



भारत सरकार / Government of India  
रेल मंत्रालय / Ministry of Railways  
दक्षिण मध्य रेलवे / South Central Railway

मं.रे.प्र का कार्यालय,  
Office of the DRM  
विजयवाडा मंडल /  
Vijayawada Division  
वाणिज्य विभाग,  
Commercial Branch  
विजयवाडा, Vijayawada.  
आन्ध्र प्रदेश, Andhra Pradesh

No.B/C.565/ATVMs/2023

Dt.20-03-2023

All CBSR/ CCSR/CSR/BSR /CRS//CTI/TTIs at stations  
& Section CCIs over BZA Division

Sub: Proliferation of non-conventional means of unreserved ticketing and  
promotion of digital transactions in ticketing – reg.

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In connection with the above subject it is advised to set up a campaigning desk at  
stations on every Tuesday for creating awareness and further proliferation of

1. Unreserved ticketing through ATVMs
2. Unreserved ticketing through UTS App
3. Digital transactions in ticketing viz., QR code in ATVMs and UPI payments in UTS & PRS ticketing, PoS transactions.

All out efforts shall be made duly mobilizing all the Commercial staff available at the  
station and also NGOs/ Scouts & Guides etc. In addition to this, the regular campaigning on  
trains, at important educational institutions, through PA system / Hand held speakers at stations  
shall be continued to reach out maximum passenger base.

Data on the campaigning along with photographs shall be submitted to this office on the  
following day. The campaigning shall be continued to achieve the objective of 50% of the UTS  
tickets booked through non-conventional means of unreserved ticketing.

(V.Rambabu)  
Sr. DCM/BZA

20/3/23

Copy to CTI/G/BZA – to undertake campaigning on trains and stations by ticket checking staff.