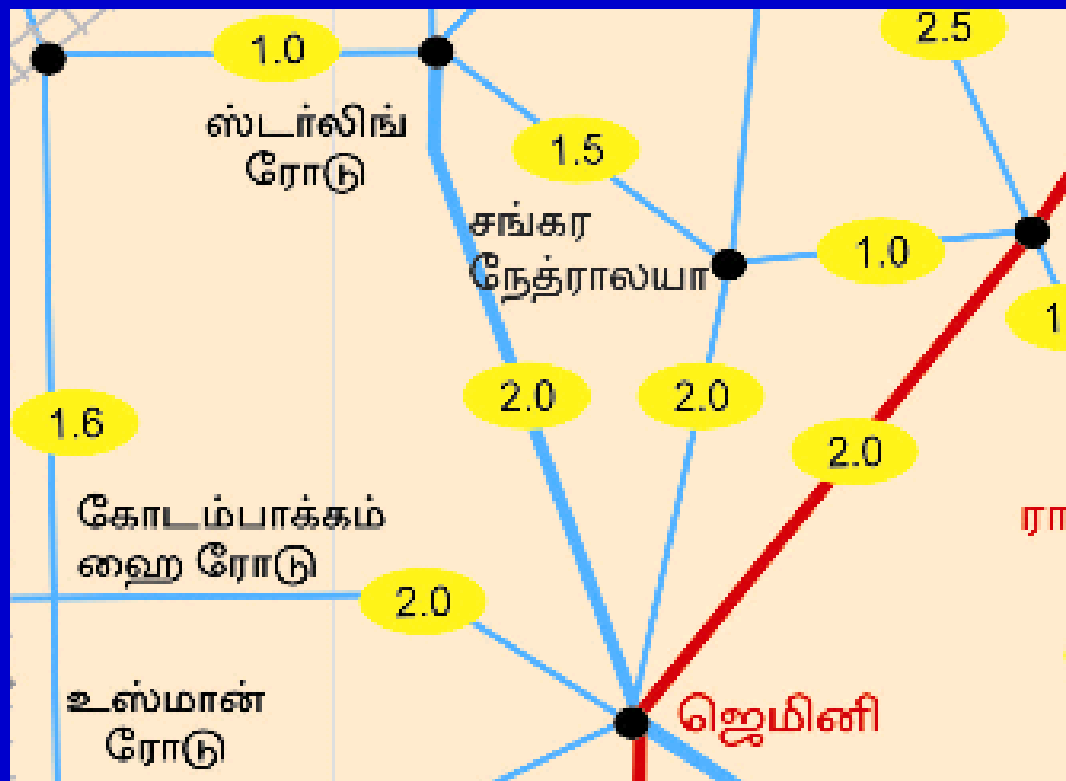


Gemini to Kodambakkam





Gemini to 2 Km fares

- ₹ 20 to Spencer
- ₹ 30 to Sterling Road
- ₹ 50 to Kodambakkam



'Asking' fare depends on

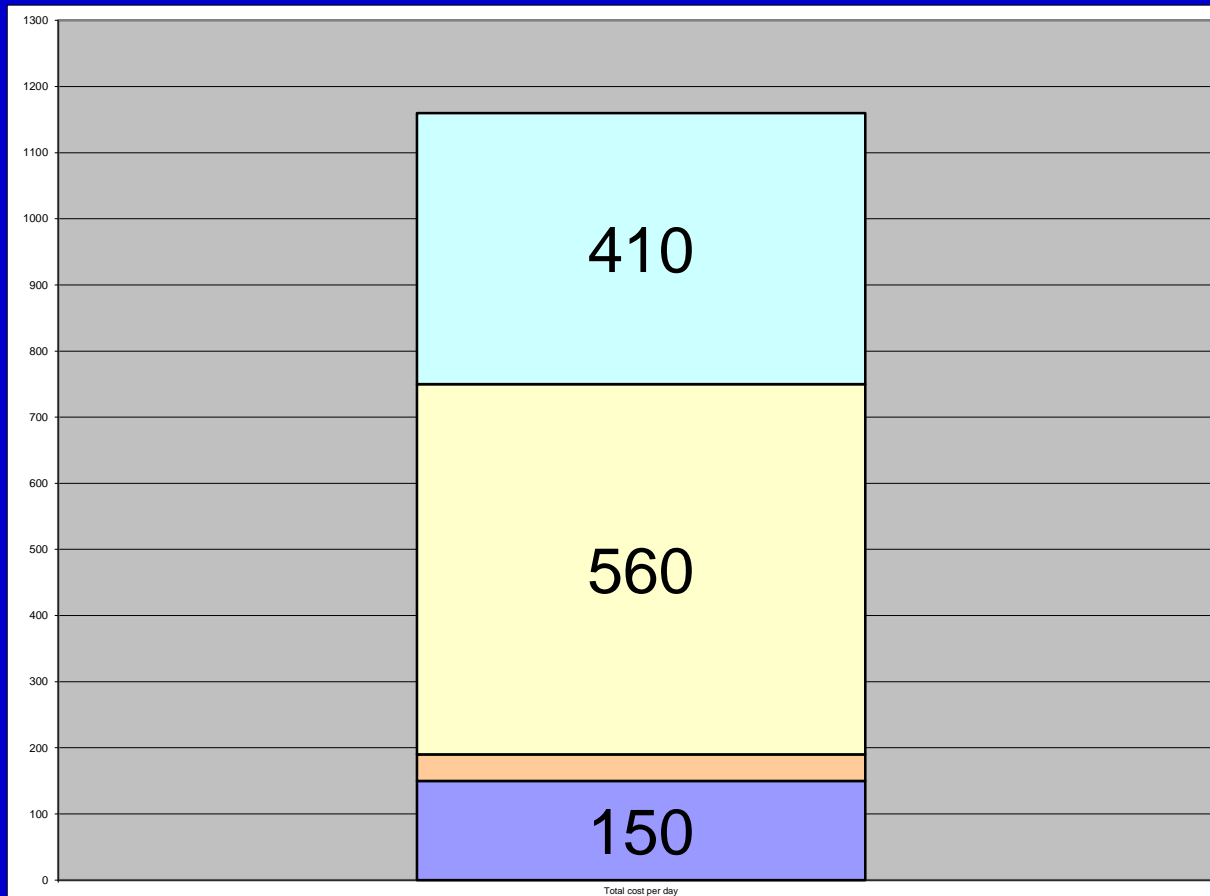
- Distance
- Traffic speed (slow or fast drive)
- Short trip or long trip
- Other factors
 - Destination (return trip availability)
 - Customer affluence/ gullibility



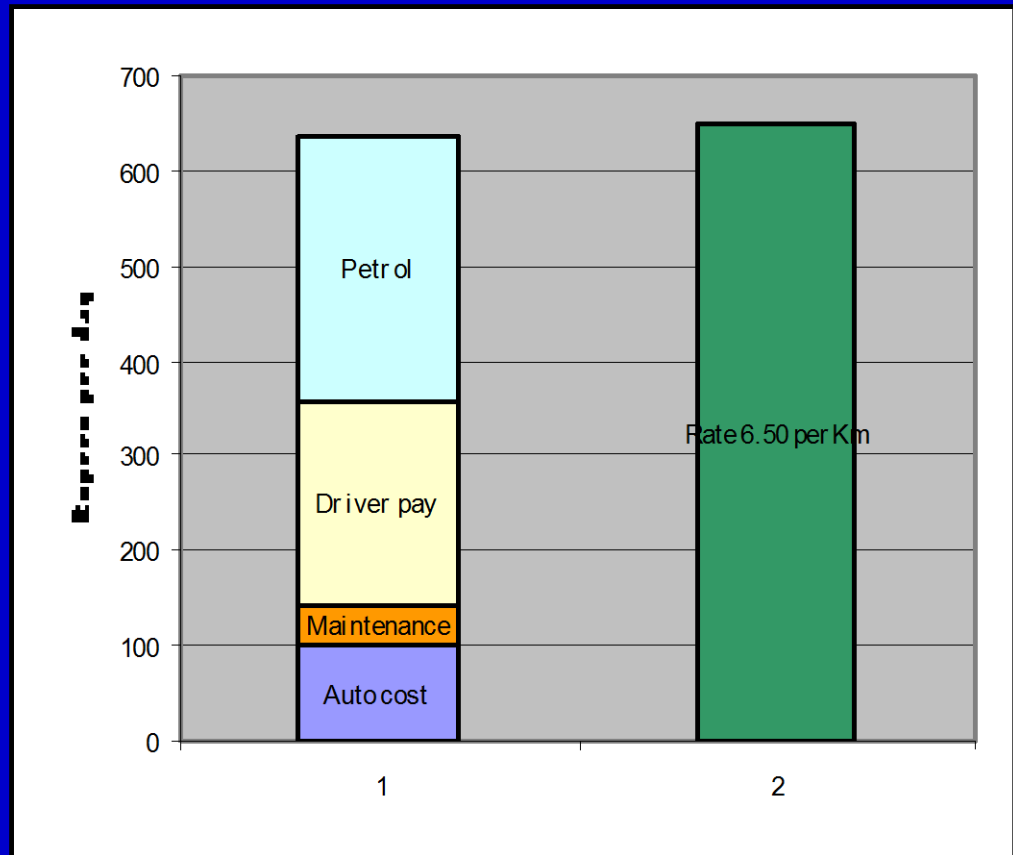
Others experience

- Tourist taxis charge 8 hrs/ 80 Km
- Call taxis go by 4 Hrs/ 40Km
- Why not 1 hour/ 10 Km for autos?

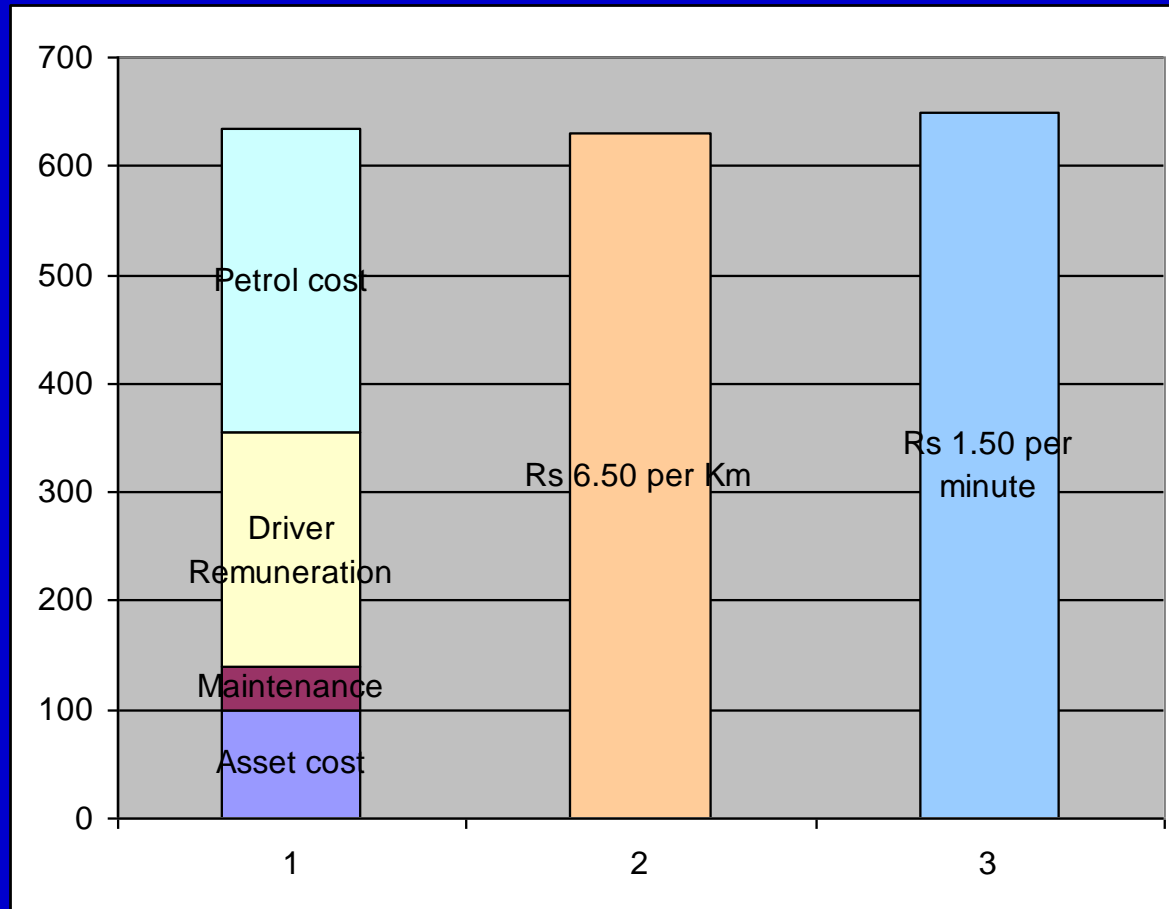
Amount Required per day ₹1160



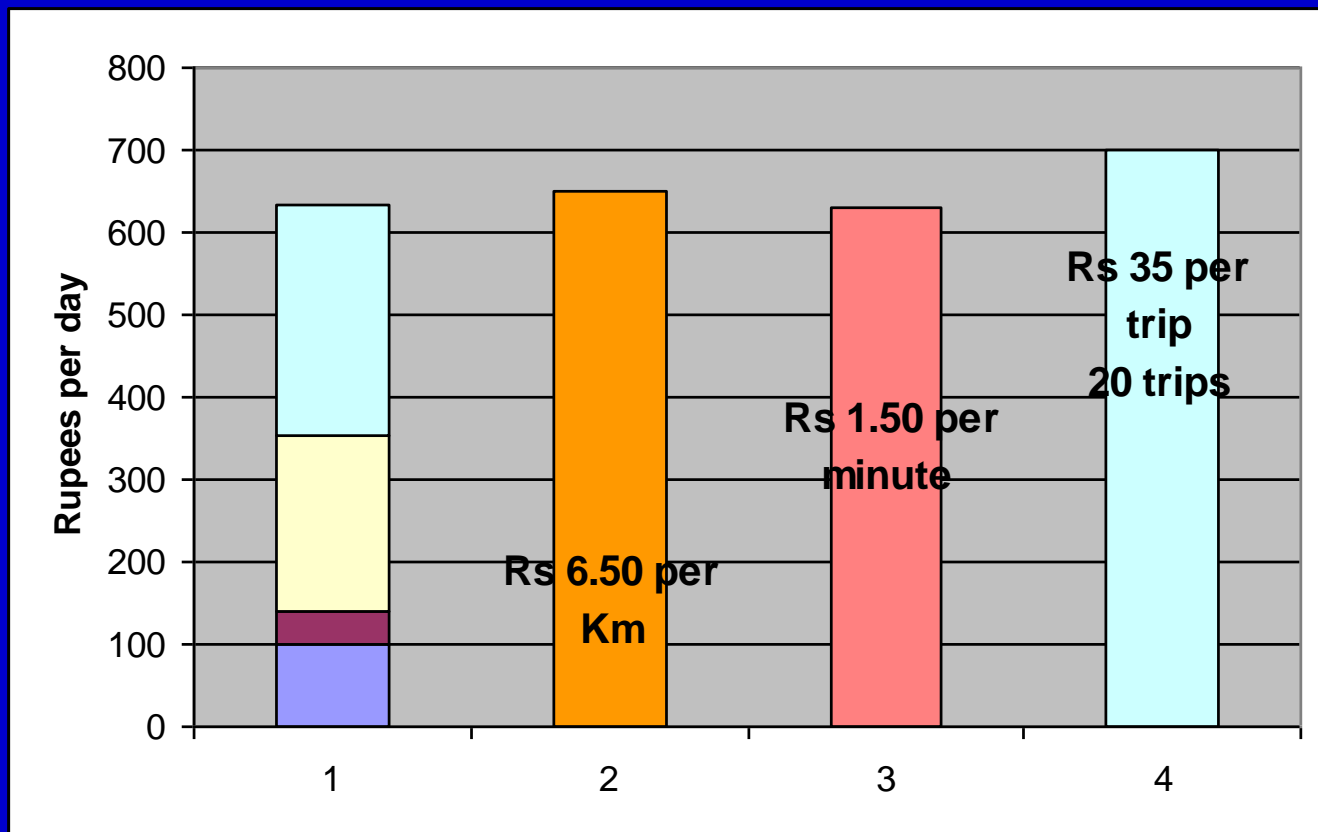
Present method



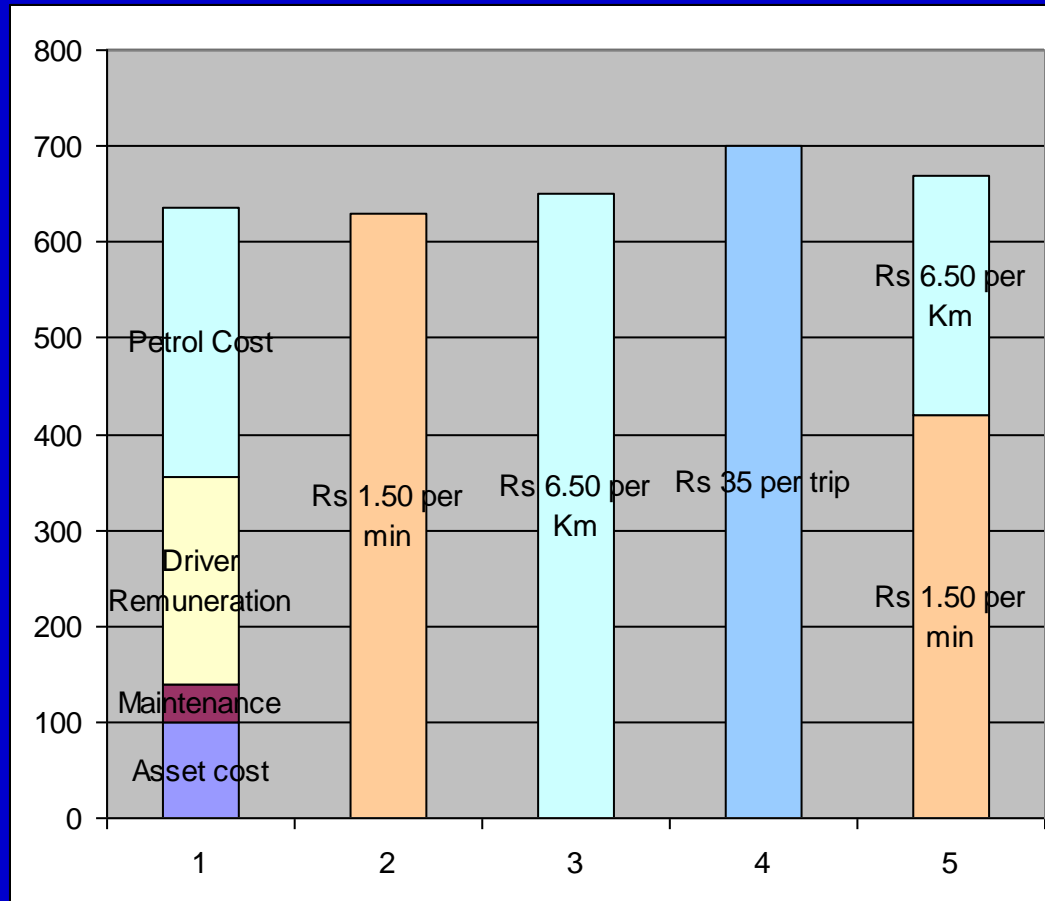
Can also divide by time



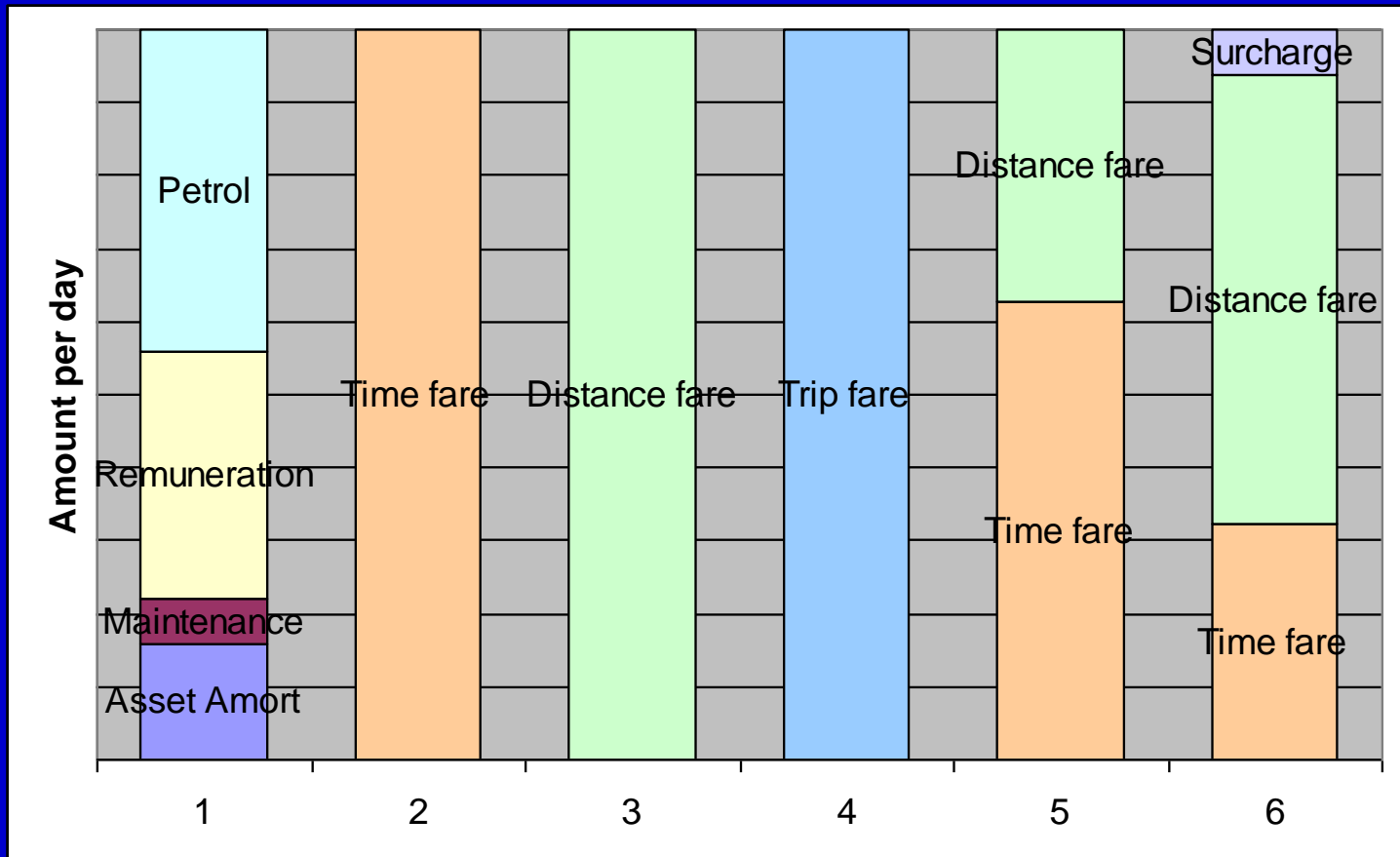
Many ways



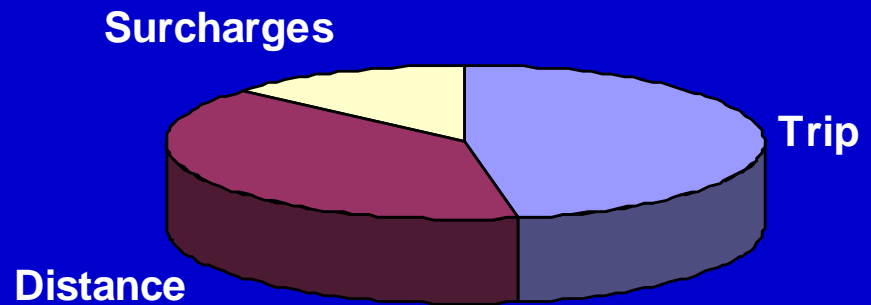
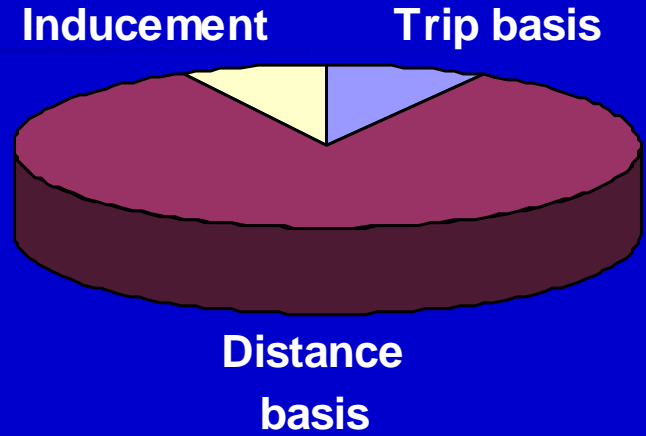
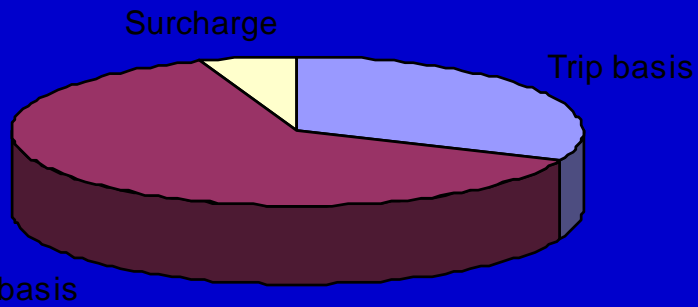
Many combinations



All give the same income



Which?





Time and distance are two legs

- One cannot run without the other
- May be, but not as well

**** Time fare is NOT waiting charge!***



Surcharge to direct behavior

- Station/ theatre surcharge
 - Rewards congregation traffic
 - Compensates for empty return
- Luggage/ Third Passenger surcharge
- Night Surcharge
- Petrol Increase Surcharge



Traffic Surcharges

- Peak hour surcharge
 - Evens out traffic to all hours
 - Reduces congestion
- Business Area Surcharge
 - Decreases traffic in crowded areas
- Holiday surcharge



What now

- Fare structure evident to all
- Public hearing to secure commitment
- Petrol Escalation formula
- Transition time to be planned
- Perhaps Rs 10.00 *for first Km/ 5 min*
- Rate 5.00 per Km/ 5 min



What now

- Fare structure evident to all
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Department action

- Liberty to charge lower fares
- Passenger elected fare sharing
- Self regulating auto stops
- Meter lines on roads
- Identification mechanisms

- Regular statistics on traffic, demand

Auto Identification Programme



- Permit centric database
- Comprehensive information
- Multiple verification
- Stick on vehicle body
- Ergonomic presentation
- Visible at 3 seconds rule

R1: Data Collection Card

- Security Paper
- Receipt for S1
- Chassis Print on R2
- Data entry from R2

Government of Tamil Nadu Transport Department		R2
Government of Tamil Nadu Transport Department		R1
PermitDate		
Regn NrDate		
Make and Model		ngine
Chassis	Engine	
OwnerS/o		
S/o		
Address 1		
Add 2		
Add3		
Phones		
Identification marks		
Owner Signature		

S1: Five Point Sticker Card

<p>Regn : TN-XX- 0000 Chassis XXXXXXXXXX Engine XXXXXXXXXX</p> <p>98 832</p> <p>Owner: A. Traceable Person Contact: 044- 2999 9090 Issued: 1 March 2003</p> <p>Owner Signature S2</p>	<p>Regn : TN-XX- 0000 Chassis XXXXXXXXXX Engine XXXXXXXXXX</p> <p>98 832</p> <p>Owner: A. Traceable Person Contact: 044- 2999 9090 Issued: 1 March 2003</p> <p>S3</p>	<p>Government of Tamil Nadu Transport Department Driver Authorisation S4</p> <p>98 832</p> <p>Owner: A Traceable Person Address: 56, Your street Your area, Region, Chennai 600 000 Phone: 2222-3333</p> <p>Auto: TN-XX- 0000 Chassis: XXXXXXXXXX Engine: XXXXXXXXXX</p>				
<p>Government of Tamil Nadu S5 Transport Department Auto Owner Identification 1-3- 2003. Permit: 98 832 Name A Traceable Person Address: 56, Your street Your area, Region, Chennai 600 000 Phone: 2222-3333 Idn: Mole on right cheek, Scar on left elbow Chassis: XXXXXXXXXX Engine: XXXXXXXXXX</p>  <p>Sign</p>	<p>Government of Tamil Nadu Transport Department S6 TN-XX- 0000 Permit: 98 832 Exp: Owner: A Traceable Person, Phone: 2222-3333 Chassis: XXXXXXXXXX Engine: XXXXXXXXXX</p> <div data-bbox="826 1045 1445 1182" style="border: 1px solid black; padding: 10px; text-align: center;"> <p><i>Passenger Instructions Area</i></p> </div>  <table border="1" data-bbox="826 1202 1676 1296"> <tr> <td>FC, Tax 1</td> <td>FC, Tax 2</td> <td>FC, Tax 3</td> <td>FC, Tax 4</td> <td>FC, Tax 5</td> </tr> </table>	FC, Tax 1	FC, Tax 2	FC, Tax 3	FC, Tax 4	FC, Tax 5
FC, Tax 1	FC, Tax 2	FC, Tax 3	FC, Tax 4	FC, Tax 5		

S2: Front Sticker

- Permit centric
- Identify from 15 feet
- Vehicle data
- Stick on vehicle body

Regn :	TN-XX- 0000
Chassis	XXXXXXXXXXXX
Engine	XXXXXXXXXX
98 832	
Owner:	A. Traceable Person
Contact:	044- 2999 9090
Issued:	1 March 2003
Owner Signature	S2

S3: Rear Sticker

- Permit centric
- Identify from 15 feet
- Vehicle data
- Stick on vehicle body

Regn : TN-XX- 0000
Chassis XXxXXxxXxxXXx
Engine XXxxXXxXxxXxx
98 832
Owner: A. Traceable Person
Contact: 044- 2999 9090
Issued: 1 March 2003
Owner Signature S3


S4: Driver Authorisation Card

- Owner gives this card to driver
- Corroborates other data on vehicle
- Can be laminated




S5: Owner ID Card

- Full details
- Permit centric
- Photo
- Vehicle data

Government of Tamil Nadu	S5
Transport Department	
Auto Owner Identification	
1-3- 2003. Permit: 98 832	
Name A Traceable Person	
Address: 56, Your street	
Your area, Region,	
Chennai 600 000	
Phone: 2222-3333	
Idn: Mole on right cheek,	
Scar on left elbow	
Chassis: XXxXXxxXxxXXx	Sign
Engine: XXxxXXxXxxXx	

S6: Inside Sticker

Government of Tamil Nadu Transport Department S6				
TN-XX- 0000 Permit: 98 832 Exp:				
Owner: A Traceable Person, Phone: 2222-3333				
Chassis: XXxXXxxXxxXXx Engine: XXxxXXxXxxXx				
<i>Passenger Instructions Area</i>				
FC, Tax 1	FC, Tax 2	FC, Tax 3	FC, Tax 4	FC, Tax 5



- All data including owner photo
- FC renewals, permit renewals, regulatory controls
- Vehicle data
- Paste inside cabin in passenger area

Government of Tamil Nadu
Transport Department
Driver Authorisation S4

98 832

Owner: A Traceable Person
Address: 56, Your street
Your area, Region,
Chennai 600 000
Phone: 2222-3333

Auto: TN-XX- 0000
Chassis: XxXXxxXxxXXx
Engine: XXxxXXxXxxXx

Government of Tamil Nadu **S5**

Transport Department
Auto Owner Identification

1-3- 2003. Permit: **98 832**
Name A Traceable Person
Address: 56, Your street
Your area, Region,
Chennai 600 000
Phone: 2222-3333



Idn: Mole on right cheek,
Scar on left elbow
Chassis: XxXxxXxxXxxXxx
Engine: XXxxXXxXxxXx

Sign



The Perspective

- Not about “auto drivers”
- It is the micro transit of the city



Stakeholders

- Drivers and passengers
- Owners
- Capital (banks, lenders)
- Fellow road users
- Manufacturers, industry
- Regulators
- Society



Fares and stakeholder effects

- A fare is income to a driver
- Expense to a passenger
- Fellow road user comfort
- Owners and capital provide flow
- Manufacturers improve product
- Opportunity effect on society
- Regulators find responsible subjects



The Situation-- Madras

- 175 square kilometers
- 6 million population
- 40,000 (- 100,000 ?) autos
- Taxis have been edged out!
- Culture at worst
- Auto drivers are despised



Autos and Chennai

- Ambulance of the poor, school bus of the middle class, goods carrier of the tradesmen, limousine of the traveller
- Only to-door service in Madras
- Economic and social importance of autos not evident to society



AutoFact: Second largest

- Second largest people mover in city
 - Autos move 15 Lakhs, Buses 30 lakhs
- Occupy one half road space
- Autos reduce traffic congestion
 - Turns in 5 m, taxis require 12 m
- One fourth road wear
- One third pollution

AutoFact:

Contribution to Economy

- Investment of ₹ 500 crores
- Revenue of Rs 1000 crores per annum
- 80,000 driver families
- Ancillary tradesmen of 10,000 families

- Change to taxis needs 2000 crores!
- No proper taxi vehicle in India!



AutoFact:

Contribution to City Life

- Good auto facility can improve city life
- Music season, tourism, night cinema can flourish with a good auto system
- Critical for better quality of living



The Problem

- Fares not linked to Service or cost
- Permits not related to demand
- Licensing not to knowledge
- Capital does not reach directly
- Outdated engineering
- Exploitative culture at all levels
- Economic and social importance not evident



The Public's Prayer

- Any time, any place
- Available where they want
- No tampered meters
- Courtesy
- Reasonable fare
- No wars when petrol prices go up



The Auto Driver's Prayer

- Decent living income
- Freedom from financiers/ owner cartels
- No bureaucratic harassment
- Security for family and future
- Respectability

If projects can be costed, why
not auto fares?



If you pay peanuts, only
monkeys will work for you



If taxation is tweaked to influence
behaviour why not fares?

Living beings change behaviour
to maximise income and
minimise expense

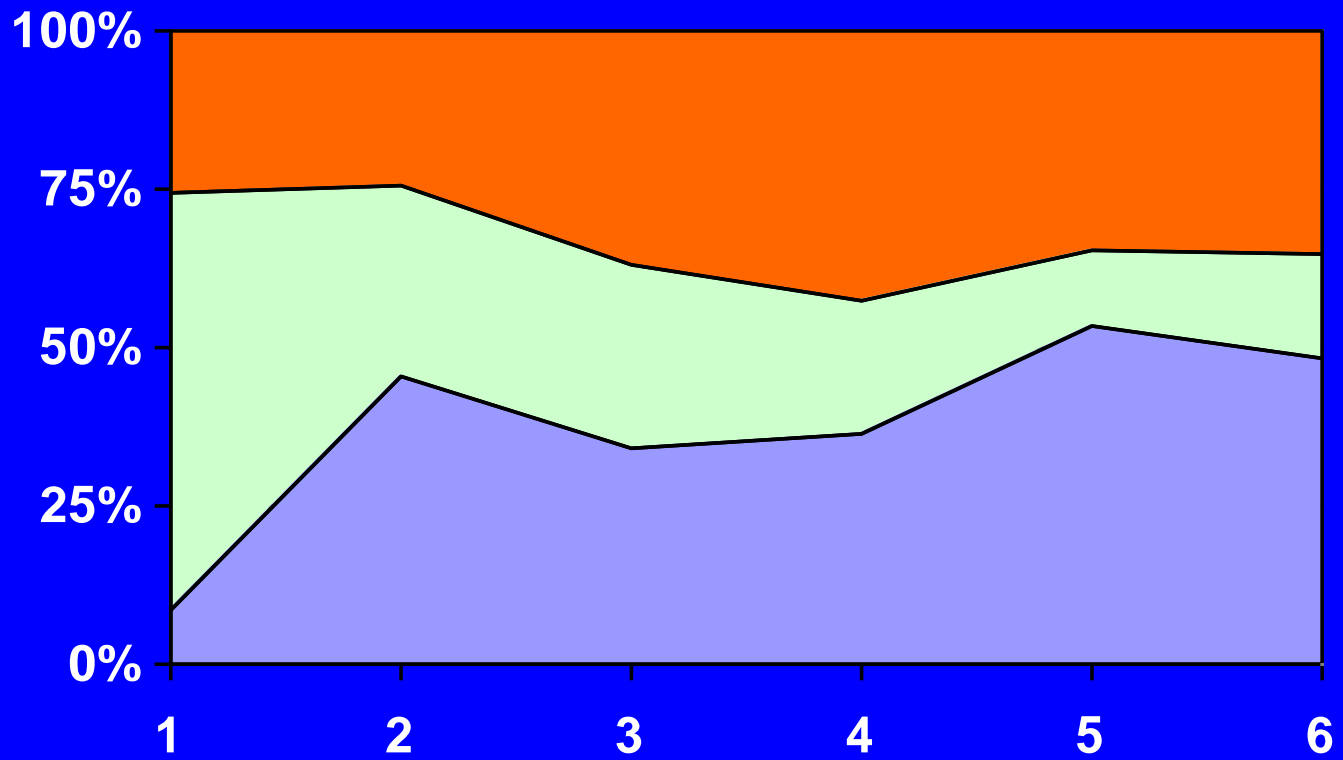


The Situation

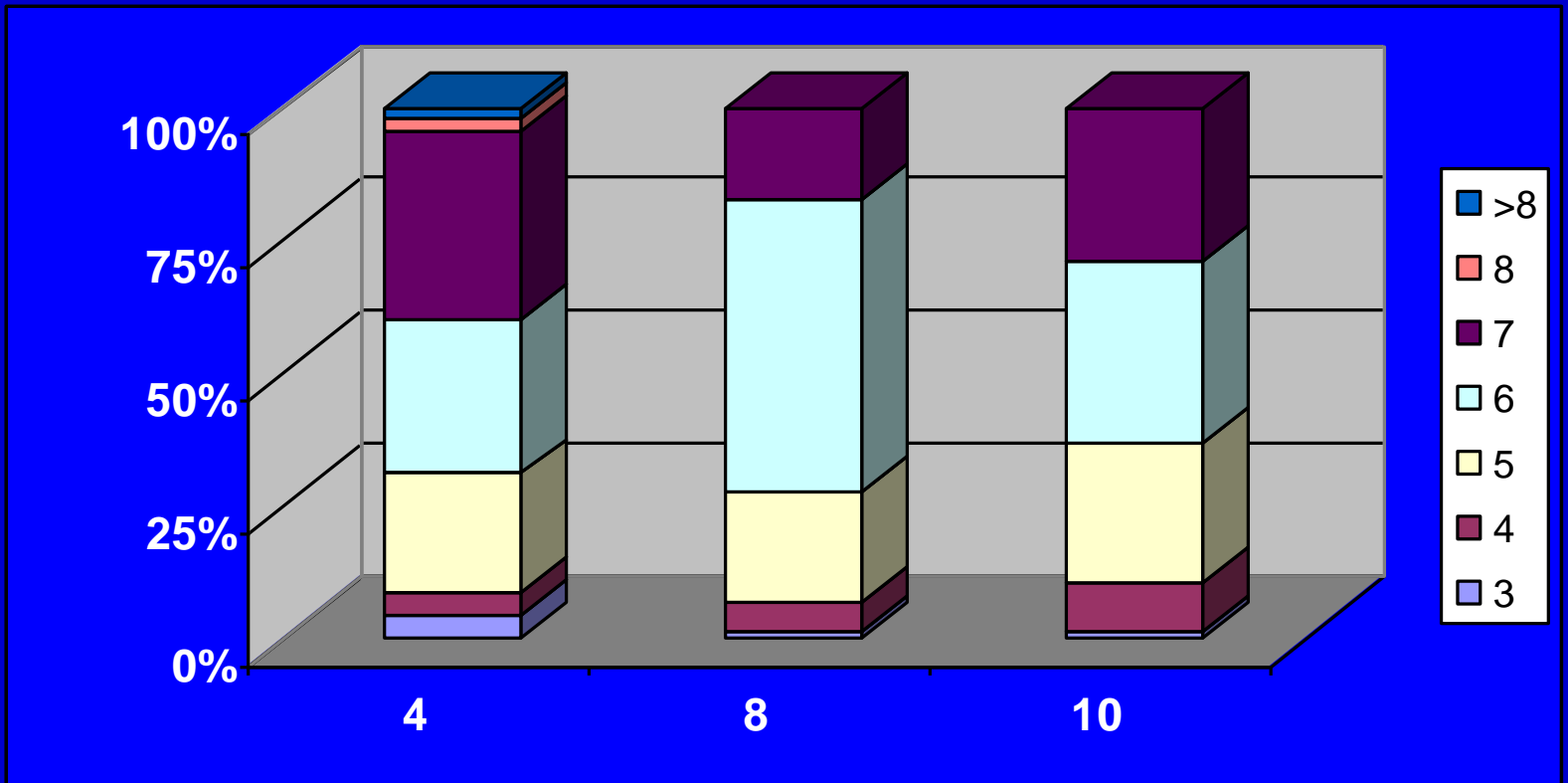
- Many do not know actual distance
- Wide variation in fares

- Knowledge of distance, lay of the city can reduce misunderstanding

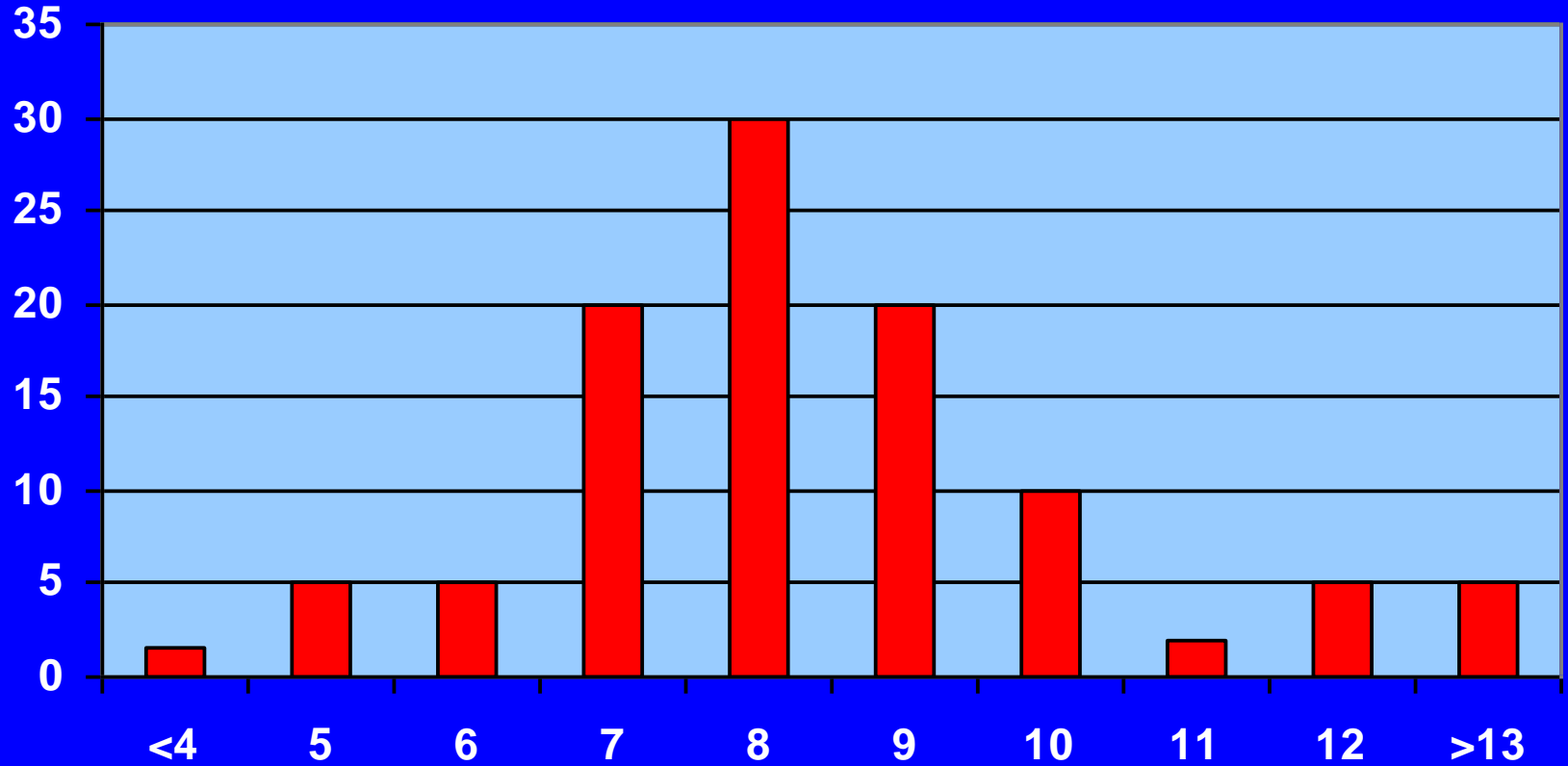
How far is Central



How much

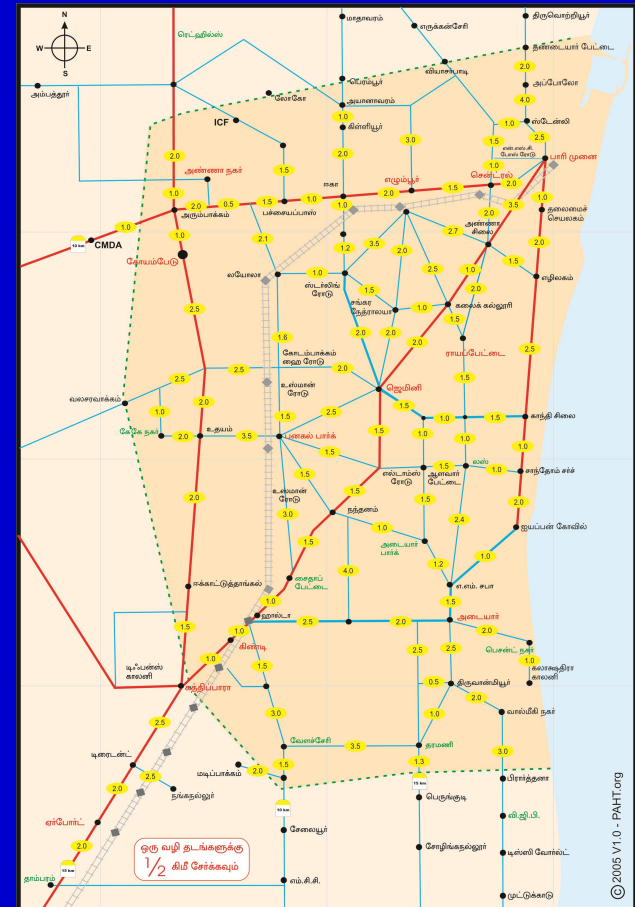


What is 8 Km



The Distance Map

- Intuitive
- Over 100 distances
- Round numbers
 $\frac{1}{2}$, 1, $1\frac{1}{2}$, 2, $2\frac{1}{2}$ Km
- Recognisable marks
- Accuracy over time





The Caution

- High fares chases away customers
- Low income chases away good drivers
- Only a scientific, logical, comprehensive method can improve matters
- Should be evident to all parties



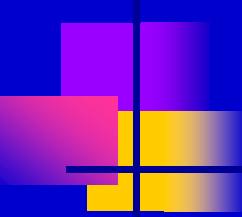
More on structuring of fares



Factors of price and traffic

- Total demand in Passenger-Km
- Trips per day
- Trip distance, duration, occupancy
- Empty cruising time and distance

- Decides number of permits



Example of Bus Service

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



Logic of Auto Fares

- Quality of Service
- Demand for Service
- Price or affordability

- *Need for continuous statistics!*



Quality of Service

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



Required: Statistics Bank

- Demand Statistics
- Utilisation
- Entry Economics
- Quality of Service

The Proposal:



Blue Line Autos

Organisation of Auto Drivers
who are owners

Professional Management

Board of Eminent People



Process: The Anand Model

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



Major Inputs

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



Education: Driving and Culture

- Driving skills and culture
- City knowledge
- Map reading
- People handling
- Regular refresher
- Traffic and fare statistics



Insurance: Investment, Health

- Full insurance for auto
- Accident disability insurance
- Medical Insurance for driver and family
- Life insurance
- Income protection



Appropriate Engineering

- GPS meters
- Dispatch network
- Cell phone PCO/ VHF
- Statistics generator
- Vehicle Identifier



Product Design and Price

- Load carrying space
- Driver seat design
- Fuel efficient
- 3 year warranty/ Service
- Volume Price



Support

- Maintenance Shop
- Fuel Pumps/ Arrangements
- RTO Facilitation-- AASI?
- Ride Locator
- Social facilitation



Comparison of Fares-(Rupees)

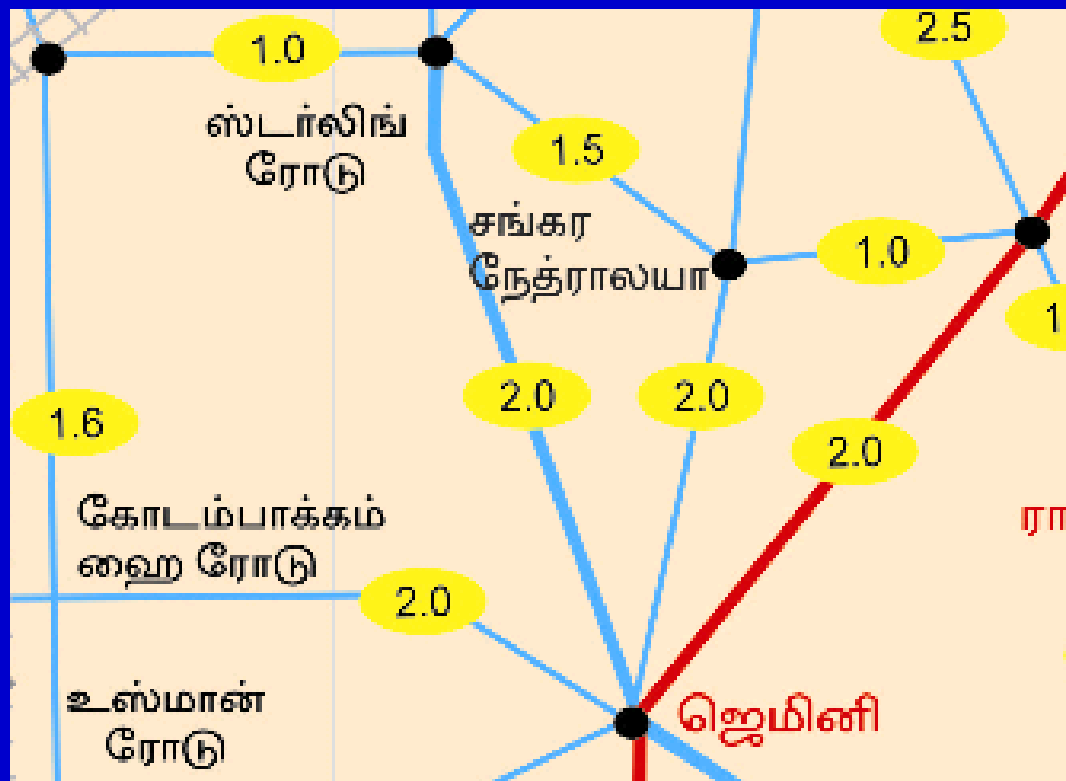
		LON	TYO	NYC	PAR	SIN	HKG	MAA
1	5 Km/ 30 min	900- 1100	700- 900	600- 700	350- 500	150- 250	250- 350	20
2	Per Km	160	120	100	40	14	45	3.50
3	Per min	27	50	10	25	7	10	Nil



Earnings and Costs Today

	Cost	Interest	Fuel	Pmts	Misc	Income
Leased	0	0%	90	110	30	135
New	1,10,000	24-36%	60	130	20	155
Autoner	80,000	12%	60	80	20	205

The Distance Map





The Survey

- Comprehensive socio- economic- vocational survey
- Scientific and academically accurate
- 270 samples, 3 distances each
- 90% confidence level
- Survey of passengers
- Survey of short distance travel

