

Innovative ideas

1. On board Entertainment Services through Wi-Fi Hot Spot Device (as a pilot project in Gatiman express)

S. No.	Zonal Railways/PU	Delhi Division/Northern Railway
1	Subjects	Digital Initiatives, Improving customer Experience & Revenue enhancement
2	Title	Onboard Entertainment Services through Wi-Fi Hot Spot Device (in gateman Express)
3	Description Unified	Primarily, the project was first introduced in Gatiman Express as a pilot project for 3+ 3 months only. Licensee has provided this services by creating "Wi-Fi Hot Spot device" in 12 coaches of Gatiman Express (including 2 spare coaches) through which passengers was able to access Entertainment contents streamed through Wi-Fi on their respective devices viz. Mobiles / Tablets / Laptops etc. All entertainment contents streamed on free of cost basis along with prescribed intervals for advertisement. The time ratio for display of entertainment, advertisement and Railway message was in time ratio of 70 : 20 : 10 of the total travel time in each direction. The contract run successfully for total 6 months and Railway also able to earn a revenue of Rs. 12,23,364/-).
4	Impact /Benefit	Passengers got free onboard entertainment services
5	Upload document (if any)	
6	Contact person	Sr. DCM/Chg., (pamcell.dli@gmail.com)


Remarks:- Division also receives several other proposals regarding Advertisement Rights over Food Tray, Head Rest cover in Shatabdi trains, Entertainment System through Wi-Fi Hot Spot devices in other Shatabdi trains but as the fact that these

projects have already been allotted on one time basis, therefore these cannot be further treated as Innovative projects and due to restrictions imposed by NFR Directorate, Division also not in state to invite fresh tender for such proposals.

2. Railway Passenger information & Entertainment System through Hot Spot over PFs & Waiting Rooms at 5 stations of Delhi Division.


S.No.	Zonal Railways/PU	Delhi Division/Northern Railway
1.	Subjects	Digital Initiatives, Improving customer Experience & Revenue Enhancement.
2.	Title	Railway passenger Information & entertainment system through Hot spot over Stations.
3.	Description Unified	The services was introduced / allotted (to M/s. Cyrus Entertainment) for deliver Passenger information (Train Arrival / Departure Information, Change in Platform for trains, Waitlisted ticket Information etc.) and Entertainment contents (Hindi and regional movies, Music, Sports, Popular TV Programs etc.) through Hot-spot, absolutely free of cost. Licensee has the rights to display advertisements during the 30% of the view time of Entertainment content and Passenger Information deliver. The model was also on BYOD (Bring your own device) modal i.e. passenger can get stream through Wi-Fi Hot spot on their respective devices i.e. mobile/laptop etc. The time ratio for display of Railway Information / Entertainment and Advertisement is 70 : 30 in a day at each station i.e. seven slots for Railway Information & three slots for advertisement. Railway earned a revenue of Rs. 35,00,000/- from this project.
4.	Impact	Passengers able to get Railway related information like train arrival/departure and PNR position etc. along with free entertainment system on their own device.
5	Upload Document	
6	Contact person	Sr. DCM/Chg., (Pamcell.dli@gmail.com)

3. Improving Customer Experience

S.No.	Zonal Railways/PU	Ferozpur Division/Northern Railway
1.	Title	Improving Customer Experience
2.	Description Unified	Boards have been displayed at various important stations at prominent places displaying various Railway helpline numbers viz.138, 139, 182, 1091, 1098, 1072, 58888, 9717630982, 1800111321 along with relevant subject information Twitter accounts of DRM/FZR & Sr.DCM/FZR have also been displayed on these boards.
3.	Summary	Provision of Single window unified Board Displaying various helpline numbers
4.	Impact	Improved satisfaction level of the customers.
5	Photograph	

4. Improving Customer Experience

S. No.	Zonal Railways/PU	Ferozpur Division/Northern Railway
1.	Title	Improving Customer Experience
2.	Description	Development of circulating area with plantation and provision of fountain , provision of AC waiting rooms and steel benches along with cleanliness round the clock. Provision of water coolers and benches on platforms .

3.	Summary	Development of Railway Stations, LDH by Shri Ram Sharnam Trust ,LDH.
4.	Impact	Improved the satisfaction level of the customer and saving of Railway Revenue.
5	Photograph	 A photograph of a railway station area. In the foreground, there is a grassy field with a black metal fence. In the middle ground, there is a brick wall and some young trees. In the background, a large concrete bridge structure spans across the scene, with a street light visible on top. The sky is overcast.