

*The Public Administration Help Tank*

# The Automens' Initiative



Improving  
Transportation, Culture,  
Environment and Quality of Life



# The Situation-- Madras

- 175 square kilometers
- 6 million population
- 40,000 (- 100,000 ?) autos
- Investment of Rs 500 Crores
- Daily revenue of Rs 2 Crores
- Livelihood of 80,000 driver families



# AutoFact: Second largest

- Second largest people mover in city
  - Buses move 3 million, Autos 1.5 mn,
- No other Individual Public Transport
  - Few taxis, suburban trains
- Only door-to-door service
  - Ambulance of the poor
- Autos reduce traffic congestion
  - Turns in 5 m, taxis require 12 m



# The Problem

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- Fares not linked to costs
- Permits not related to demand
- Licensing not to knowledge
- Unknown rules of the road
- Outdated engineering
- Exploitative culture at all levels



# The Need

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- Scientific, equitable, transparent fares
- Rules of the road, standard signage
- Better vehicles, meters, statistics
- Corporate culture and advantages
- Behaviour modification
- Prejudice alleviation



# Logic of Auto Fares

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- Costs to be covered
- Short trips, long trips, traffic jams
- Behaviour modifying surcharges
- Permits based on demand
  
- *Need for continuous statistics!*



# Example of Bus Service

- Quality of vehicle
- Frequency / waiting time
- Service coverage
- Number of stops/ travel time
- Staff quality



# Quality of Service

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- Waiting time for auto
- Quality of vehicle
- Quality of driver
- Comfort of drive
- Price or Fare





# The Process

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- Scientific Fare basis
- Collate rules of the road
- Standardised road signage



# The Process

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- Vehicle design-- seats, luggage
- GPS Auto meters-- non tamperable!
- PCO for additional revenue
  
- Continuous development



# The Process

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- Education and behavior training
- Prejudice alleviation meetings
- Access to credit, social development
  
- Taxi and Auto Commission for statistics

The Proposal:



## ***Blue Line Autos***

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Organisation of Auto Drivers  
who are owners

Professional Management

Board of Eminent People



# Blue Line Autos

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- Organisational advantage
  - Scale, Statistics, Capital
- Organisation culture
  - Security, steady income, benefits
- Develop corporate mentality
  - Purpose, Responsibility, affiliation



# Major Inputs

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- Educated/ trained owner- drivers
- Bank finance at 12%, state subsidy
- Custom vehicles from manufacturer
- Insurance for vehicle, health, income
- Corporate affiliation, social status
- Steady income, leave, benefits



# Behaviour Modification

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- Security of income, living, family
- Dress, language, attitude
- Small talk, people handling
- City knowledge, map reading
- Regular refreshers
- Traffic and fare statistics



# Prejudice Alleviation

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- Social service organisations such as Rotary to talk to public
- Interaction with police
  
- City knowledge, map reading
- Regular refreshers
- Traffic and fare statistics



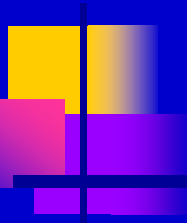


# Schedule

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- 10 Autos in Jan 2003
- 500 in April 2003
- 10,000 target during 2005

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