



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









Hassle-
free
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

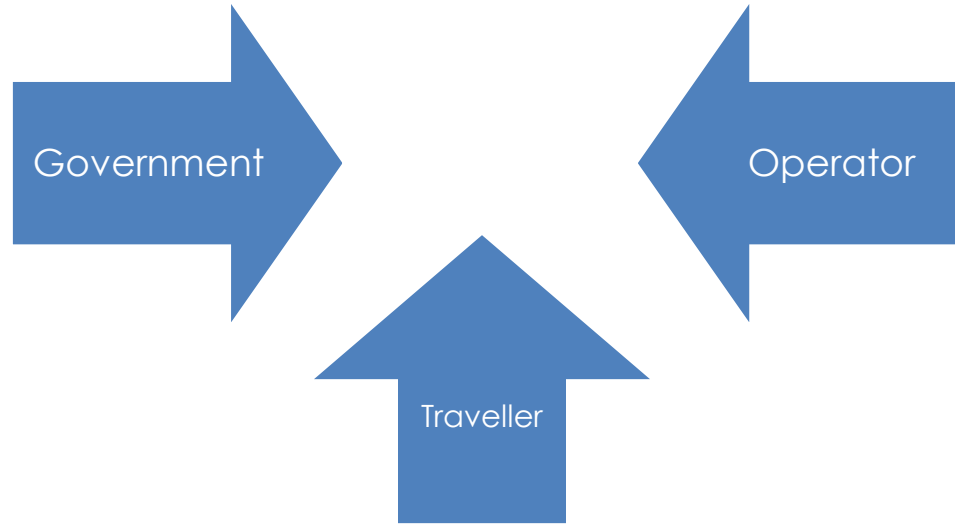
**#CRUT
Mo-Bus
Odisha
is on
GCC
Hybrid
model**

*Source: Deloitte Article





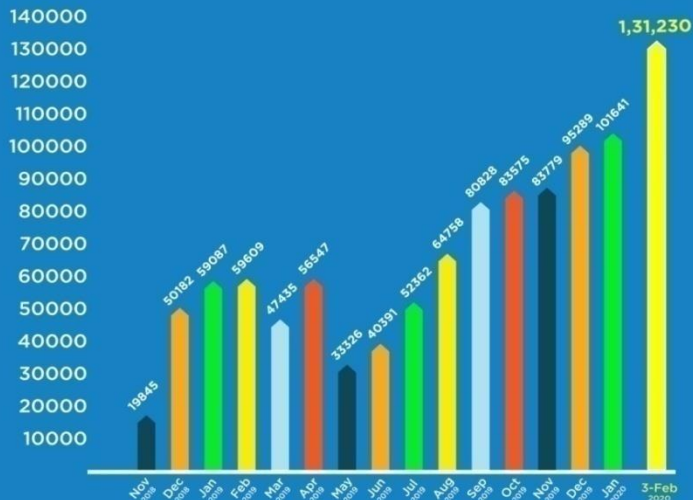
As we all know, it is a partnership



THE GROWTH STORY



AVERAGE DAILY RIDERSHIP



AVERAGE DAILY REVENUE



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



**Best City Bus Service Project Initiative Of India
Urban Mobility India Expo 2019, Govt. Of India**



**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



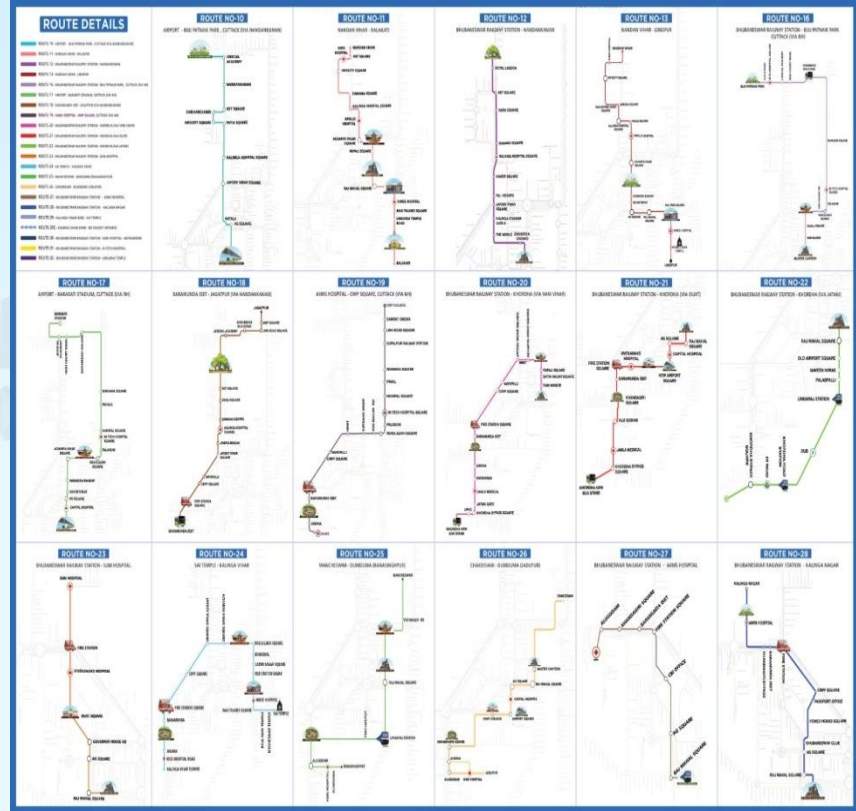
BQS BRANDING & INSTALLATION OF NEW ROUTE MAPS

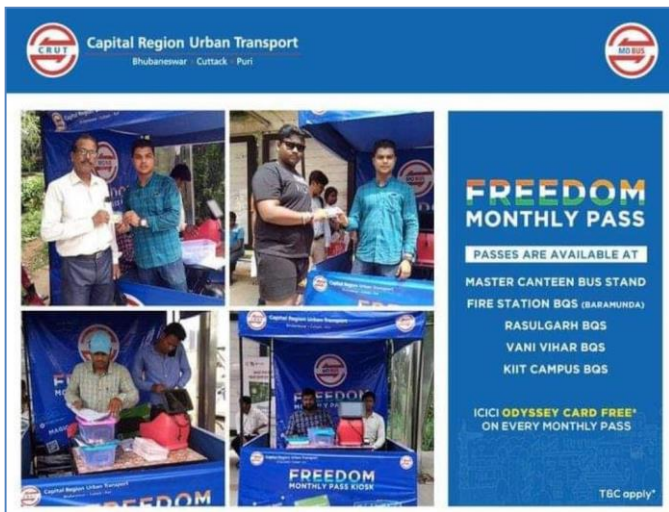


- “Think Global, Act Local”
Let the design be of international standards however it has to be bilingual & an average Odia Customer should easily use it.
- Route Maps has been prepared in Two languages viz Odia and English
- Route Maps, Route Names has been installed in all 200 BUS QUEUE SHELTERS



POCKET ROUTE MAPS





- 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



SERVICE BEYOND DUTY

CRUT went beyond its call of duty in picking up 50 school students from their hostel at Bhingarpur in Balanta area in the outskirts of Bhubaneswar and helped them reach their Math Olympiad examination centre 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 a 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.



Arun Bothra

@arunbothra

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/VFqTlrXrnH



CONSUMER ENGAGEMENT DURING COVID-19



Games of MoBus

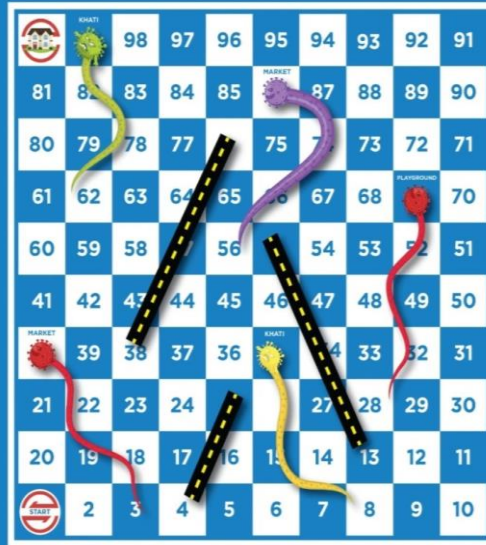
About Us

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.

Capital Region Urban Transport
Bhubaneswar · Cuttack · Puri



#GamesofMoBus



the way we *MOve*



Capital Region Urban Transport
Bhubaneswar · Cuttack · Puri



BINGO DURING LOCKDOWN

 DOING YOGA / MEDITATION	 SLEEPING FOR 8-10 HRS	 COOKING	 STAYING IN PYAJAMAS WHOLE DAY
 WATCHING MOVIES / WEB SERIES	 WASHING UTENSILS	 READING BOOKS	 DD1 IS NEW FAVOURITE CHANNEL
 VIDEO CALLING FRIENDS/FAMILY	 DUSTING, CLEANING & MOPPING	 WALKING / DOING PHYSICAL ACTIVITIES	 MAKING TIK TOK VIDEOS
 TRYING TO MAKE DALGONA COFFEE	 TRYING TO DO GARDENING	 PLAYING/LEARNING MUSICAL INSTRUMENT	 WATER IS THE ONLY DRINK THESE DAYS

#GamesofMoBus



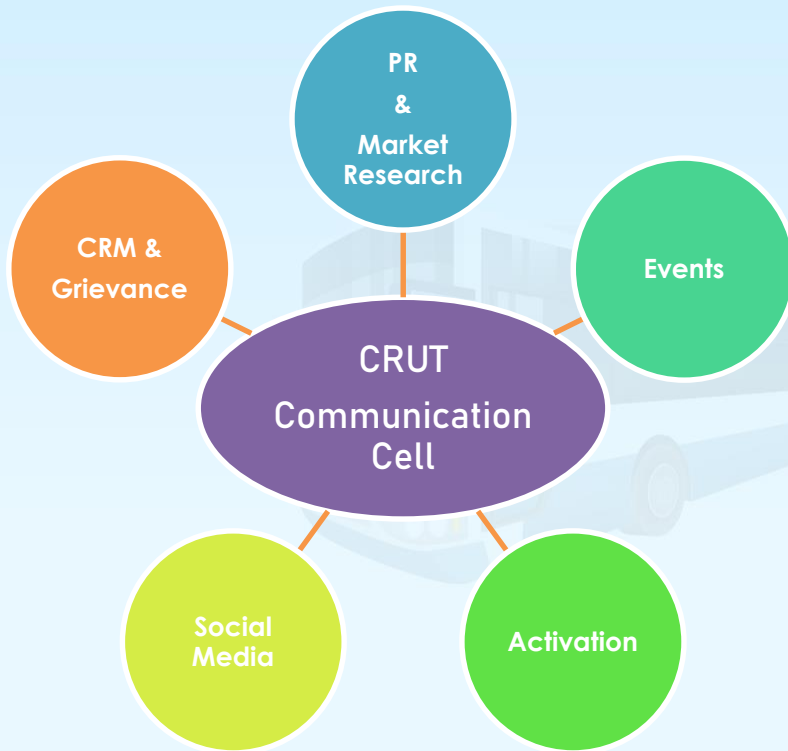
the way we *MOve*

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





THE COMMUNICATION STRATEGY



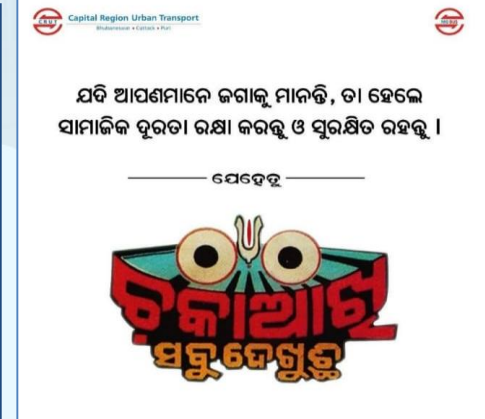
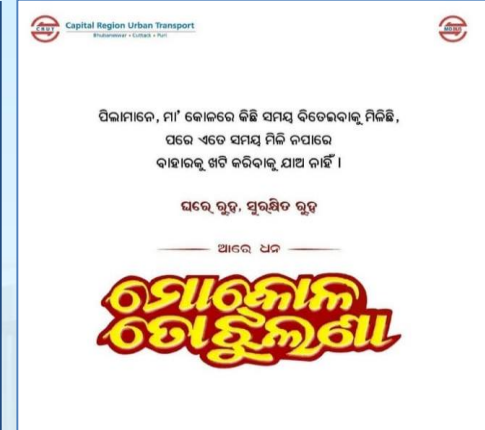
- *An Independent Communication Cell is a must for a Public Transport Organisation*
- *Communication Team can't work in isolation, it has to work in collaboration with Operations team*
- *Our team visits depots, BQS, travels in buses as Mystery Passenger at least twice in a week*
- We built a positive 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

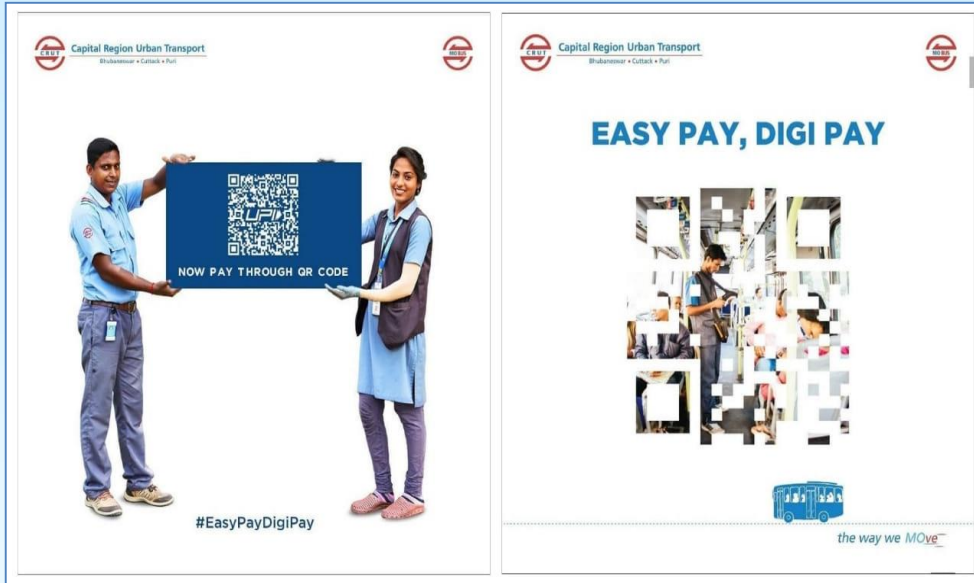
SOCIAL MEDIA OUTREACH



STRATEGY:

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

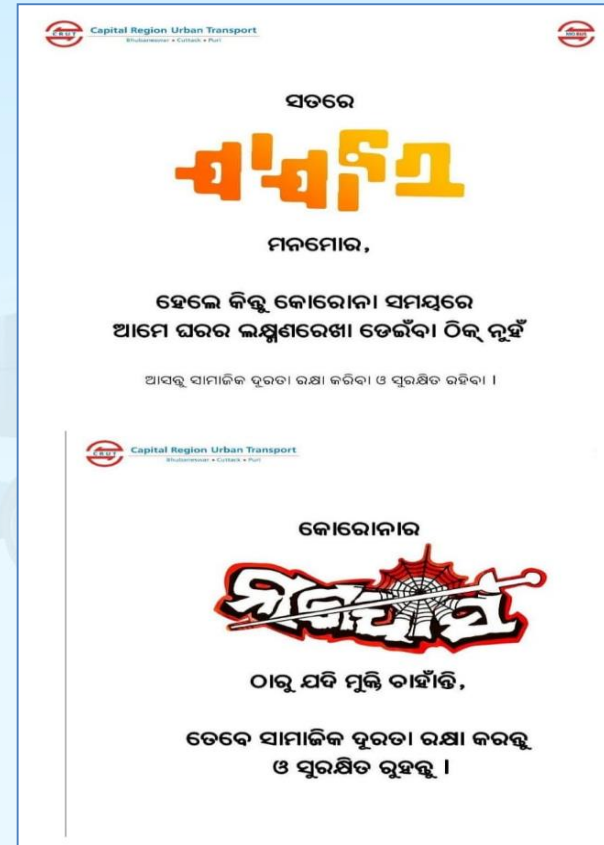




➤ Content curation in Local Odia Language brought us closer to our customers & brought us lots of appreciation.

➤ Using Guides & Captains as Brand Ambassador.

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



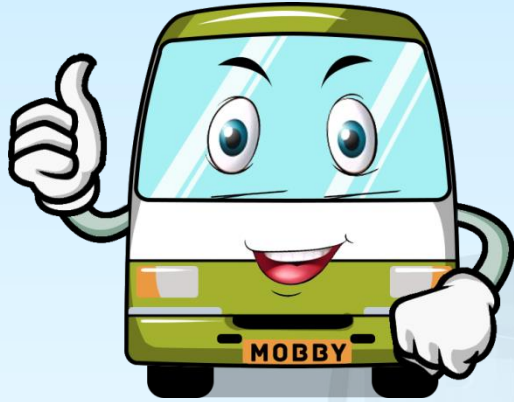
BRAND ACTIVATION & EVENTS



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”



The Mascot: MOBBY=MO BUS FOR BETTER YOU

- 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

- Transferring 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

