

JALANDHAR CITY BUS SERVICE



4.0 Jalandhar City Bus Service

4.1 Context

Mentioned in the Puranas and Upanishads, Jalandhar is said to have derived its name from the vernacular term 'Jala-Andar' means area inside the water, i.e. tract lying between the two rivers Satluj and Beas. Jalandhar was the capital of Punjab until Chandigarh was built in 1953. The city, which has major road and rail connections, is a market for agricultural products.

Presently, Jalandhar is known as highly industrialized centre being India's foremost producer of world-class sports equipments, apart from excellent textiles, leather goods and wood products. Jalandhar is situated 146 kms from Chandigarh and 350 kms from Delhi. It is surrounded by Ludhiana district in East, Kapurthala in West, Hoshiarpur in North and Ferozepur in South. Nearest Airport is Raja Sansi International Airport, Amritsar at a distance of 90 kms.

4.2 Situation before Implementation of the Project

4.2.1 Existing Transportation System

Efficient and reliable urban transport systems are crucial for major cities in Punjab to sustain a high growth rate and alleviate poverty. The Urban transport problems in Jalandhar are growing everyday essentially because of rapid motorization. The major challenge for Government of Punjab is how to improve the current urban transport situation, or at least prevent it from deteriorating further while providing differentially priced services. Cheaper fares can be introduced for those who cannot afford higher prices; and premium services for those who would shift from personal vehicles if they get quality services.

4.2.2 Problems and Needs Addressed by the Project

- Illegal and overloading autos plying like stage carriage.
- Starting route is not as much viable for the profit of Bus Operators.



Figure 4.1: Jalandhar City Bus Service

4.3 Description of the Project

4.3.1 Project Description

The Department of Local Government has undertaken implementation of a very prestigious project of the Government of Punjab to improve the quality of the Public Transport in the cities by providing cheap, environment friendly, efficient and convenient public transport system. In order to address these lacunae, Government of Punjab constituted a company by name of Jalandhar City Transport Service Limited (JCTSL) incorporated under the Companies Act, 1956 on 26th December 2006. The objective was to operate and manage the public transport system of Jalandhar and provide differentially priced services, with cheaper fares for those who cannot afford higher prices. Premiums and premium services for those who would shift from personal vehicles if they get quality services were also provided.

Special Purpose Vehicle as a Public Company

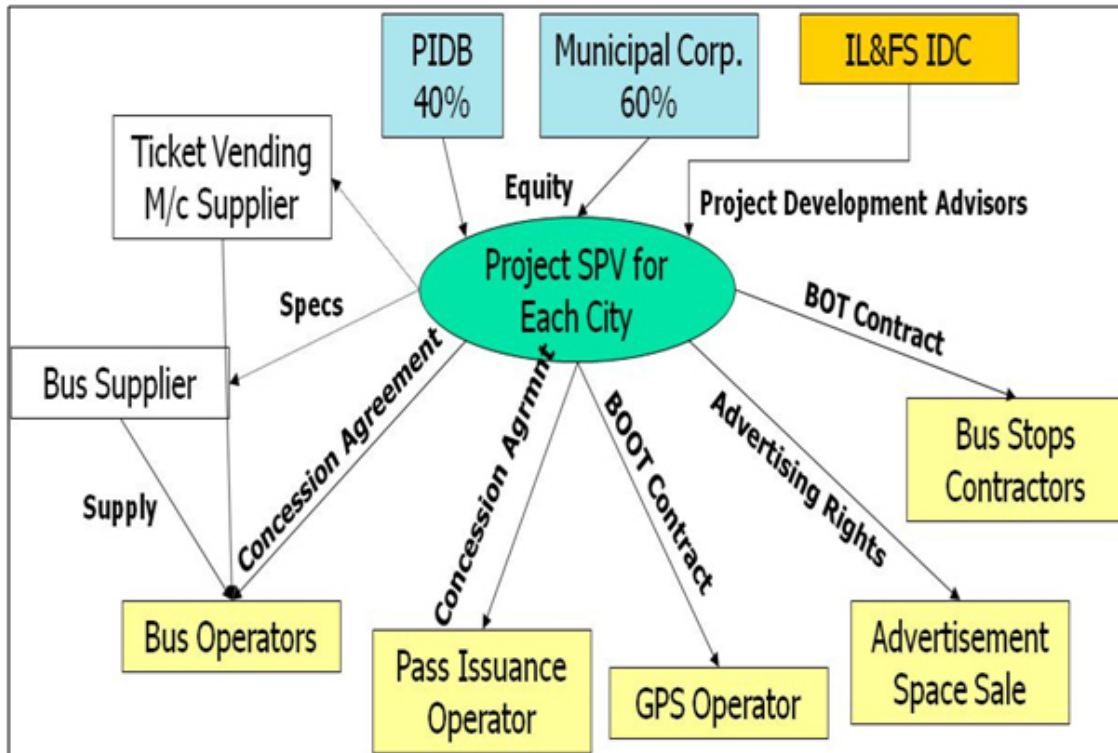


Figure 4.2: Project Structure for City Bus Services project on PPP format in Punjab

The Registered Office of the company is situated at Municipal Corporation, Jalandhar. The authorized capital of the company is ₹ 50 lakhs divided into 5 lakhs equity shares of ₹ 10/- each. The initial paid up capital of ₹ 30 lakhs is being held by the Municipal Corporation, Jalandhar and ₹ 20 Lakhs by Punjab Infrastructure Development Board, Punjab.

Management

The management of the company will be entrusted with the Board of Directors. There are Five members on Board of Directors with District Commissioner, Jalandhar as its Chairman and Commissioner of Municipal Corporation, Jalandhar as its Executive Director who has been entitled to exercise all powers for effective management of the new transport system under Public Private Partnership model.

The company chose ultra-modern low-floor TATA Starbus to run on the roads of Jalandhar. The beauty of the bus was a spectacle and the practicality provided is unmatched. In the first phase, JCTSL has 16 buses, which will expand very soon. A fully automated vehicle

tracking system will ensure that the city buses reach the stop at fixed time. Any deviation from timing would be corrected and controlled using GPS and real time tracking solutions.

The very purpose for this city bus service is to offer better civic facilities and JCTSL is determined to ascertain that the service level is duly monitored. A GPS based System will be used as a tool to ascertain the service levels. For this, JCTSL plans to establish a control room for Online Tracking System and every bus will be fitted with GPS based tracking device with online data transfer facility.

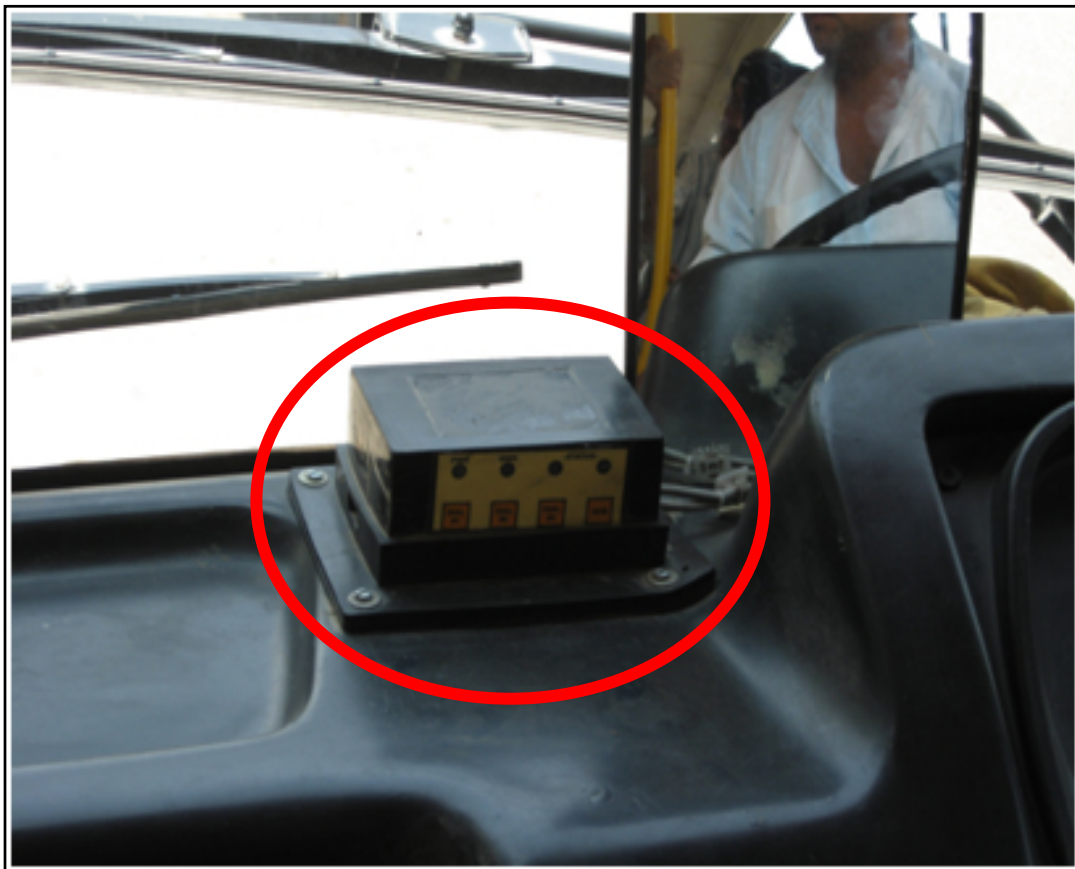


Figure 4.3: GPS System fitted in the City Bus, Jalandhar

Development of vehicle tracking system solutions will help us monitor our own performance against people's expectations. This would help our team to give better services to people and enable the buses in reaching the stops at scheduled times with the help of Passengers Information System (PIS). JCTSL has already installed ultra modern international level stainless steel framed Bus Queue Shelters on BOT Basis.

M/s Ambica Cards is an Amritsar based organization with a vision of creating excellence in the field of smart cards, smart card applications, custom software development and thermal printing etc. M/s Ambica cards boast a team of professionals who have handled the marketing and manufacturing of monthly bus passes.



Figure 4.4: Passengers Information System (PIS), Jalandhar

4.3.2 Goals of the Project

The main goals of the company are to:

- Create specialized and effective regulatory agency to monitor cost effective and good public transport services within the city of Indore with private partnership;
- Establish and maintain line of passenger coaches to transport passengers;

- Develop support system for improving transport infrastructure; and
- Provide premium services for those who would shift from personal vehicles to public vehicles if they get quality services.

4.3.3 Strategy Used to Achieve the Desired Goals

- A SPV incorporated to provide quality service;
- Public Private Partnership (PPP) concept introduced;

4.3.4 Activities Implemented to Achieve the Desired Goals

- Ultra modern low floor buses introduced;
- Tickets are being issued through Hi-Tech Electronic Machine;
- For the facility of daily passengers, bus passes at economical rate; and
- Global Positioning System (GPS) monitors buses and the information is displayed through the Passenger Information System (PIS) installed on each Bus Queue Shelters for status of buses.

4.3.5 Challenges / Constraints Encountered and how it was addressed

Challenges:

- Competitions with existing transport modes in cities;
- As the size of city bus is big, the operation of such buses on internal roads of the city is not smooth, due to narrow roads having inadequate turning radius;
- At present, existing routes are not viable for profit to the Bus Operators and sometimes they avoid to operate buses especially during lean hours; and
- Opposition faced by local public at the time of the construction of Bus Shelters in city.

Solutions Provided:

- Strict action against overloading and illegal autos by District Administration;
- Modification in existing routes for more revenue;
- Introduce Mini buses in next phase for narrow roads in city; and

- SPV may have strict monitoring on the buses which are operating on uneconomic routes.

4.3.6 *Expected Outcome of the Initiatives*

- Huge demand from different location to start City Bus;
- Approximately 8000 passengers to travel in a day; and
- Satisfied passengers with quality service.



Figure 4.5: Running with Full Occupancy

4.3.7 *Role and Activities of the Partner*

- Department of Local Govt., Punjab and Punjab Infrastructure Development Board, Punjab introduced this City Bus Project;
- IL&FS is the project consultant for implementation of this project;
- Municipal Corporation, Jalandhar providing space for City Bus Depot and Bus Queue Shelters in Jalandhar city at very nominal rates on lease basis; and

- JCTSL in execution of the project under the guidance of Municipal Corporation, Jalandhar.

4.3.8 Important Stakeholders Involved and Communication / Networking Procedure for the Project:

Bus Operators:

- M/s Poornima Travels, Udupi, Karnataka;
- M/s Sri Anantha Padmanabha Motors, Udupi, Karnataka;
- M/s R.K. Travels, Mangalore, Karnataka; and
- M/s Nava Ganesh Logistics, Mangalore, Karnataka.

Bus Queue Shelters (on BOT basis):

- M/s Laqshya Outdoors Pvt. Ltd. (A division of M/s Laqshya Media Pvt. Ltd.), Mumbai.

Electronic Ticketing Machine:

- M/s R-Square Solution, Pune.

Monthly Bus Pass:

- M/s Ambica Cards, Amritsar.

Global Positioning System:

- M/s HCL Infosys.

4.4 Factors of Success

- Comfortable buses having 2 x 2 seating facility with a total capacity of 84 passengers [44 seating and 40 standing (Approx.)].
- Low fare rates for quality service to the passengers.

4.5 Budgetary Implications and Sustainability

4.5.1 *Total Cost of the Project*

₹ 10 million (approx.)

4.5.2 *Financial Partners Involved*

Two Financial Partners of Jalandhar City Transport Services Limited:

- Municipal Corporation, Jalandhar.
- Punjab Infrastructure Development Board, Punjab.

4.5.3 *Source of Finance for Sustainability of the Project*

Capital investment of JCTSL:

- 60% capital invested by Municipal Corporation, Jalandhar.
- 40% capital invested by Punjab Infrastructure Development Board, Punjab.

Bus Depot:

- Constructed and maintained by Jalandhar City Transport Services limited.

Buses:

- Investment in Buses by four private operators.
- Bus Queue Shelters:
- Bus Queue Shelters constructed on BOT basis.

4.6 Impact of the Initiatives

The study team interacted with the commuters who were traveling by these buses. It was found that the commuters, who were using Intermediate Public Transport (IPT) modes earlier, have switched over to these buses. The commuters were found satisfied with the services of these buses. They mentioned that these buses are time efficient but the frequencies

of these buses are very low. They usually get the bus after half an hour. They have requested the authority to increase the frequencies of these buses so that their waiting time for city bus could be minimized. They also requested to ply these buses on more popular and demanding routes.

The team of researchers also interacted with the officials of the Jalandhar City Transport Services Limited. They mentioned that the operating cost is being covered by fare revenue (from fair box). Further, they mentioned that they require some grant or funds for the maintenance of the buses along with up-gradation of the Bus Depot. This City Bus Service Project is constituted under PPP concept, in this regard if Government provides some grant for maintenance of the buses and up-gradation of Bus Depot; in that case private service provider will be encouraged.

4.7 Summing Up

Jalandhar city bus service is a PPP based project. The Government of Punjab constituted a company by name of Jalandhar City Transport Service Limited (JCTSL), a SPV, to operate and manage the public transport system and provide differentially priced services. The management of this is entrusted with Board of Directors under the Chairmanship of the Municipal Commissioner, its Executive Director who has been entitled to exercise all powers for effective management of the new transport system under PPP model.

The Municipal Corporation of the city has provided space for city bus depot and bus queue shelters on Lease basis. Private sector have been involved for operating buses, constructing bus queue shelters on BOT, GPS and PIS on BOOT, ticketing through Hi-Tech electronic machine etc.

The total cost of the project is ₹ 10 million (approx.) and 60 percent of the capital investment of JCTL is by the Municipal Corporation. The Punjab Infrastructure Development Board has invested 40 percent of the capital cost.

Ultra-modern low floor TATA Star buses are running on the roads of the city. These buses have encountered some challenges / constraints, viz. competition with other modes of transport in the city, buses facing turning problem on narrow roads of the city due to their big

size, some route are not economically viable and operators sometimes avoid operating their buses especially on lean time etc. In order to solve these challenges, rerouting of the existing routes, monitoring of the operation by the SPV and operation of Mini Buses may suggested.

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