

## Project Details: NAeG/14-15/00123

<b>Project id -</b>	NAeG/14-15/00123
<b>Name of The Project</b>	Intelligent Transport Management System
<b>Category of Award Applying for</b>	Innovative Use of ICT by State Government PSUs/ Cooperatives/Federations/Societies
<b>Date of Launch</b>	02-02-2013
<b>Summary/Objective of the project</b>	<p>Intelligent Transport Management System (ITMS) is the addition of information technology to transportation infrastructure and vehicles. It aims at improving operational efficiency by better management of fleet, manpower, routes and passengers. ITMS can be defined as a bouquet of Bus Transport Management Enabling applications supported by the required hardware, software and manpower. The business solutions proposed under the ITMS are broadly Integrated Ticketing System (ITS), Vehicle Tracking System (VTS) and the Passenger Information System (PIS) and Management Information System (MIS).</p> <p>1. Integrated Ticketing System (ITS) would be implemented through ETM Ticketing, Counter Ticketing, and Online Reservation System. ETM: GPRS based ETM would be used for in-bus ticketing. This would give real time information of ticketing and revenue data. Counter Booking: In the project envisaged, counter booking facility would be set up at bus stations. This would provide normal ticket, current booking, advance reservation, Monthly season tickets and prepaid travel card to passengers. ORS: Passengers using Online reservation system (ORS) of UPSRTC will be able to book their tickets online. ORS will send an SMS and an e-mail to the passenger to confirm the ticket along with the PNR and seat number allotted. The facility to book tickets of UPSRTC buses will also be available on other Online Travel Agent websites.</p> <p>2. Vehicle Tracking System (VTS): VTS will utilize the GPS tracking device to provide the position of every bus. The GPS device fitted inside the VTS device with data logging facility and GPRS connectivity in the bus will provide co-ordinates of bus location. The Head Office and Regional Offices will be able to monitor the bus location and activity through Control Centers. CCR will have large LCD display terminals where the buses can be monitored on digital maps as well as ETA/ ETD, location of the bus, speed of the bus, path followed by the bus etc. Alerts for over-speeding and sudden deceleration/accidents can be generated which will allow the management to ensure safety of the onboard passengers and adopt necessary actions in the case of an emergency. Driver or conductor would also be able to send a SOS signal to the respective Control Center in case of an emergency.</p> <p>Fuel sensor: The in-built fuel gauge in the buses will be connected to the VTS device. The GPRS module shall keep sending fuel data to the DC. In case of a sudden change in the fuel level, alerts will be sent to the respective CCR.</p> <p>3. Passenger Information System: Another major component of the project is Real-Time Passenger Information System which will include core components VTS, PIS and CCR. These systems will use Automatic Vehicle Location (AVL) technology with the help of Geographical Positioning System (GPS) for the tracking of buses of UPSRTC and provide the passengers and management of UPSRTC real time information about the arrival, departure of the buses. Passenger Information system will use various methods of public address: IVRS Bus In/Out Push Pull SMS LCD Displays Automatic Announcements Call Centre Internet.</p> <p>4. The entire ITMS project will help the corporation in making informed MIS decisions. Data available at the DC will generate various kinds of report for monitoring and also provide data analytics for managing operations and improving performance. The route planner / optimizer software system at the Central Control Station shall transform the transactional data into useful information and feed the same into the decision support engine for route planning &amp; optimization. ITMS would also help corporation realise better revenue figures and cost benefits through increased passenger inflow and use of advertisements on LCD screens, ETM roll paper etc.</p>
<b>Beneficiary of the project</b>	<p>1) UPSRTC: Real time tickets sold and revenue collected data available. Increased transparency in the accounting system. Monitoring and tracking of buses possible through alerts. Increased mediums of ticket collection through counter booking, PORS with availability of advance reservation. Periodic reports available that are being used to analyse revenue data, load factor which has further enabled route planning and optimization. Inventory Management would be possible using GLPI.</p> <ul style="list-style-type: none"> <li>o Reduction in loss of traffic revenue.</li> <li>o Making conductors operations easy.</li> <li>o Better time management of conductors by rapid issue of tickets and reduction in waiting time while remitting cash.</li> <li>o Improved accuracy in accounting.</li> <li>o Generation of different type of MIS reports for effective decision making.</li> <li>o Saving in printing and stationary expenses</li> <li>o Reducing Travel</li> </ul>

Uncertainty o Reliability and Punctuality 2) Citizens: Increased medium of booking tickets through counter booking and public online reservation system. Advance reservation possible with confirmed ticket no. Passenger Information System: Information on timetable available on PORS, LCD displays in bus station of automatic announcement system of buses. Smart cards available that offer variety of benefits for passengers. Push SMS launched wherein after booking tickets passengers get an sms with requisite details. Passengers can log in complaints/grievances through helpdesk, facebook, twitter or PORS of UPSRTC. PIS would be enabled through mobile application, IVRS and Pull SMS. All this would enable: (1) Reduced uncertainty while waiting for bus (2 )Reduced travel times / waiting time (4) Enhanced reliability of bus system (5)Improved travelling conditions (6)Overall reduction in adverse selection (7)More equitable access throughout the state (8)Reduced accidents and injuries (9)Increased civic pride and sense of community (10)Reduced emissions of air pollutants (11)Reduced noise

**Details of Project Head**

<b>Name</b>	H. S. Gaba
<b>Designation</b>	CGM (O)
<b>Gender</b>	Male
<b>Address</b>	HQ, Tehri Kothi, MG Marg Lucknow Uttar Pradesh, India
<b>Pincode</b>	226001
<b>State</b>	Uttar Pradesh
<b>Phone Number</b>	2629914
<b>Mobile Number</b>	9415049621
<b>Email-ID</b>	cgmo@upsrtc.com

**Details of team members, if any, other than Project Head:-**

<b>Name(1st team member)</b>	Mukesh K. Meshram
<b>Designation(1st team member)</b>	MD
<b>Name(2nd team member)</b>	K. Vijayendra Pandian
<b>Designation(2nd team member)</b>	AMD
<b>Name(3rd team member)</b>	Vineet K. Seth
<b>Designation(3rd team member)</b>	GM (MIS)
<b>Name(4th team member)</b>	Shuchi Kalra
<b>Designation(4th team member)</b>	AM (MIS)
<b>Name(5th team member)</b>	KSN Murty
<b>Designation(5th team member)</b>	AM Finance
<b>Name(6th team member)</b>	S. K. Banerjee
<b>Designation(6th team member)</b>	GM (Opr)

**Supporting documents:-**

[Award Specific Form](#)

[Self Certification by the Project Head](#)