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August 31st

The Selected Ideas Receive Cash Support Of



₹1.5lakh



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FOR QUERIES AND SUPPORT, WRITE TO

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Executive Summary

RTC Buses are the most widely-used form of public transport in the India serving cities as well as suburban and rural areas. They are also the most cost-efficient and flexible form of public transport, When you consider that, most people use private transport whether it maybe Ola , uber ,Autorikshwa or every other private transport due to motives we don't realize when will the bus comes , loss of endurance or to avoid crowd adventure to conquer these problems we are able to inbuilt GPS tracker in each bus to offer the precise place of required bus for passengers and additionally QR scanner based ticket purchase.

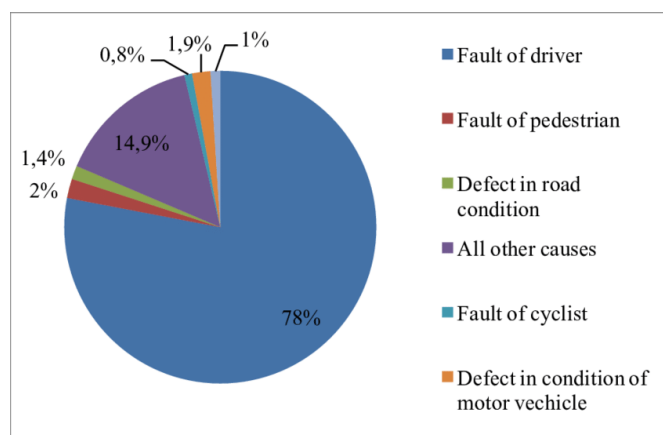
Business Description

To increase the revenues for public transport system ie. RTC buses by imparting beneficial services to passengers.

Many passengers shifting from public transport to private transport and self transport due to they don't realize when will the bus comes .To overcome the issues facing with the aid of passengers through waiting lengthy hours in bus stops for bus , with the help of Gps tracker on each bus to locate the proper location of bus correctly in the Smartphone itself. Additionally the organization provides Qr scanner based ticket purchasing and They might provide brief occupancy of bus on every stop on Google map app or Rtc app itself. No person will pick out non-public shipping in the event that they know while will bus comes.

Mission

Our motive is that passengers should be provided with most cost-efficient and flexible form of public transport with safety. Many accidents on avenue takes place because of self riding automobiles



Services Line

Service Offerings

QR SCANNER BASED TICKET PURCHASE –

The bus conductor will be provided with a QR scanner and passengers will scan and pay to buy a ticket, and give offers and discounts to attract customers. It will be a great move to attract customers in this digital India. Our reason to introduce these QR scanner based ticket purchasing is to remedy the change issues while buying a ticket hence many passengers are using digital currency usually. A few customers might not be familiar with digital money therefore they are able to use traditional method to buy a ticket.

OCCUPANCY OF BUS;

They might provide brief occupancy of bus on every stop on app itself, by that passenger could decide whether to board bus or not.

Market Analysis

Target Market

To draw the passengers who use personal or private transport in place of public transport via offering with low-cost ticket and services. And to create a habit for each passenger to use public delivery in an effort to create an extremely good effect on self riding fuel consumption and additionally controlling of accident rate due to self riding through preserve sources including petroleum sustainably.

Competitor Analysis

Ola, uber and a few different personal buses have been taking half of the percentage of transport market in India they're driven with huge marketplace shares due to the services and facilities they're providing.

- **Comparative Strength** – most cost-efficient and flexible form and safety.
- **Comparative Weakness** – fail to provide attractive services to passengers.

Competitor Name	Strength(s)	Weakness(es)
Private buses	services	High ticket price
Taxis	Exact point pickup	High charges
Autorikshaw	Exact drop point	Not safety

Marketing Plan

The cost efficient ticket prices and protection transport itself is tremendous pass to attract passengers.

Financial Considerations

RTC revenue sees 1.5 cr per day according to Times of India ; march 14 2020 statistics .

Startup Costs

When you consider that in Telangana itself their are 9,384 TSRTC buses present on account that every bus have to be in-built with GPS tracking device to offer uninterrupted carrier for the passenger and one unit of GPS tracking device cost almost 1500 rupees .

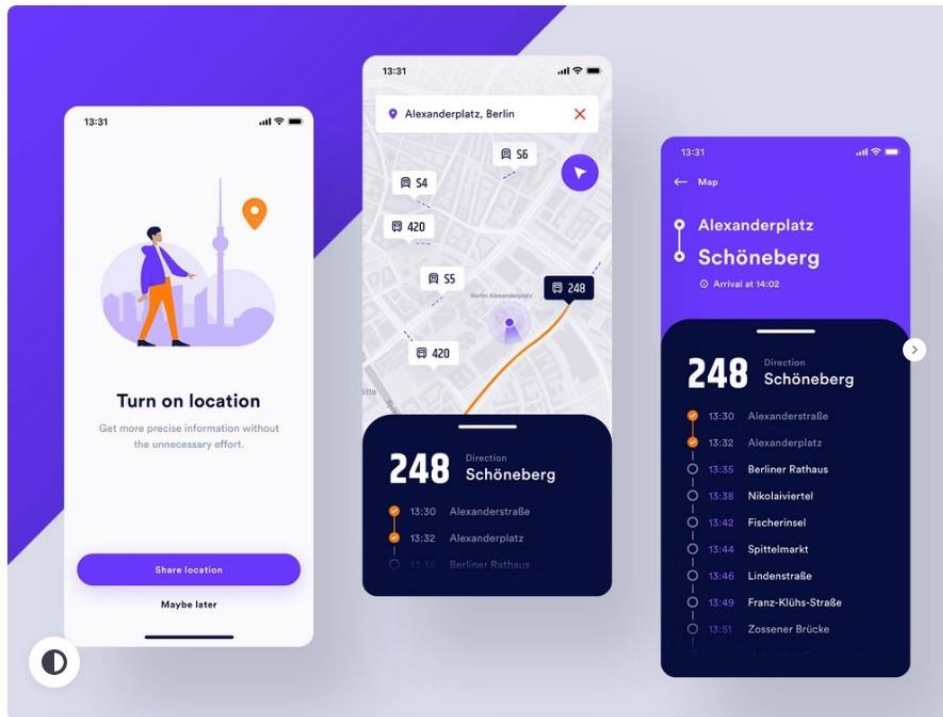
Funding Requirements

To start with it is required 10,00,000 amount to experiment upon the 10 percentage of TSRTC buses to see the result.

Perhaps, the built in of GPS tracking device in every TSRTC bus is more money ingesting process subsequently, these will circuitously generate big revenues to TSRTC through their service to passengers indirectly by shifting private and self transport passengers to public transport . The total project fee is around 1 day revenue of TSRTC.

Appendix

- Floor plans



The above attached image depicts the similar interface of our service in google maps and TSRTC app to locate the precise place of required bus for passengers in smartphone .