



**SOUTH CENTRAL RAILWAY**

**Office of the Chief Commercial Manager (Passenger Marketing)**

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No. C/CR/UTS/Seminar/2022

Dt. 16/11/2022

Sr.DCM/BZA

Sub: Regional Seminar on 'Passenger Business' with focus on enhancing the adoption of UTS mobile app, ATVMs and digital payments in ticketing - Reg.

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A Regional Seminar on 'Passenger Business' with focus on proliferating the "UTS" app, enhancing the utilization of the ATVMs and digital payments in ticketing will be conducted at 10:30 hrs on 22/11/2022, at Rajahmundry. Commercial staff comprising of CCIs, CRIs, CBSRs & CTIs of all important Stations for Passenger Business in the Northern part of Vijayawada Division may be deputed for this Seminar.

The following are the agenda items:

- (i) Enhancing the adoption of the "UTS" app among the passengers - Review of the present status and the action plan to enhance the share of single journey passengers.
- (ii) Review of the present utilization of ATVMs and steps to be taken to increase their utilization/rationalizing their deployment.
- (iii) Increasing the share of digital payments through PoS machines and UPI in ticketing.
- (iv) Activating and increasing the transactions at the IPPRS locations.
- (v) Review of the present position of ticketing equipment and stationery.

A suitable venue may be finalized and necessary arrangements may be made for conducting the Regional Seminar as detailed above.

के. रास. राव

(K. Sambasiva Rao) 16/11/2022  
CCM(PM)/SC

Copy submitted to: PCCM and CCM/PS for information pls.