



GEF-World Bank-UNDP supported

Sustainable Urban Transport Project (SUTP)

The **SUTP** is funded by GEF, World Bank, UNDP and the Government of India, with the objective to strengthen capacity of Govt of India and participating states and cities in planning, financing, implementing, operating and managing Sustainable Urban Transport Systems; and to assist states and cities in preparing and implementing certain demonstration "Green Transport" projects towards reduction of green house gases in the urban environment. The aim of the Project is to achieve the above objectives by supporting the implementation of the National Urban Transport Policy (NUTP) of India, particularly those aspects of the policy that emphasise priority to the use of public transport, priority to non-motorised transport; and capacity building at both national and local levels.

Articles

Branding and Communication Strategy for Janmarg

Introduction

In India, the bus has traditionally been seen as a transport mode for people who do not have personal vehicles or are unable to use them for various reasons. Over a period of time, the bus has been associated with a 'negative' image – unclean, unreliable and uncomfortable. As affordability increased over the last decade, people shifted towards private transport. Most major cities in India have recorded an alarming decrease in public transit ridership.

With the advent of BRTS in India, there is an opportunity to transform this image. This article looks at 'branding and communication' and it's potential to attract people back to public transit in India and transform our cities. It discusses various aspects of effective branding and communication and uses examples from Ahmadabad's acclaimed BRTS, 'Janmarg' to highlight this potential.

Benefits of branding

Branding creates a premium, high quality rapid transit feel for a transit service, distinguishing it from standard services. It has the following benefits:

- Effective outreach: The transit agency would be in position to effectively market its services across different components and reach its target customers.
- Clear identity: The brand gives a very strong and clear identity to the system. The name, logo, and catch phrase instantly connect with the customers.
- Increased customer loyalty: A consistent brand identity helps customers navigate the system by making it easily identifiable. Excellent customer relations and brand promotion together creates loyal customers.
- Improved employee satisfaction: A consistent and compelling brand creates pride and a sense of contribution for employees.
- Increased development activity: An attractive and compelling brand helps attract new economic development or intensifies existing land uses around the transit corridor.

Branding Strategy

The branding strategy should focus on three key questions (Adapted from APTA Recommended Practice – BRT Branding, Imaging and Marketing)

- Who is the target audience?
- What is the brand promise to be made?
- How these brand promises will be communicated?

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In the case of Ahmedabad, the main target groups were existing bus users, 2 wheeler users as well as women and senior citizens. Their expectations were for a fast, reliable, comfortable and safe transit service. Other additional preferences included air conditioned buses, less crowded services etc.

In Ahmedabad, the brand promise revolved around the following key attributes – a safe, high quality, reliable and comfortable bus service. The brand promises ‘metro’ like experience on Ahmedabad’s roads. The following tag line very quickly became a favourite with customers – “*Navi Disha Navo Marg – Aapno Janmarg*”. It means, “A New Direction, A New Road, Our Janmarg”. Brand promise also needs to be communicated to the target audience. There are various ways in which it can be done. Some of the most common ways in which this can be done are:

- Naming the system. A name is what gives the system its identify. The name is also key in delivering the brand promise
- Creating a corporate image. This can be done by creating a logo, graphics, introducing dress codes for employees, visiting cards, mementos, newsletters etc.
- Branding BRTS elements. This includes the bus, bus station, terminals and depots.
- Customer information. This includes maps, schedules, websites, names of services and media and public relations

Key Elements in Branding

➤ System Name

Ahmedabad named its BRTS as “Janmarg”. In the local language, Janmarg literally means “People’s Way”. For a fast growing city with a population touching 7 million and a booming economy, it signalled a clear intent to its citizens that the BRTS belongs to the people and the roads with segregated corridors would give priority to people and not vehicles. As more and more roads now come under the BRTS, the priority of the government is clear.

Incidentally, the name Janmarg was coined by the state’s Chief Minister, which signaled clear intent from the political side to transform urban transport. Since its inception, Janmarg has found acceptance among citizens who accept the sanctity of the bus lanes and are proactive in preventing private vehicles from entering the bus corridor.

➤ Corporate Identity

● Logo and colour

The Janmarg logo and colour were finalized after intense deliberations within the Municipal Corporation as well State Government. Various alternatives were presented. A design competition was held at CEPT University, where students were asked to design logos.

The Janmarg logo has mobility as a strong theme, depicted by the two arrows moving to the top. The circles represent motion. Both the arrows also represent the alphabet ‘J’ in ‘Janmarg’. The ‘M’ represents the ‘Marg’ in Janmarg. The logo is completed by adding the system name in three languages to the right. Gujarati is placed on top followed by English and Hindi. Though red is believed to be a vibrant colour, it is used only for highlighting the name in Hindi. Based on this logo, the corporate colours chosen for Janmarg are red and blue. The figures below show the various logos considered before finalizing the current logo.

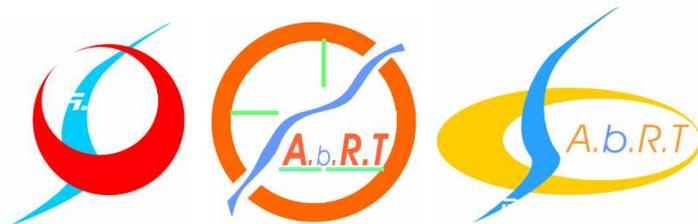


Figure 2: Options considered for Ahmedabad BRTS Logo



Figure 2: Janmarg Logo



- **Dress code**

- A dress code for employees of public transit system makes them feel responsible, proud and 'owners' of the system. It also makes it easier for commuters to identify staff members on duty on the system and approach them for information, queries, suggestions and complaints. The dress code also conveys to the commuters that the organization is open, bold and progressive and is proud to be seen on duty. In Janmarg, three basic skill sets were identified and uniforms designed for them. The figure below depicts the dress code for each set.



Figure 3: Uniforms for Janmarg Staff a) Office staff b) IT Staff and Bus Driver and c) Workshop and Maintenance Staff

- **BRT Elements**

- **Bus**

Some issues to be considered for the bus branding include:

- Is the styling unique and appealing?
- Does the styling support the brand?
- Does the interior styling support the brand?

In Janmarg, different colour codes and options for bus graphics were worked out to derive the final look of the bus. The primary concerns were image building, synchronization with the brand colours as discussed earlier.

The concept for Janmarg bus graphics continues with the same theme as the logo, to depict movement and dynamism. The graphic reflects the spirit of the state and the Janmarg system, which is of motion and transition towards a futuristic vision. The graphic also enhances the physical elements like the wheels, doors, windows, front and rear side and the overall form of the bus. The horizontal stripes descending from thick to thin reflect the dynamism of the bus that is a moving entity. Many designs were prepared and discussed with the local and state government. Some of them are shown below.



Figure 4: Options for Bus Graphics for Janmarg

The final colours chosen for the bus were silver and orange. The combination of silver and orange colour is unique and breaks the usual image and colour associations with a regular bus. The colour adds to the richness of the system that promises to revolutionize and upgrade public transit. The metallic finish forms an ideal base colour that is ‘distinct’ and soothing for urban road conditions. The shining look of metallic colours gives an impression of a vibrant and modern Gujarat.



Figure 5: Janmarg Bus Graphics



Figure 6: Janmarg Bus Interior

The interior of the bus has plastic moulded seats and bright yellow supports for standing commuters to hold onto. Continuing with the brand promise of a safe and comfortable journey, the bus has a flat floor throughout, thus making the entire bus accessible to all.

- **Bus stations**

In Ahmedabad, the bus station makes a mark on the urban scape. The stainless steel structure with cables and wooden sleeves has become the most distinct identity on the corridors, with one appearing at an average 700 m distance. It is equipped with turnstiles, ticketing windows, automated doors and disabled access. The approach is through a ramp making it barrier free, the beginning of which is identified by twelve small LED lights that glow in the night.

- **Customer Information**

In Janmarg, each bus station has a transit map of the system along with area maps of the surrounding area. The fare table is prominently displayed at the counter.



Figure 7: Bus Stations on Janmarg



Figure 8: Area Map and Fare Table in Janmarg Bus Station

- **Conclusion**

A successful branding and communication strategy is a critical aspect of BRT planning and operations. Through extensive branding, public outreach and media campaign, Janmarg has set an example for other cities to ensure the public support and acceptance. It has developed into a ‘brand’ amongst the BRT systems all over. The infrastructure and the quality of service to the people of all sections of society has been critically acclaimed worldwide. Janmarg has successfully transferred the ownership to the people of Ahmadabad through its initiatives to such an extent that it has now become an integral part of life for the city.



All the information, data and the article have been assimilated & written by Prof. H.M. Shivanand Swamy, an economist and urban planner and is the Associate Director, CEPT University who spearheaded the planning and implementation of BRTS in Ahmedabad by mapping various corridors and feeder networks.



Initiative of Government of Karnataka on State Urban Transport Fund

State Urban Transport Fund (SUTF) was created with an objective to assist initiatives in public transport and non-motorized transport as well as funding, if required, of transport demand management measures.

Inception and source of funds:

The fund was set up on 26 November, 2010 and became fully operational from 20 July, 2011. Rs 60 Crores flow each year into the fund through budgetary grants, amounts collected through cess on motor vehicle tax and property tax. As the accruals to the SUTF are regular and periodic in nature, amendments to the respective acts have been made. The amendment in case of Cess on Motor Vehicle Tax is already in place. The amendment in case of Cess on Property Tax has been notified in 2012-13, the rules for collection of cess are in the process of being published.

Operational framework:

The Directorate of Urban Land Transport (DULT) has been made the secretariat to administer the Fund. An operational framework has been prepared for administration and management of the fund. An empowered committee has been set up under the Commissioner, DULT and the ex-officio Principal Secretary to the Government, UDD for approval of the action plan and for periodic review of the progress. The operational framework also includes Standard Methodology for operations of SUTF i.e. standard forms, application format, project/ proposal details, sanction letter and utilization certificate template, and audit and performance evaluation parameters.

The framework is a process in which the manual laying out of a flow for effective utilization of State Urban Transport Fund. The framework divides the projects in 3 categories and a different funding pattern is specified for each type of the project. An annual action plan is required to be prepared for prioritisation and effective utilization of the available money. The annual action plan will spell out funds sanctioned for various projects/ activities with brief description of deliverables and major milestones. The framework envisages besides regular auditing requirements an outcome based reporting to be followed through performance evaluation of randomly selected projects. The performance evaluation is to be done after the project has been commissioned and has been in operation for specified time e.g. in case of city bus services performance evaluation is taken up after 6 months operations.

Performance:

The fund is being leveraged to ensure investment on public transport and non-motorized transport by different stakeholders. The beneficiaries as of now have been public transport operators and local bodies. The scheme for utilization of Urban Transport Fund categorizes proposals into six categories. 1st category refers to the studies relating to Urban Transport sector including Detailed Project Reports (DPRs), 2nd category refers to Capacity building through conducting workshops. The 3rd category refers to creating public awareness through conducting campaigns. 4th category refers to implementation of projects pertaining to NMT. 5th Category is for public Transport and 6th category is only for innovative projects. The funding for category 1st is up to 80%, category 2 and 6 is up to 100% and category, 3 is up to 70%, category 4 varies from 50% to 70% depending upon the category of the ULB and for 5th Category funding will be upto 50% of the project cost. The total cost of projects funded as on date through SUTF is Rs 88.76 Crores. The amount released under SUTF is Rs 38 Crores. Some of the important projects that have been funded are:

- City bus services in Tumkur; Hassan, Davanagere, KGF, Gadag – Betigeri, Gulbarga, Mandya;
- Non-Motorised Transit Infrastructure in Bangalore;
- Central bus terminal at Hubli, support to Hubli-Dharwad BRTS project etc.
- The evaluation of city bus services under SUTF for 3 cities (i.e. Tumkur, Hassan and Davanagere) has been completed in house by the Directorate while that of Gulbarga has been done by Embarq.

Benefits:

1. The benefits of the projects on account of city bus services are:
 - Mode shift to the tune of 20 – 25 % from auto rickshaws and other modes.

“We can constantly make new things but we can't make a new world”

Kentaro Matsuura

- Reliable and organised city bus service in cities like Gadag– Betgeri, Tumkur, Hassan, and Davanagere where previously no organised bus service existed.
 - The operator (NEKRTC) in case of Gulbarga and Bijapur has seen more than 30 % improvements in their earnings per kilometer (EPKM) and in both cases the EPKM now stands around Rs 30.
 - The public has praised the service as they are not at the mercy of auto- rickshaw especially in case of strike auto- rickshaws and the arbitrary fare charging is now minimal.
2. The SUTF is being leveraged to fund the Projects identified in cities primarily where the CTPP/ CMPs are either in place or to be completed in near future e.g. in Mysore DPRs of only the CTPP identified Grade separators have been funded. This implies that traffic solutions identified in CTPP/ CMPs are being implemented rather than projects being taken up in ad-hoc manner.
 3. The bus shelters are also being funded only at the identified stops along the routes of city bus services. Further DULT has developed a standard bus – shelter design which has space for maps name of the bus stop and space for sitting as well as advertisements. The bus shelter design and cost has been standardized for the cities.



All information, data and the article have been assimilated & written by Shri. Shailender Singh, Special Officer (Urban Planning) in Directorate of Urban Land Transport, Govt. of Karnataka

Study Tour

Experiences and learning on visit to Seoul and Singapore as part of “Leaders Programme in Urban Transport and Planning” from 23 March to 29 March 2013 under SUTP

As a part of Leaders programme in Urban Transport Planning & Management the final module was to visit Seoul & Singapore to study the best practices adopted by these two countries in the field of Urban Transport. At both the places two days seminar was organized for the participants. In addition to this, visits to various places of interest in Urban Transport were also organized.



Group photograph of 30 participants who visited Seoul and Singapore as part of “Leaders Programme in Urban Transport and Planning”

Seoul:

The group left for Seoul on 22 March 2013 from Delhi. After reaching Seoul on 24 March 2013 we had a technical tour to “**YEUIDO Transfer Centre**” and cultural tour to “**CHENGYE CHEON**” in Seoul. During the course of seminar on 25 March, 2013 after introduction and welcome address, the morning session was on Public Bus and Rail System/Public Bike System. In the afternoon a session was held on Land Use and Transportation Policies. On 26 March 2013 a technical tour to “**ANYANG Traffic Information Center**” in ANYANG was organized. In addition to this, we visited Railway Station and studied operation of underground KTX bullet trains running at the speed of 300Kms/hour which connect Seoul to other major cities of South Korea. Seoul has fourteen subway lines that interlink every district of



the city with one another and with the surrounding area. The Metro Train of Seoul is known as Seoul Metropolitan Subway. The majority of the population now uses the public transportation system due to its convenience and low cost. With more than 8 million passengers a day, Seoul has one of the busiest subway systems in the world. In addition to this, **for integration all of public transport modes, Seoul's metropolitan government employs several mathematicians to coordinate the subway, bus, and traffic schedules into one timetable.** There are three different kinds of bus services: regular, express and village (shuttle bus). Buses carry thirty percent of the daily ridership. The service starts at 5:30 a.m. and end at about 12 a.m. Frequency varies from five to ten minutes, depending on traffic. There are approximately **400 bus routes in Seoul.** Majority of the buses are air conditioned. During the course of the program we have learnt that there are three key areas to be strengthened in order to provide good public transport services:-

- **Accessibility:** Providing accessible public transport services.
- **Comfort & Reliability:** Emphasizing inclusion equity in urban transport services.
- **Safety:** Ensuring the health and safety of public transport passengers and others who share the road.

Through our field visits we observed that in Seoul all the above points have been taken into consideration while providing Public Transport services. Seoul is able to provide such better quality public transport services through:

Continuously working to integrate modes of transport:

Making the city accessible and allowing smooth integration of different modes of transport to the commuters by public transport is essential for seamless travel. The distance coverage by Seoul Metro is one of the highest in the world, serving over 7 million people every day, second only to the Tokyo Metro in annual passenger volume. In Seoul one can hop on and off the subway and bus with the same reusable pass. For those without immediate subway system access, the city offers an advanced bus system, the Seoul Bus Rapid Transit System. To make life easier, **Seoul's bus system has been colour coded with four types of services, based on location and transit time, offering 400 express/residential buses and 8,500 city buses.** Similar to the subway, the bus system provides riders real-time bus information and route planning guide online.



Making transport affordable for all:

Not only is Seoul committed to getting people to their destinations by a wide variety of inter connected modes, they also manage to make these options more equitable and affordable for a wider socio-economic demography. Daily passengers can have discounts on passes and tourists can hop on and hop off the bus and subway system to their heart's content, with an unlimited tourist pass.

Transforming the urban landscape:

Prior to 2003, an elevated highway ran directly over the 6-kilometer course of Chengyecheon Stream, in downtown Seoul. But following a 2-year, USDS 900 million investments, which was heavily criticized at first, **the city removed the elevated road, restored the stream, and constructed narrower, less invasive streets on either side. Now the stream serves as a focal point for downtown recreation, cultural festivals, wildlife viewing and tourism. Both the stream restoration transformed this section of downtown Seoul into an attractive urban destination, rather than simply a transit corridor.**

Singapore:

At Singapore two days seminar was organized by LTA Academy, Singapore on 27th & 28th March, 2013. After welcome address and introduction presentation on over view of Singapore's Land Transport System was given. A guide tour to land transport gallery was also organized. The gallery presents Singapore land Transport Developments and challenges, solutions and approaches in land

transport planning. Technology was extensively used and that inter-active features the gallery provides and similarly sensory exercise for visitors using various presentation methods and formulates to continually engage visitors in a fun and inter-active way. In the afternoon session two presentations were given to the participants:-

- Integrated Land Transport Planning.
- System Performance and Bench Marking for Public Transport System.

On 28 March, 2013 in the morning two visits were organized, Site visit to **KIM CHUAN** Depot (SMRT) and visit to ITS Centre (River Valley Site).

During these visits a Metro Rail Depot situated 80 meter deep below the surface of the earth was visited. Here all State of the Art Technology tools and machinery have been used to maintain and to store the logistics of metro train. At ITS Centre it was shown that in the city about 3000 CCTV Cameras have been installed and at the ITS Centre all the activities through these CCTV Cameras are monitored instantly on line.

In the afternoon there was session on:

- Regulation of Rapid Transport Services in Singapore.
- Singapore Electronic Road Pricing System.
- Round up, the course evaluation and certificate presentation.

During our visit to various places at Singapore we used various modes of transport like Buses, Metro Rail, LRT and Taxis which were found to be very comfortable.

Seng Kang Town:

At Seng Kang Town the group got an opportunity to observe the integration of buses Metro Rail and Light Rail system. Seng Kang is the first satellite new town in Singapore to have its major public transport amenities built in tandem with the main public using development. Seng Kang Light Rail Transit (LRT) system was developed as the existing public housing blocks were being built in the late 1990s. This line connects the residential districts and suburbs of Seng Kang to the Seng Kang town Centre, which is also served by the North East Line and the Seng Kang Bus interchange. This is the best live example of the integration of various modes of transport.



Over view of Singapore's Transport system:

Travelling from one part of Singapore to another is like a breeze, thanks to a highly penetrative public transport system. The three main modes of public transport in Singapore are the Mass Rapid Transit (MRT), buses and taxis. Buses are, by far, the most widespread form of public transportation in Singapore, followed by the MRT and taxis respectively. Public buses serve almost every part of Singapore, making it the most extensive form of public transportation, while the MRT provides speed and efficiency, especially during peak hours.

Buses

Public bus transportation is provided by two operators, namely SBS Transit (operating distinctive red-and-white buses) and SMRT (yellow buses). Both operators serve their own network of routes and bus interchanges throughout Singapore. Public buses run daily from 5.30am to midnight. There are also extended night services, namely Nite Owl and Nightriders, which cost slightly more. Otherwise, most fares depend on distance travelled for air-conditioned comfort (almost all public buses in Singapore have air-conditioning





today). There is also “feeder” bus services that charge a flat rate. These services tend to run along a small circuit of roads within a single housing estate, and usually terminate at major bus interchanges. Other special services include the premier bus service Bus Plus, which offers commuters more convenience, comfort and a shorter travelling time.

Buses continue to be a major part of Singapore's public transportation because the MRT network is not yet very extensive – the trains tend only to arrive at major town centres. In theory, each bus should not take more than 15 to 20 minutes to arrive at the bus stop. In practice, the waiting time can occasionally take over half an hour, depending on traffic conditions. To make matters worse, many buses tend to be packed, especially during peak hours. Still, to put things in perspective, the public bus is the most cost-effective way to travel in Singapore. Taking a bus is also probably the best way to see a wider cross-section of Singaporeans on a daily basis.

MRT and LRT

The construction of the first MRT lines (North-South and East-West lines) began in May 1982, a massive project that cost a hefty S\$5 billion. Since then, the MRT has expanded to serve ever more commuters. A line was built to connect the northern and western stations between Woodlands and Jurong. The Northeast Line was added a few years later, to connect the new housing estates of Punggol and Seng Kang to downtown Singapore. The Circle Line (CCL), cuts travelling time and allow commuters to bypass busy interchanges like City Hall and Raffles Place. Costing \$6.7 billion, the CCL is fully underground orbital line linking all radial lines leading to the city. The line provides interchange with the North-South Line, East-West Line and North-East Line. More recently, the Light Rapid Transit (LRT) system was also added to the existing train network. Unlike the MRT, the LRT are intra-town loop services – passengers switch from the MRT to the LRT to get to other parts of the town. To date, LRT services have only been implemented in the Bukit Panjang, Seng Kang and Punggol housing estates. The greatest advantage that trains have over road transport is their ability to bypass traffic congestion. On top of that, the MRT and LRT are both very cheap compared to train services in most other countries in the world.

Ez-link

The ez-link card is a fairly recent innovation that was added to both the bus and rail network in Singapore. It is essentially a store-valued card; a tamper-proof microchip is embedded inside an ez-link card. To use an ez-link card, one has to tap the card on a card reader, which will automatically scan and deduct the appropriate amount from your card. These card readers are located on the turnstiles of all MRT stations, and on the front and back entrances of all public buses. You can top up the value of your ez-link card at all MRT stations and bus interchanges.



Taxis

Eight taxi companies operate taxis in Singapore: Comfort Transportation, City Cab, Yellow Top Taxi, SMRT Taxis, Trans-Cab Services, SMART Automobile, Premier Taxis and Prime Taxi. All taxis in Singapore charge by the meter.

The above discussed best practices in Seoul (South Korea) and Singapore in Urban Transport and can be replicated in various cities in India. Although we are in the process of doing so, we have state of art low floor buses, Metro Rail and upcoming BRTs and Monorail however, there is still a challenge of integration of all these modes of transportation that can provide seamless, reliable, comfortable and safe travel to the commuters. In order to achieve such quality of public transport services our country needs huge capital investment, qualified expert/professionals such as transport planners / engineers in government offices, coordination amongst all stakeholders and will power of the central, state and local government.



All information, data and the article have been assimilated & written by Shri. Ravinder Singh Minhas. He has an experience of about 27 years in Planning, Operations and Management of Urban Transport in Delhi and is presently holding the position of Senior Manager (Traffic & Publicity). The Author has done M.Sc., MBA, PG Diploma in PR&A, M.Phil in (Management) and pursuing Doctorate in Management.

Project Update

The progress made on various components and sub-components of Sustainable Urban Transport Project since February 2013, is as follows:

Component 1A: Capacity Building of Institutions and Individuals:

Subcomponent 1 - Strengthening of IUT

IUT recruited junior training officer and Accounts Manager.

Knowledge Management and database Centre –Six bids were received which are under evaluation

Training and Skill Development:

Consultancy for Individual capacity development through training of trainers and training professionals (PC2):

Development of Modules and Training Kits - As part of the sub component 2 of Component 1A, 10 subject modules and training kits are being prepared. It was indicated to all the consultants that all the final documents would be made available to IUT and UNDP by 30th April, which would then be once finally reviewed by the two organizations. The documents would also be sent to a few experts for their feedback.

National Workshop for validation of Draft Modules - The National Workshops for the validation of modules held from 8 January 2013 to 15 March 2013. Around 289 officials and experts attended these validation workshops.

Training of Trainers - The modules developed are to be used for training of 100 trainers, who could further impart training. Out of the 80 candidates shortlisted for training of trainers, 41 candidates gave their consensus to attend the training program at any time. Accordingly Training for trainers programme was held in two batches from 8th to 10th April 2013 and 16th to 18th April 2013.

Develop Toolkits:

Consultancy for preparation of toolkits (PC3):

As part of the sub component 2 of Component 1A, 11 subject toolkits are being prepared by various Centre of excellence. All the draft toolkits and one state of art report has been submitted to IUT

- The toolkits discussed in detail agreed to follow the contractual requirements as given below:
 - Volume 1 -- Instruction kit to impart training skills
 - Volume 2 -- Lecture material, case studies & exercises and executive summary of reference material, abbreviations, terminology etc
 - Volume 3 – Reference material (Subject modules as at present)
- The toolkits are being prepared by the Urban Transport Centres of Excellence (COE).The toolkits under preparation are on Land use transport, ITS for Traffic Management, Demand management, Finance and financial analysis, Environmental Analysis, transport demand management, road safety and safety audits , PT accessibility& social impact assessment and R & R plan for urban transport projects (state of art).
- The workshops were organised in various cities to validate the toolkits.
- An International Reviewer's Session held from 2nd to 5th April to validate the toolkits, Based on the comments received, the modules will be revised and the final documents will be re submitted.
- Final toolkits to be submitted by 30th May 2013

Sub Component 4 - Dissemination activities:

- Ten issues of GEF-SUTP Newsletter have been published and distributed to all stakeholders.
- Website (www.sutpindia.com) is being maintained and updated regularly. The total viewers of the site reached **15408** numbers.



Component 1B: Technical Assistance to the MoUD for improving the National, State and Local Capacity to implement National Urban Transport Policy.

Inception report for following 3 consultancies has been submitted:

- Consultancy Services for Developing Operations Documents for Urban Metropolitan Transport Authority (UMTA) and Urban Transport Fund (UTF)
- Consultancy Services to Develop Operations Documents for Traffic Management and Information Control Centre and National Public Transport Helpline
- Consultancy to develop Urban Transport Research Program in India

Final contract for following consultancy has been signed

- Consultancy Services for Estimation of Green House Gas Emission and Energy Consumption for SUTP demonstration cities.

Draft contract for following consultancy has been signed and submitted for approval of competent authority:

- Consultancy Services to Develop Guidance Documents for Non Motorised Transport (NMT) Plan, Bike Sharing Scheme and Transit Oriented Development.

Under the Capacity Building for Leaders in Urban Transport Planning:

- 30 participants of Batch 1 of the above mentioned Capacity Building Program visited LTA Singapore & Seoul from 22 March to 29 March 2013.
- Discussion group "Leaders forum" (<http://leadersforum.sutpindia.com>) formally launched at Annual meet on 22 Nov 2012 for the active discussion on Urban Transport have been registered with a total of 55 Members so far.

Proposals were received from six consultants and are under evaluation for the following consultancy:

- Consultancy Services for Program Evaluation Study of Deployment of Buses by Cities under JnNURM.

RFP has been issued to the shortlisted consultancies for the following consultancy:

- Consultancy Services for Preparing Guidelines & Model Contract for City Bus Private Operations

Proposal for Procurement has been sent to World Bank for the following consultancy for approval:

- Consultancy for "Project Preparatory Consultants for GEF 5"

Component 2: Implementation of Demonstration Projects in Selected Cities.

Naya Raipur

- Final BRTS DPR expected to be submitted by 30 April 2013.
- Notice inviting Tender for Bus depots, shelters, pick up points issued on 26 February 2013
- For M&E Baseline Data Report, Consultant already on board, Survey for base line started from 11 March 2013. The report shall be submitted by 30 April 2013.
- The Technical Proposals received from the short listed consultants for Supervision of Cycle Track & pedestrian walk way and at Bus Depot, shelters, pick up point are being evaluated
- The Technical Proposals received from the short listed consultants for Regional Mobility Plan are being evaluated.
- The International TOD Study tour is planned during 13 to 24 May 2013 (4 days in Toronto & 7 days in Curitiba, Brazil & Rio)
- TOD Charrette held from 23 to 25 April 2013 and half a day workshop on TOD was conducted in New Delhi on 27 April 2013 by WB.

Pimpri-Chinchwad

- Contract for Monitoring and Evaluation is being finalised with IBI Group and inception report is to be submitted by 30 April 2013
- The Technical Proposals received from the short listed consultants for Promotions & Outreach are being evaluated.
- CER for Access Plan to BRTS by pedestrian & NMT is being prepared

“A Developed country is not a place where the poor have cars; it’s where the rich uses public transportation”

Mayor of Bogotta

- Consultancy services for Parking Policy & Master plan- Financial proposals opened on 1 April 2013 and CER is being prepared
- Inception report for Corridor 3&4 Service Plan submitted

Indore

- Bid document for ITS tender has been prepared and is being finalised by AICTSL.

Mysore

Intelligent Transport System

- Mysore ITS project was successfully inaugurated on **17 November 2012**
- Baseline report has been prepared as part of Monitoring and Evaluation consultancy
- CER Comprehensive Services and operations analysis (CSOA) is being prepared

Public Bike Sharing

- Draft DPR for Public Bike Sharing Scheme has been shared with PMU. The same was reviewed and suggestions were made to incorporate it in the final DPR.

Hubli-Dharwad

- MoU between KRDC, DULT and SPV has been signed
- Base line project M&E report is being prepared
- Financial bids are to be opened for Communication Outreach,
- Proposals have been received for PMC on 5 April 2013 and are under evaluation
- Draft agreement between HDBRTSCO and NWKRTC is under preparation.
- Technical evaluation of proposals for Safeguard monitoring & evaluation is under process
- Grievance Redress Committee has been constituted
- Safeguard documents have been finalised & approved by World Bank

Upcoming Events

International Study Tour under Capacity Building Programme under study tour for TOD for Naya Raipur from 11 May, 2013.

- 2nd Batch for Leader’s Training Program will be conducted by CEPT from June onwards.
- Next preparation mission for the GEF5 Project is scheduled to be from 29 April to 8 May 2013. The Mission will involve a visit to the 4 selected cities and detailed discussions on their Project scope as well as preliminary assessment by PMU and World Bank Team.
- The next mission shall be Mid Term Review and is proposed between 3 -14 June 2013.

For upcoming events/workshops please visit www.sutpindia.com & <http://www.iutindia.org>. Also visit <http://leadersforum.sutpindia.com/>

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“Sustainable development is development that meets the needs of the present without compromising the ability of future generations, to meet their own needs”

The Brundtland Commission, 1987