

दक्षिण मध्य रेलवे // SOUTH CENTRAL RAILWAY



विजयवाडा मंडल // VIJAYAWADA DIVISION
मं.रे.प्र.का कार्यालय, वाणिज्य विभाग, विजयवाडा
Office of the Divisional Railway Manager,
Commercial Branch,
Vijayawada..
Dt. 28.10.2023.

No.B/C. 565/UTS/Mobile Ticketing/2023.

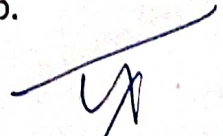
To
All The SMRs/CBSRs/CCSRs/CTIs over BZA Division

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

Ref:-1.PCCM/SCR Lr.No.C/CR/UTS/Mobile Ticketing/2023, dt.12.10.2023.
2. This office letters of even no. dt.15.11.22, 20.03.23 & 27.04.2023.

Reference to the above subject and further to this office letters of even no. dt.15.11.2022, 20.03.2023 & 27.04.2023, Instructions are once again reiterated for strict compliance of all the instructions to proliferate "UTS" mobile App by the passengers including setting up of awareness campaigns on "UTS" mobile app need to be taken up to improve the rate of adoption of this app by the unreserved segment passengers. Various designs of the publicity material such as posters/stickers/banners, playing announcements / jingles/short films etc., 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 UTS App., especially by single journey passengers in unreserved segment. All out efforts should be made to achieve the set target of 20% share in the no. of passengers and 8% share in the number of tickets for UTS App in the unreserved segment by December 2023. The progress on this subject will be monitored closely.

A copy of the Hqrs., letter is enclosed for information and necessary action. Station staff shall take proactive role in proliferation of the UTS App.


(Dr. Ch. Pradeep)
DCM/BZA
for Sr.DCM/BZA.

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



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

12.10.2023

Divisional Railway Managers,
SC, HYB, BZA, GTL, GNT & NED

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

Ref: This office letters of even No. dated 20/04/2022 and 06/11/2022.

The Division-wise share of "UTS" mobile app in the unreserved ticketing for the period Apr – Sep. 2023 is shown below:

% share of "UTS" mobile app in Unreserved Ticketing

Div.	FY 2022-23		FY 2023-24 (Apr-Sept)	
	No. of tickets	No. of passengers	No. of tickets	No. of passengers
BZA	2.4%	13.0%	3.0%	16.5%
GNT	2.2%	11.6%	2.6%	12.9%
GTL	1.9%	11.8%	2.1%	11.9%
HYB	2.2%	12.7%	2.8%	14.7%
NED	1.4%	13.7%	1.6%	18.1%
SC	2.7%	11.9%	3.7%	13.9%
Total	2.3%	12.4%	2.9%	14.8%

Though the % share in the no. of passengers has grown to 14.8%, the % share in the no. of tickets continues to be at a low level, at 2.9%. This mismatch is mainly due to shifting of majority of the season ticket holders to "UTS" mobile app. Conscious efforts should be made to attract single journey passengers also in a big way to "UTS" mobile app to enhance the share of the no. of tickets.

There is huge potential for further improving the share of "UTS" mobile app – both in terms of no. of passengers and no. of tickets – in the unreserved ticketing on SCR. Increased share of "UTS" mobile app will reduce the work load on the ticket booking counters and minimize the queue length/waiting time during peak hours, apart from providing the most convenient and economical way of ticketing for the passengers.

Sustained public awareness campaigns on "UTS" mobile app need to be taken up to improve the rate of adoption of this app by the unreserved segment passengers. Various designs of the publicity material such as posters/stickers/banners and jingles/short films etc. have already been shared with the Divisions. Necessary immediate action may be initiated to further enhance the adoption of this app with a target of at least 20% share in the no. of passengers and 8% share in the no. of tickets by the end of Dec, 2023.

An indicative list of the measures to be taken in this regard is shown below:

- (i) Advising ticket booking staff, TTEs and the supervisors concerned to download and have thorough knowledge of the latest features of the "UTS" mobile app, so that they can effectively promote the use of this app and encourage the passengers to adopt this app in an effective manner.
- (ii) Conducting regional seminars 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.
- (v) 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.
- (vi) 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.
- (vii) 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.

The progress on the adoption of "UTS" mobile app in unreserved segment, especially by single journey passengers may be reviewed on a regular basis to achieve the internal targets. The action taken in this regard may be advised to this office at the earliest.


(K.R.K.Reddy) 12/10/23

Principal Chief Commercial Manager

Copy to: **Sr.DCMs/SC, HYB, BZA, GTL, GNT & NED** for information & necessary action.

Copy to: **CPRO/SC** with a request to launch a special Publicity drive on "UTS" mobile app through various Media.