

**बी. के. दादाभोय, IRTS**  
**B. K. DADABHOY, IRTS**



अपर सदस्य (विपणन एवं व्यवसाय विकास)  
रेलवे बोर्ड  
भारत सरकार  
रेल मंत्रालय  
रेल भवन, रायसीना रोड, नई दिल्ली 110001  
Additional Member (Marketing & Business Development)  
Railway Board  
Government of India  
Ministry of Railways  
Rail Bhawan, Raisina Road, New Delhi 110001

No. 2023/IRBDUPortal/Correspondence/Misc./1

Dated: 18.05.2023

**General Managers,**  
**All Zonal Railways,**

**Sub:** Meeting with BDUs at Zonal and Divisional Level.

**Ref:** Railway Board's letter no. 2020/TT-IV/2/2, dated 01 July, 2020.

In continuation to the above cited letter regarding 'Setting up of Business Development Units at Zonal and Divisional Level', it has now been decided to hold weekly VC meetings of BDU/IR with BDU's at Zonal and Divisional Levels.

VC meetings will deliberate on Business Development Proposals submitted by Divisions & Zones on BDU Portal as well as regular updation of BDU Portal.

VC has been scheduled at 11 am on 25<sup>th</sup> May, 2023. Subsequently, VCs will be held every Thursday at 11 am. BDU members of Zones and corresponding Divisions may be directed to attend the weekly VC. Link of the VC will be shared separately.

With Best Wishes.

(B.K. Dadabhoy)

cc:

- (i) Sr. PPS to CRB and Sr. PPS to Member (O&BD), Railway Board.
- (ii) PPS to PED/TT (M), Railway Board.
- (iii) Members of BDU/RB:
  - ED/TT(F)
  - ED/Coal
  - ED/TC(R)
  - EDFM
  - EDME/Freight
  - EDF/C&PPP
  - ED/BD

GOVERNMENT OF INDIA  
MINISTRY OF RAILWAYS  
(RAILWAY BOARD)

No.2020/TT-IV/2/1

New Delhi, dated 1.7.2020

General Managers  
(All Indian Railways)


**SETTING UP OF BUSINESS DEVELOPMENT UNITS AT ZONAL AND DIVISION  
LEVEL FOR INCREASING VOLUME OF FREIGHT BEING CARRIED BY RAILWAYS**

There is an urgent need to work towards doubling the freight volume being carried by Railways by 2024. This would be possible only if Railway's share is strengthened in the traditional commodities being carried and a strong foray is made into miscellaneous non-bulk goods. This is a segment in which Railways have limited knowledge and experience. However, this traffic is very large in volume and is mostly moving by road. To attract this traffic, it has been decided that :-

- (a) All GMs would set up a multi-disciplinary Business Development Unit (BDU) comprising of officers from Operating, Commercial, Finance and Mechanical Departments of SAG level at Zonal Level to be coordinated by CFTM. A similar BDU comprising of JAG level officers at the Divisional level will be set up and coordinated by Sr DOM. These groups will have frequent interaction with trade and industry to scout for and attract traffic.
- (b) Advertisements shall be released frequently in the local and national media to publicise the fact that such BDUs are available and Railways is keen to attract new streams of traffic. The name and contact details of Coordinator shall be widely publicised.
- (c) Any proposal received shall be promptly analysed and developed and assistance required, if any, from other Zonal Railways and Railway Board shall be immediately sought.

2. At the Railway Board, a BDU coordinated by Shri Manoj Singh, EDTT/F as Convenor and comprising of EDTC/R, EDF(C) and EDME/Fr as Members has been tasked with the responsibility of facilitating and clearance of proposals received from the Zone within a week's time of receipt of such proposals.

3. This issues with the approval of Board (MT, FC, MRS and CRB).

  
(S.K. Mishra)  
Addl. Member (Traffic)  
Railway Board

Copy to :-

AM/C, AM/ME  
PED/TT (M), EDTT/F, EDTT/S, EDTC/R, EDF(C), ED(FM), EDME/Fr