

Sustainable PPP in Bus Transport









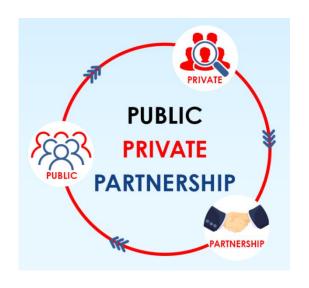




Why PPP



Partnership between public and private sector for providing a service traditionally provided by the public sector











Reduction in Management Expenditure

Cost Effective Leveraging Private Sector's Expertise Hasslefree Service

















City Bus Operation PPP Models



	GCC	GCC Hybrid	NCC	NCC Hybrid
Operational efficiency	Medium, since operators are assured of revenue and can focus only on operational efficiency	High, since operators revenue is guaranteed, while incentives exist for increased ridership	Low, since operators bear the revenue risk and may skip trips/reduce frequency in case of low ridership	High, since operators' gets revenue from un-viable routes also
Investment Requirement	High, preferably investment in buses should be by private player	High, preferably investment in buses should be by private player	High, preferably investment in buses should be by private player	High, preferably investment in buses should be by private player
Access to finance	High, since guaranteed per km fee reduces credit risk	High, since a part of the operator's revenues are assured, thus reducing risk	Low, increases credit risk especially if no track record of operators or demand is uncertain	Medium, since credit worthiness is increased as non-commercial routes are supported.
Incentives for private player	Medium, since revenues are guaranteed and not dependent on passengers transported	High, since revenues are partially guaranteed, and incentives are provided for increasing ridership	Low, since revenue risk is to be borne by them, with no control over fares and other external factors	Medium, since Authority compensates for lack of ridership on unviable routes
Project viability	High on viability from the private sector perspective	High on viability from the private sector perspective	High on viability from the authority's perspective	High on viability from the authority's perspective
Suitability	When Authority wants to retain control and is financially strong to assume revenue risk, has strong monitoring capacity	When Authority wants to retain operational control and intends that operator shares some revenue risk	When competent operators willing to assume revenue risk exist and demand is relatively certain	When authority is willing to reduce control over operations, while financially compensating for unviable

#CRUT Mo-Bus **Odisha** is on GCC **Hybrid** model















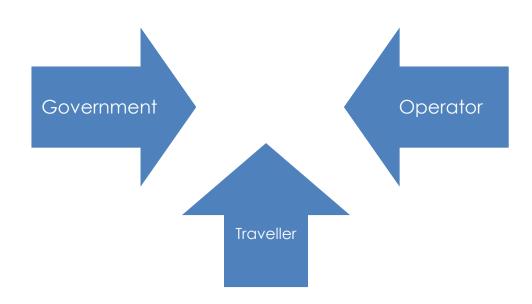






As we all know, it is a partnership

















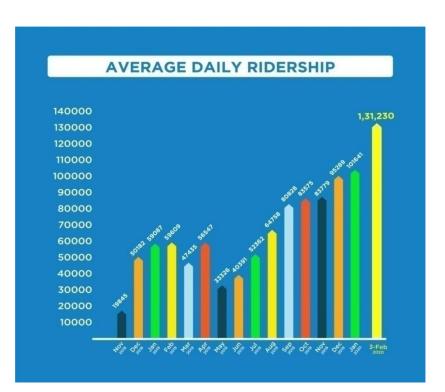


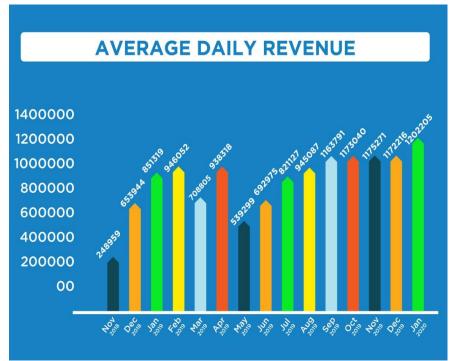




THE GROWTH STORY







Avg. Monthly Ridership: 33k(May) to 101k(Jan) Avg. Monthly Revenue: 5Lacs(May) to 12 Lacs(Jan)











The CRUT-No Bus to Mo Bus Story



Key Belief

The best of the best models will fail if you are not customer centric & if all stakeholders of the Bus Operations are not working together towards a single objective of Customer Delight & creating moments of truth consistently.















THE MO BUS STORY









Marketing Campaign of the year in Odisha 2019



Best Consumer Connect Brand of Odisha 2019

Government's Perspective



Political and Administrative Will

Long term budgetary provisions: Welfare scheme, not a profit venture

Fair play

Control and compliance















Operator's Perspective



Fairness

Timely payments

Non-interfering Management

Infrastructure

Respect

Support















Traveller's Perspective



Accessibility

Dependable

Frequency

Affordable

Safe and Clean

Well behaved staff

Grievance redressal system/ Feedback















BQS BRANDING & INSTALLATION OF NEW ROUTE MAPS





- "Think Global, Act Local" Let the design be of international standards however it has to be bilingual & an average Odia Customer should easily use it.
- Route Maps has been prepared in Two languages viz Odia and English
- Route Maps, Route Names has been installed in all 200 BUS QUEUE SHELTERs





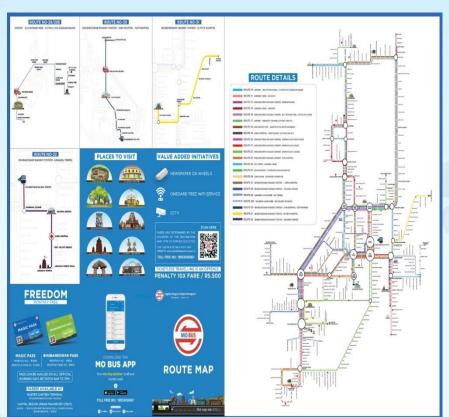


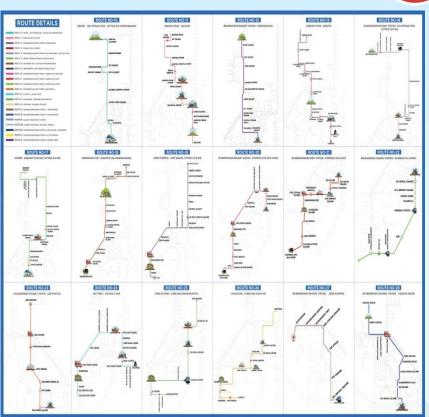




POCKET ROUTE MAPS

















MO BUS FREEDOM MONTHLY PASS





- 15th August Freedom Monthly Pass(Physical) was launched
- Objective: Helping Non Smartphone Users
- By 15th October, we added additional 6k **Passengers**
- These passes added more than 12k Riders in 100 days
- The Ground Level Activation Brought Back lots of confidence among commuters & they were retained as daily commuter for months
- Always stay closer to the passenger & understand their Need, Want, Desire

















CUSTOMER FRIENDLY INITIATIVES

SERVICE BEYOND DUTY

CRUT went beyond its call of duty in picking up 50 school students from their hostel at Bhingarpur in Balianta area in the outskirts of Bhubaneswar and helped them reach their Math Olympiad examination entre at Kendriya Vidyalaya-1 on 11th August. The village is not connected with city bus route but the Mo Bus team sent two empty buses to the village to bring the students to enable them to appear for the examination. Later after the exam the Mo Bus team also offered food to the students and dropped them off at their hostel.



NEWS ON WHEELS

If commuter is missing out on the daily news update, then the journeys on Mo Bus can be the perfect time to fix this. In a value added initiative- 'Newspaper on Wheels' CRUT is providing Odia and English newspapers to its commuters while they ride in Mo Buses. This initiative was started on September 1, 2019 with a leading national English newspaper in Air Conditioned buses. From October 2, 2019 riders are getting Odia newspapers as well.





Follow

Dear Tushar

It will be changed by 10 minutes. Within this week. You don't need to walk to next bus stop. We want you to save time & use it for studies.

Nothing is more important than supporting students & young people like you. It will be done.

Blessings to you & your friends. t.co/VFqTIrXrnh











CONSUMER ENGAGEMENT DURING COVID-19



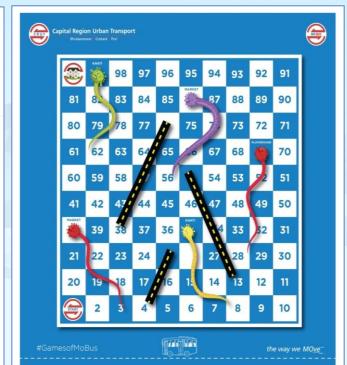


About Us

Hello and welcome to Games of MoBus.

Dear Commuters,

You are missing travelling in your favourite Mobus as Covid-19 pandemic-induced social distancing has pushed us to the confines of our own home. As customer caring company, we thought of introducing Games of MoBus to beat the lockdown blues. Play these fun games while you stay at home and maintain social distance.





Games not only brought huge Brand Recall but also successfully communicated Social Distancing Awareness











MO BUS MO STORY



Sedina Women's Day thae. Mu mora coaching class jiba pain morning 6 30 re OMP chhaka re Mo bus ku wait karithaae. And sabudina bhali thik time mo priya mobus madhya asigala. Khali mate nuhen samastanku window seat besi pasand bodhe ladies nku biseshkari bht pasand. Mu jaldi jaen window seat re basigali. Kichhi samaya bus chaliba pare conducter bhai ticket pain asile and mu mo purse ru 35 tankti bahara karu karu bhai jananka mate ticket dei kahile didi aji womens day sethi pain ladies mana nku free. Life re mate 1st time mate special feel hela public place re khali mate nuhen sedina bodhe sabu ladies nku feel heithiba. Aji kali ka whatsapp jamana re mu immidiate whatsapp re status deideli ki THANKS TO ODISHA GOVT FOR THIS WOMEN'S DAY GIFT. And mora ae post ku westbengal ra mo jane bandhabi madhya repost kari dhanyabad jameithile sarakara nku. Au sedina mu gote jinsa anubhaba kali jouthi neta mantri gariba nka pain asuthiba paisa ku bina dwidha hadap karideuchanti seithi ae conducter au bus driver bhai mane ladies nku daki daki bus re basaithile ebong sarakara nka ae seba bisayare abagata karauthile. Mora odisha sarakara au ae bhali sachot bhai mana nku pranam. Sehidinatharu sate jemiti mora mo bus pain gote alaga prakara atmiyata asigala au ae driver au conductor bhai mananka pain sanman asigala.

Debarchana Jena



Ama rajdhani ama Bhubaneswar Sei baramunda au acharya vihar Kete j loka karanti Vihar saha paribara Smart City nama Tara kete j sundar Kete j karanti swapana sakar Au baki huanti bekar Sate ki jemiti jadugari sahar Sei utkal biswa bidyalaya na ta vani Vihar Agare tara saaswati nka pratima Sate ki padibaku die prerana Chhota ru bada we love bbsr

Sate Ki padibaku die preranga Chhota ru bada we love bbsr Smart se ama Bhubaneswar Nabina babu ama sarakar MoBus ama samastankara Mandira manili ama sahara Khandagiri tharu dhauligiri Sabu amari pratika premara

Mu jane student February masaru mu Moßus ra regular passenger thili au upare lekhatibba chhota kabitat i mo bus re hin lekhithili. Mo bus route no 17Ac. Mo bus jemit i mora priya heljalithila u jete private bus salle be mu sabubele wait karithae Moßus ku. Moßus re travel kariba mo pain jemit jote alaga prakara ra ambuhutee anidle. Au mu jetebele window seat re basithae emiti kebe kebe mo bhitara ra iekhita ta jagvruta helika ta







ଟି ହାଇ "ମୋ ହସ"

ନ୍ଧା 'ବ ନ୍ଧା' 'ବମା 'ଏହା' ଆ ଶୁଣି ଲାଗୁଥିବ, ଯେମିଟି ମୁଁ ରୋଟେ ବସ୍ତ କେ ବିଶି ଦେଇଛି । ସେ ନାଇ ମ, ପରଯା ବାଇଁ ? ପରଯା କ ସବୁ ମେବି ଆର ନଦୀନୁ ସାଖରେ, ମୁଁ ବସ୍ତ ବା ବିଶିମି ହେଲେ ସେ ବସ୍ତ ଶୋ ବୁଦରତୁ ବିଶିଟେଇଛି । ସ୍ୱମୃତି ଜ କହୁତ ରହିଛି ମୋ ବସ୍ତ ରେ ସେ ବହିଲେ ନ ସରେ, ହେଲେ ମୋର ସବୁଠୁ ଲଲ ସମୁଚିତିଏ ବହିବାକୁ ତାହେଁ ।

ाती वा ता प्राप्त प्राप्त कर । स्वित्य प्राप्त प्राप्

තුරුත් විසින් සම්බන්ධ සහ මත Servanice Phase ම සහ 7 දෙගල මිදු වලින් ඒ එම සම් අතර අත් විසින් සම්බන්ධ සහ මත Servanice වී ම සහ මත සම්බන්ධ සහ සම අතම සම අතම සම අත 1 අත විසාගේල අතම අතුරුත්ත ලබ් ම සහ ම සම සම විසාගේල මාසය කොළොදෙන අ අත් දින්න සමගත් මිසින් අතිවරදා 1 දෙන දින් සම අව එල් සහ විසාගේල පැවැත් අතන සම අතුරුත් සමගත් මිදු අතිවරදා 1 දෙන දින් විසු අතිවරදා සම අතුරුත් සමගත් අතුරුත් සම අතුරුත් සමගත් අතුරුත් සම අතුරුත් සම අතුරුත් සමගත් අතුරුත් සම අතුරුත් සම අතුරුත් සමගත් අතුරුත් සම සමගත් අතුරුත් සම අතුරුත් සම්බන්ධ සම අතුරුත් සම අතුරුත් සම අතුරුත් සම අතුරුත් සම අතුරුත් සම්බන්ධ සම අතුරුත් සම්බන්ධ සම අතුරුත් සම්බන්ධ සම අතුරුත් සම අතුරුත් සම්බන්ධ සම්බන්ධ සම්බන්ධ සම අතුරුත් සම්බන්ධ සම අතුරුත් සම්බන්ධ සම්බන්ධ සම්බන්ධ සම්බන්ධ සම්බන්ධ සම අතුරුත් සම්බන්ධ සම සම්බන්ධ සම්බන්ධ සම්බන්ධ සම්බන්ධ සම සම්බන්ධ සම්බන්ධ සම සම්බන්ධ සම්බන්ධ සම සම්බන්ධ සම්බන්

ରେଦିନ କୋଟିଟ ଗୋଟେ ଖରାପ ପରିକ୍ରିଟି (ବର୍ଷୀ) ରୁ ଗୋଟେ ସ୍ଥଳର ଅନୁକୃତି ଅନ୍ତିଦେଇଥିଲା "ଶୋ ବସ୍", ଯଦି ସ୍ତ୍ୱିଂଶୋ ବସ୍ମ ଆହି ଅଲ କୋଲ ଅଟେ। ସୋଗେ ସିଆକ୍ସି ଜ ହୁଏକ ବେ ବାହିଳ ସହ ଦେଖା ଆଇପାରିବାହା । ଆହା ଦି ହଳ ଏହାର ଶ୍ରୟ "ଶୋ ବସ୍"ରୁ ଥାଏ । ଏହା ମୋର ଅଟେ ଲିକେଇଥିବା କଥାବିଏ । ସେଥିପାର୍ଲି ଜ ଶେ ବୁଦ୍ୟରୁ ବିଜିଥିବା ବସ ବେଲଣ୍ଡି "ଶୋ ବସ୍"। ।

An Prakash Mohanatra

#MoBusMoStory

Capital Region Urban Transport

මම බහර පත

ସେଲ ବୋଲ ପାର ପୁରତ୍ନପ୍ତର ସିଟ୍

ा क्षेत्रियों के मात्रा बंदी 18 कारावार 2017 । पंतामावाद्य कार पूर्व प्रात्मावर हु वार्ष म क्ष्या करियों का प्रात्म व पूर्व पात्र कर प्रात्म कर प्रत्म कर प्रात्म कर



ଅନନ୍ୟା ଆର୍ତ୍ତେୟୀ ହରିଚନ୍ଦନ

= 69'99 :=

ହୁମାରାଷ୍ଟ ଯାଇଁ, ଏମ, ଧୁବାଡି ବାହାଡ ଧୁବାବଥାଏ ଏଟ ୧୯୦ଡି । ମହ ସାହୁଣାଡି । ଆହିନ୍ତ ହେଥାଗୁ , MP ନମ, ୧୭୮ ମାସି ଷତ୍ରଥି ହୁଡି , ଏଡି, ୧୩, ସାହ୍ର, ଷ୍ଟିଶା ଅଧିକ ଭାବତେ ନମ୍ଭ ସିହ୍ନଠା , ନମି ଅଧିକ , ଅନ୍ତି , ୧୩, ସାହ୍ର, , WO SN?, ୭ ଏହା ଶମ୍ପିକ , ବାହି , ଶିକ୍ଷତେ , ନଥିଚି , ମିଣ୍ଡି,

Master Canteen & Sum Hospital Aleggal Son & 448 691 ସୋଧୟ ଓଡ଼ି ବୋର୍ଡ ଜାପ୍ରିୟେକି ହିଲା । ସେହି ଚିହ୍ତି ହାଣ ଅରହଣ ଅଧ୍ୟ ଅଧି ଅଧି conque tor ଡ଼ାଇ ଓ ଉତ୍ତମ୍ପର୍ଲ ପୁଦ ବହେତ୍ତ ସେହତାବ ଶ୍ରେଲ ବାହିଥିବା । ନିନ୍ଦ ଅନ୍ତହ ବହିଳ ବିଲ୍ଲ ଗୋଳ୍ୟାନ୍ତ୍ରେଲ୍ ଜଣେ ଅମନ୍ୟେଖି Conductor ହାଲ । ଏଥରେ ବିଶ୍ୱରେ ଦୁର୍ଯ୍ୟାଥୋଇଛଲା ମନେଗ୍ରିନ୍ ଜିନ୍ ବନ୍ଦ ହାହ ଦେଖାହୋଡିହାଡ଼। Christmas Daye ହ । ଅଧନ୍ତିନେମଣ୍ଡ ସେ ମୋ' ତୁର୍ ଅନୁର୍ଣ୍ଣ ମତନ ତ୍ରଥ୍ୟେତ୍ୟରେ । ସେଦନ୍ତ କିନ୍ନର୍ଥ ବାର୍ଦ୍ଧାନାପ ପ୍ରତ୍ଥିତେ ଅତି ସାପ୍ୟାରୁ ମନ୍ନେ ହୋଇଥିଲେ । ଜା ପରୁତ୍ୱ ଆଜ୍ ତାର୍କ୍ତ ସେ ବ୍ରହରେ ଦେଖରୀକୁ ପାଇନ୍ଥିତୀ ଉନ୍ଦେ ମନେ ଜିବୁ ନୋଜିକା ଜାତି ଚୁହିଥିବା। ଦ୍ୟକ୍ତି ଅନ୍ତର୍ମ୍ଭ ହେଥାହୋଇଥିବା ନୂଆ-ବର୍ଷର ବିହୁଦ୍ଧ ପରେ । ସେହିମ ବହୁତ ଅଧି ହୋଇଥିଲି । ସେ ମୋ'ର Online Pacs Check ଶରି ଅତିବା ପରେ ବହୁତ ଆହୁଅ ଅଧିନ କରି ତାର୍ଜ New Year With କରିଥିବି । କୋଦେ ଖେଇବନଠାରୁ ତାର୍ଦ୍ଧ ଏହିତ ଏକ ନିଧାରା ବନ୍ଧର୍ଦ୍ଦର ଅଧ୍ୟ ନୋହିନ୍ଦୋଇଥିତ । ଏହାପ୍ତେ ମଧ୍ୟ ବ୍ୟବ୍ଦିବିକ୍ ସହି conductor କଳ୍ଲିକ୍ ଆଉ ଦେଖାର୍ମିକ୍ କଥିଲା। ତାର୍କା ଅଟି ବାହ୍ୟାରୁ ନାଧ ମନ୍ତ ଖ୍ୟାଚ୍ଚର କରା ଭାତ ବର୍ଷ୍ଟ ବର୍ଷ ପ୍ରାଲୀ ଓ ପ୍ରାଲୀ ଓ ପ୍ରାଲୀ ଶେଖରେ ମୋ' ବର୍ଲି ଅନ୍ତ ଦେଖାହେଲ। ହାଇଁ ଏକମାଥ ଖରେ । ବହୃତ ଅଧି ହେଲେ ଓଡ଼ି ଜିନ୍ନ ନାଳେ ଅନୁଦିନ ତାର୍ଦ୍ଧ ଦୁର୍ଚ୍ଚ ନହଲିଜିବ ଓଡ଼ିକ ଅନ୍ତର୍ଜ୍ୟ । କିନ୍ନ ଉଗଗନ ନିମ୍ନ'ର ଅଥାମ କାଞ୍ଜନଦାର ବାର୍ଜ ହିନ୍ଦି ହିନାକୁ ଦେଲେଜ । ଭା'ପର୍ବହନ ଥାଇ ପ୍ରତିହିନ୍ ଖୋଂ ବ୍ୟୁଲ୍ଡ ଫ୍ଲେମ ମଧ୍ୟର ହର୍ଗ ଏକ ମଧ୍ୟର ଅଧ୍ୟର ଓ ନାର୍ମ ହେଲା । ସାଂକ ଉଦ୍ରି ଅଜ୍ୟୁ ସ୍ଥର୍ଗ ବର୍ଷ୍ଟ୍ରର ବର୍ଷ୍ଟ୍ରର ଆହ୍ର ବିଲ୍ଲି ଅନ୍ୟ ଅନ୍ତ୍ର ଅଧ୍ୟ ୱାଦ ରେ ଅନ୍ଥିନାଳ୍ୟତି । পାହ 5 ମନିର୍ବ୍ ନାହା ହିରରେ ମୋଂର ମୋଂ କଲ୍ଲ ଅହିତ ବେଖ କିଛିଛ। କଥାରାହାଁ ହୋଇଥାଉଥିଲା । ଚେଲାପା , ହଥନ୍ତ ମୁହଂ ବାକାହ ସ୍ବଦିନ ବଞ୍ଜିତ୍ତକୁ ଏକ ବ୍ୟୁସ୍କ୍ ଭାବତେ ମତେ ଯାଗତ କରୁଥିବା। ଦିନମାକତ କ୍ରିକାୟତା ମଞ୍ଚ ମୋଂ କଳ୍ଲ ମହ ମାକ 5 ମିନିର୍ ଥାଲା ବ ମହେ ନୋସରି ମୋଂ ସାହା ଏକ Painkiller of 3911

ବାହିତ ଅନ୍ତି । ମଧ୍ୟ ଓଡ଼ିଆ ହେଏ । ଜନ୍ମଣ୍ଟ ଅନ୍ତି ବେଶ ବେଶ । ତା ବାହିତ ଅନ୍ତି । ବେଶ ବେଶ । ତା ବାହିତ ଅନ୍ତି । ଅନ୍ତି । ବାହିତ ଅନ୍ତି । ବାହିତ ଅନ୍ତି । ବାହିତ ଅନ୍ତି । ଅ

oBusMoStory



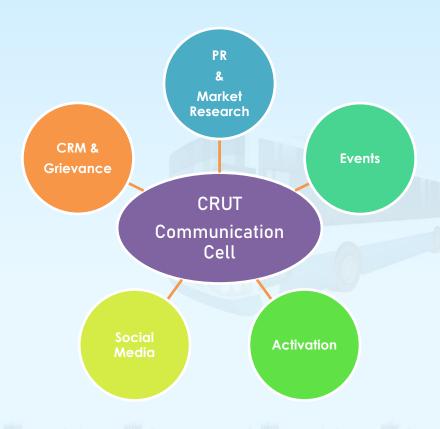








THE COMMUNICATION STRATEGY



- > An Independent Communication Cell is a must for a Public Transport Organisation
- > Communication Team can't work in isolation, it has to work in collaboration with Operations team
- > Our team visits depots, BQS, travels in buses as Mystery Passenger at least twice in a week
- ➤ We built a positive perception of the Brand "MoBus"
- ➤ We built "CRUT" as a consumer centric responsive brand
- > We did a Transformation from **slow** to an **agile**, **youthful** brand

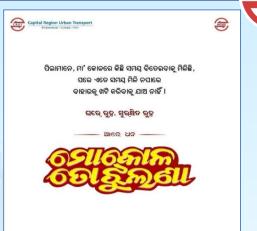
SOCIAL MEDIA OUTREACH

STRATEGY:

- # Meme
- # Infographics
- # GIFs
- # Moment Marketing
- # Testimonials
- # Crowd Sourcing
- # Connected with the Youth









ଯଦି ଆପଣମାନେ ଜଗାକୁ ମାନନ୍ତି, ତା ହେଲେ ସାମାଜିକ ଦୂରତ। ରକ୍ଷା କରରୁ ଓ ସୁରକ୍ଷିତ ରହରୁ ।

















SOCIAL MEDIA OUTREACH

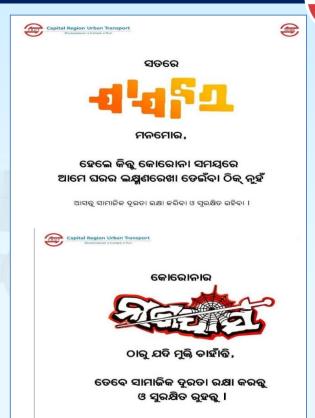




>Content curation in Local Odia Language brought us closer to our customers & brought us lots of appreciation.

➤ Using Guides & Captains as Brand Ambassador.

Crowd Sourcing Content have turned our commuters as partners & Custodians of the Brand.













BRAND ACTIVATION & EVENTS















Tie up with Odisha Sports for Free Hockey Match Tickets, Indian Hockey team in MoBus,ISL Football Matches tickets for Odisha FC Team











BUILDING A COMMUNITY









we created a mascot who will be witty, humorous and build a community

The **Name was Crowd sourced** as the first step through Social Media.

MOBBY is trying to promote the Brand Promises on a daily basis which resonates among commuters.

#It strengthens Brand Identity.

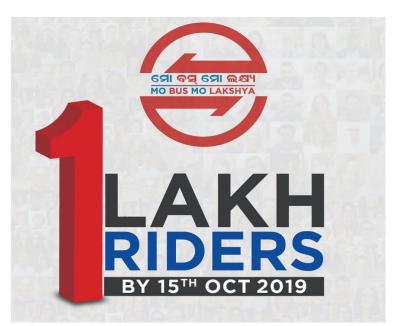
#Employees were our Biggest Brand Ambassadors.

"Build our own TROLL ARMY"



And Mo Bus Did It

• We had set a Target to reach 1 lakh ridership by 15th October, 2019 however reached the same on 13th Oct, 2019 for the first time.



* As on date, happy to share CRUT has achieved highest daily ridership of 2 Lacs



Serving the society during lockdown







BQS used for vegetable vending

Grocery on Wheels

• Transfering the COVID Call Centre Executives & Emergency Health Workers, Police during the pandemic through multiple trips 24/7, More than 200 trips in a month.













Adapting to the new normal during pandemic





Tap and Pay Mo Bus Card



Contactless payment method introduced



No standing and only commuters wearing mask were allowed to board Mo Bus















What's needed?

Development of robust institutional mechanism, backed by Sector Specific Policies

Integrated approach to technical and financial planning, establishment of unified agency

Incorporating the spirit of "partnership" in PPP Contracts

Development of comprehensive model contract documents along with guidelines for all types of projects

Timely handover of assets/land to private operators, involvement of small operators, revenue safeguards to be provided

Proposed sources of revenue for NUTF

Green surcharge of Rs.2 on petrol sold across country – Rs.3100 crore (base year)

Green cess on existing personalized vehicle – Rs.18,000 crore (base year)

Urban Transport Tax on purchase of new cars and two wheelers (7.5% on petrol vehicles, 20% on diesel cars – Rs.21,000 crore (base year)

NATIONAL URBAN TRANSPORT FUND Earmarking of NUTF to cities/states

Urban Transport Fund











Thank you