counters – Special drive for enhancing the share of ticketing through 'UTS' mobile app and ATVMs.

In view of the summer holiday season and the ensuing general elections, passenger rush at major stations has been increasing. Divisions are advised to closely monitor the passenger rush at the ticket counters and initiate necessary measures to smoothly handle the crowds at the booking offices. The number of operative windows – both PRS and UTS – may be maximized duly deploying additional staff/supervisors during peak rush hours in order to reduce the queue lengths/waiting time. Diverting the passengers from the counter ticketing to other means of ticketing such as 'UTS' mobile app and ATVMs will immensely be helpful in reducing the load on ticket counters and smoothly handling the crowds in the booking office area.

In this connection, a 15-day special drive to promote and enhance the patronage of 'UTS' mobile app and ATVMs may be launched from 20/04/2024 to 04/05/2024 at all stations. Conscious, focussed efforts may be made by all the officers/staff concerned in promoting the usage of 'UTS' mobile app and ATVMs and actively encourage the passengers to adopt these non-counter means of ticketing. Extensive public awareness/publicity campaigns through various Media may be launched locally during this special drive period aimed at achieving significant growth in the adoption of 'UTS' mobile app and ATVMs by the unreserved segment passengers.

An indicative list of the activities to be taken up during the special drive is shown below:

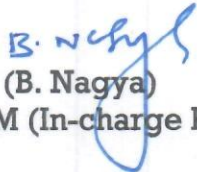
- (i) Encouraging the ticket booking staff, TTEs and the supervisors concerned to download and have knowledge of the latest features of the "UTS" mobile app, so that they can effectively promote the use of this app and guide the passengers to adopt this app in an effective manner.

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- (ii) Conducting regional seminars/meetings at major passenger-intensive stations to spread awareness among the staff/Public.
- (iii) Organizing special public awareness campaigns at Stations by displaying standees/posters/banners; distributing pamphlets; and setting up special helpdesks at major stations.
- (iv) Ensuring station specific QR codes related to "UTS" app are displayed conspicuously in the booking area of the stations.
- (v) Launching publicity through special news stories in local newspapers and cable TV channels; broadcasting jingles/announcements in local PA Systems; and telecasting short films over the CCTV network at stations about the features/benefits of 'UTS' mobile app and ATVMs.
- (vi) Interaction with passengers by the commercial supervisors and ticket checking staff concerned about the utility of 'UTS' mobile app and ATVMs during peak hours at stations and also in popular passenger trains.
- (vii) Engaging the services of volunteers from the local NGOs, NCC/NSS/Scouts & Guides units of major educational institutions etc. for conducting public awareness programs at stations and explain to the passengers about the ease of ticketing through 'UTS' mobile app and ATVMs, as a social service measure.
- (viii) Ensuring that all the ATVM machines are in working condition and that facilitators are deployed during identified peak hours at all major stations.

The required publicity material such as designs for posters/banners/standees, short films and radio jingles for broadcasting through PA systems etc. have already been made available to the Divisions earlier. In case of any further requirement in this regard, the Divisions may approach this office or the office of CPRO.

A report on the activities taken up during the drive period and the outcomes there of may be furnished to this office by 07/05/2024.


(B. Nagya)
PCOM (In-charge PCCM)

Copy to: Secy. to GM for kind information of GM

Copy to: CPRO with a request to launch extensive Publicity campaign through various Media – Print, electronic, digital and social – during the special drive period.