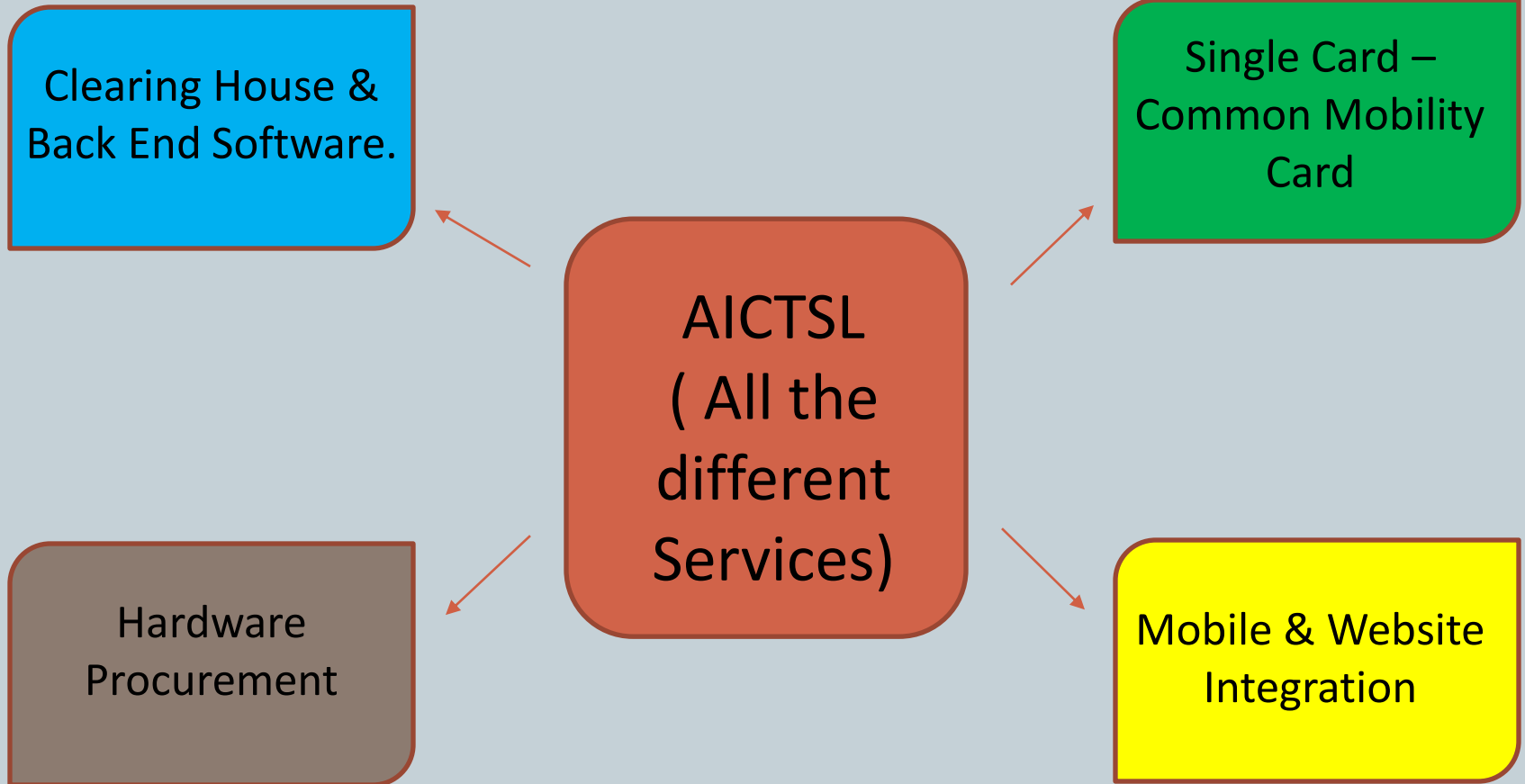


# FARE INTEGRATION AND DEVELOPING A COMMON MOBILITY CARD FOR AICTSL DIFFERENT SERVICES.

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# What is the Project ?



# Services By AICTSL

- City bus Services.
- Ibus BRTS services.
- Skybus Services ( Interstate & Intercity Buses).
- Tele- Rickshaw ( On call Auto Services).
- I-ride (Rent a Motorcycle).
- I- Bike (Public Bicycle System).

# Highlights of the Project

- Integrating all modes of Public Transport by AICTSL.
- Integration by Smart card.
- Integration by Mobile Application.
- Integration via Website.
- Developing an E pass and E payment system.
- Providing a clearing house.

# Vision



- Vision of AICTSL is to have a **unified ticketing** system for all Public Transport modes and facilities.
- IFCS is the need of the hour as several PT systems are being operated by AICTSL.
- Different operators for each mode of transport and multiple city bus operators.

# Benefits

## To AICTSL

- Ease in Reconciliation of revenue collected
- MIS Reports
- Settlements amongst various operators can be automated
- **Indirect Benefits**
- Reduction in revenue leakages.
- Attractiveness towards AICTSL services with 12 % of increase every quarter.

## To Citizens of Indore

- Many citizens use multiple AICTSL services in a single trip (Combination of Rickshaw + ibus+City Bus, etc.). IFCS can ease their trip
- Helps citizens to use a single common ticket for all modes of transport
- No need to carry cash and pay multiple times to various operators
- In future scope to include parking fee, toll fees etc. in association with IMC/IDA etc.

# Economic and Socio Benefits

- Card-based system eliminates the logistics costs. It transforms a **financial cost into a financial benefit.**
- **Economic benefits** are derived from likely improvements in the transport system operating efficiency and reductions in ticket fraud.
- The **flexibility provided by smart-ticketing** could be used to personalize travel costs by providing user specific zonal based fares.
- Smart technologies of the future will be driven by **Near Field Communication (NFC)** mobile phones.

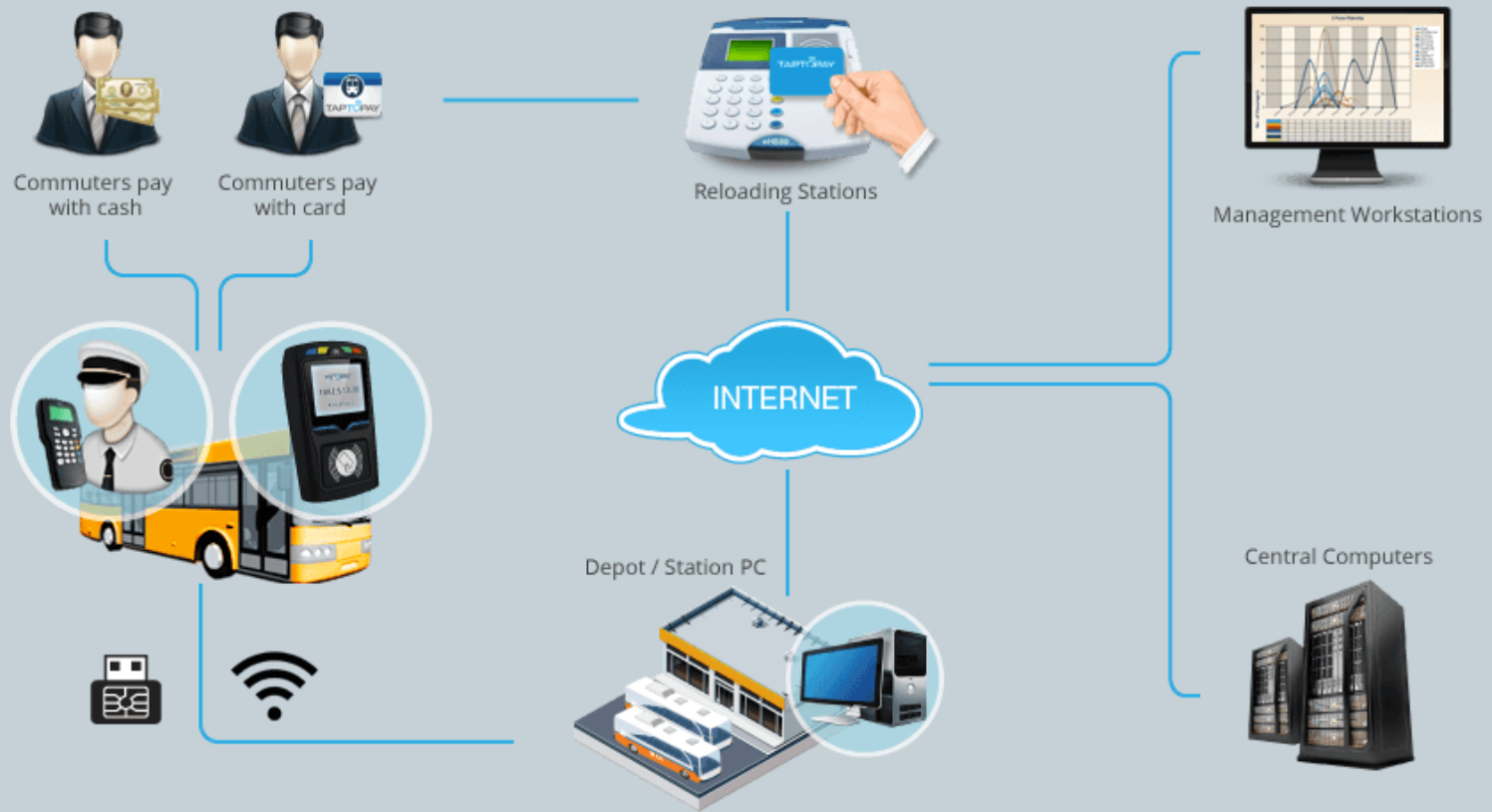
- Journey time savings - bus passengers.
- Benefits of Smart tickets to existing bus users.
- Operational cost savings for bus operators.
- More accurate concessionary fare reimbursement.
- Savings in surveys.
- Additional revenues for bus operators.
- Congestion savings.
- Emissions savings.
- Bus annual benefits.
- Additional bus operating costs .
- Net bus savings.
- Decongestion benefits.
- Net social benefit



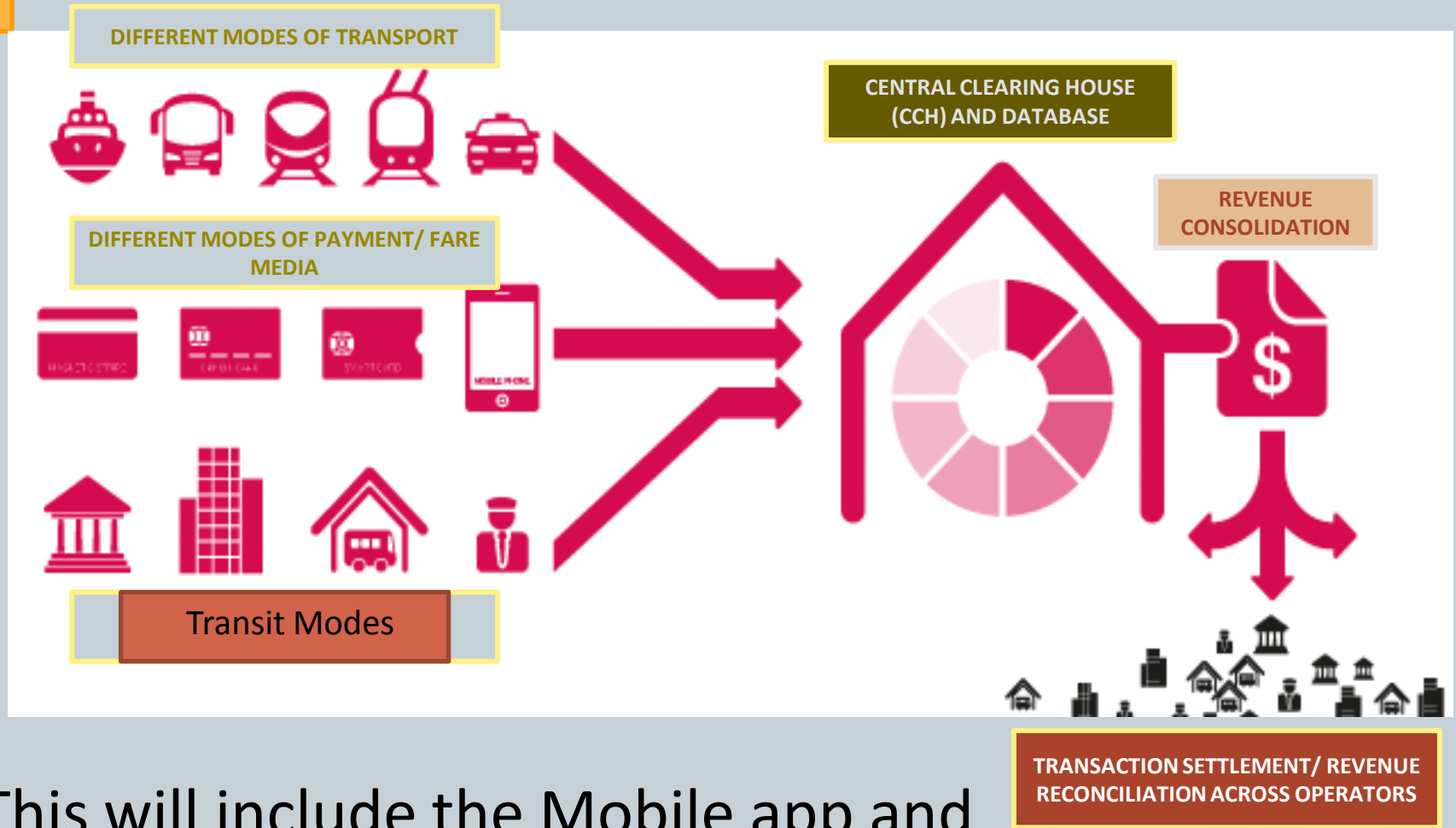
# Card technology

- In first phase - Card would be a Closed loop – only for AICTSL different services.
- In the second phase there would be merchant tie-ups and loyalty programs.
- In third phase - system would be replaced with co-branded cards as a open loop – only after the detailed survey and demand analysis.

# Schematic Diagram of the project



# Frame Work



- This will include the Mobile app and Website integration as well

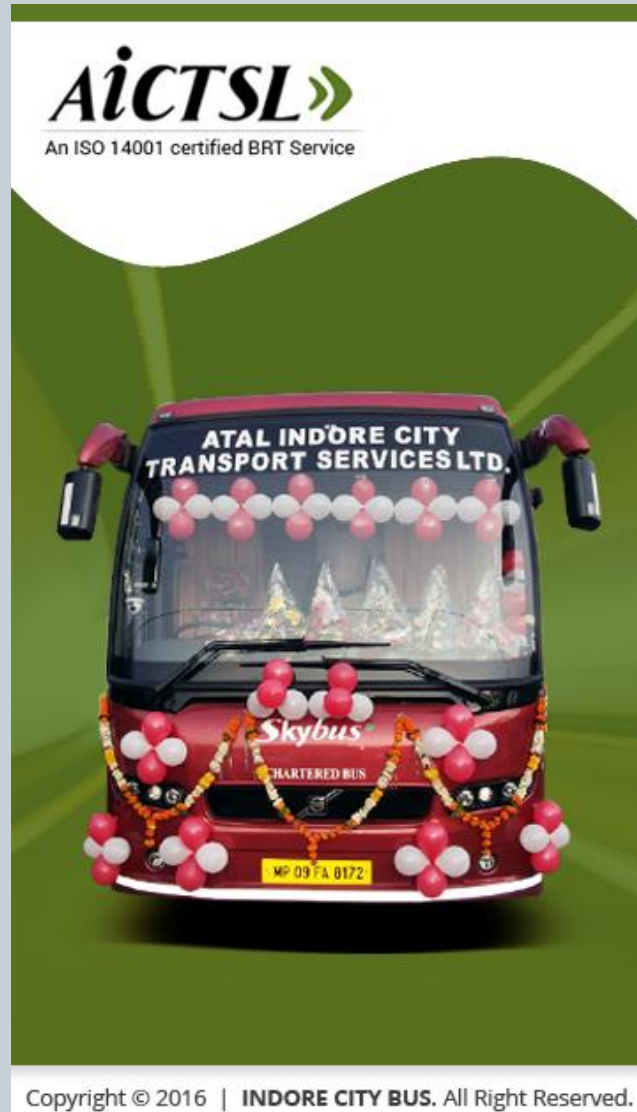
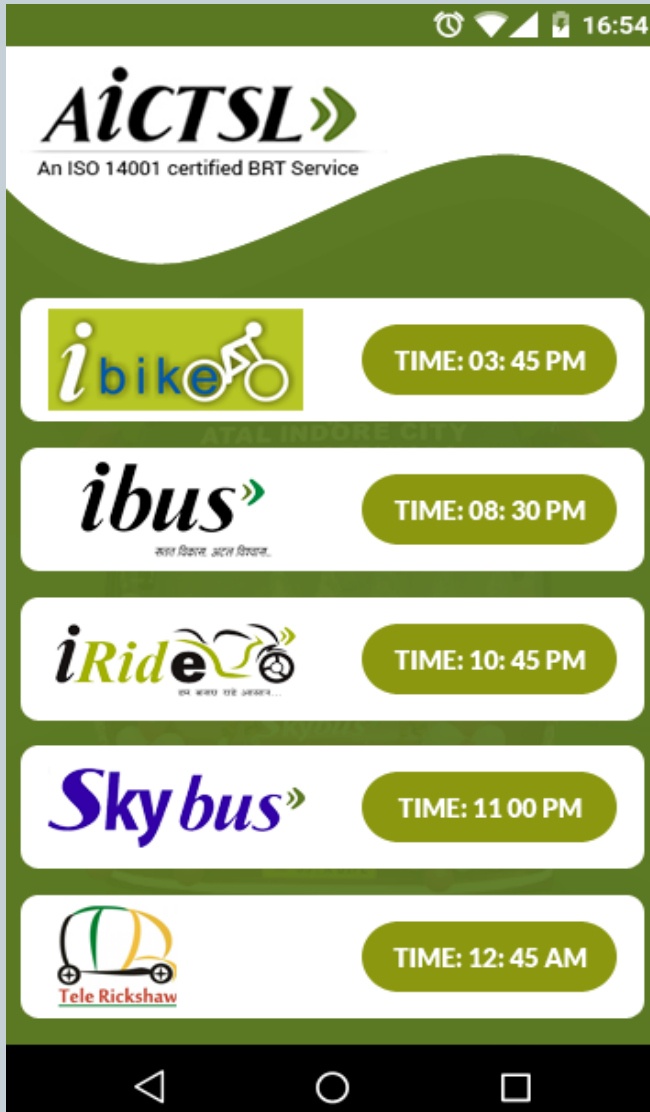
# Fare Integration & Single Card

- Integration of various modes, different operators for same mode, various payment options.
  - ▶ Metro - Future
  - ▶ BRTS / Buses
  - ▶ Ibike & Iride
  - ▶ Auto rickshaw
  - ▶ Smart cards
  - ▶ Tokens
  - ▶ Bar coded tickets
  - ▶ Mobile application & Website
- All payment collection will be linked to central system.
- All the revenues collected will be consolidated at the central clearing house (CCH) and the revenue will be shared among different modes and operators based on the central data base.

# Current Status of the project

- The Scope of Work for the project has been finalized.
- The project has also been discussed and approved by the AICTSL Board Members.
- The selection of the agency for Mobile App and Website development cum integration has been done.

# Screen Shot of Mobile App



# Selection of Boarding city


**AICTSL** >>  
An ISO 14001 certified BRT Service

From  
Ahemadabd

To  
Indore

**SEARCH**

**AICTSL** >>  
An ISO 14001 certified BRT Service



**Started Time:**  
04:20 PM

**Ending Time:**  
12:50 AM

**Price:** INR 800



# Location of Ticket Counters

- For Skybus passenger can collect the ticket if required from these locations. Also these are boarding points.





# Development of Integrated Website

- The website shall be designed to integrated all the AICTSL services.
- Smart E purse / Card shall be recharged via website.
- All the features of Mobile Application shall be provided in the Website for the users.



**Chartered Bus**

**04:20**  
Ahmedabad

**06:40**  
Mumbai

**2h 15m**  
Non Stop

Bus change at Mumbai | Backlog Time: 3h 05m



**Raj Mandir Travels**

**09:45**  
Mumbai

**12:50**  
Indore

**2h 15m**  
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# Challenges

- Operating model of Services is PPP.
- Integration.
- Clearing house.
- Hardware procurement.
- Outreach and marketing.
- Training.

# Planning and Execution

- This project is a way forward to bring all PPP services of AICTSL under one umbrella.
- For integration all hardware shall be procured with open platform.
- AICTSL is also working towards the ITMS project along with SUTP – World Bank.
- Technologies – Smart Card, Mobile Application, Cash less Travel, Website, etc shall be integrated.
  - » Continued.

- ICICI Bank have been selected as a clearing house since they already have the software for the same.
- The selection has been done via EOI.
- Hardware required for the project is being procured under World Bank ITMS project.
- Rest hard ware shall be procured by AICTSL as approved in the AICTSL Board.

- Outreach and training would be taken care by AICTSL team.
- An agency is being hired to enhance the social media reach.
- SMS shall be blasted to the 15 Lac customer data base.
- Training would be provided to the front and back end officials during the pilot testing.

# Sustainability plan

- Did not need to exchange currency.
- Avoiding issues related change handling.
- Cash collection via bank avoided.- Diesel Saved.
- Paper ticketing reduced. – Saving paper.
- Time saving – Passengers.
- System would be faster and efficient.
- Lesser file movement.
- Overall environmental benefits.

# Timelines

- Mobile Application development would be completed by the end of December 2016.
- Website development would be completed by the end of January 2017.
- Smart Card would be developed and designed by the end of March 2017 being hardware procurement is involved.



# Tentative Card Design & Logo



Thank You