

S.K. Lohia
OSD(UT) & Ex-Officio Jt. Secretary



भारत सरकार
शहरी विकास मंत्रालय
निर्माण भवन

GOVERNMENT OF INDIA
MINISTRY OF URBAN DEVELOPMENT
NIRMAN BHAVAN

नई दिल्ली - 110011
New Delhi - 110011

D.O. No. K-14011/9/2011-MRTS
Dated: 5.8.2011

Dear Madam,

In the last decade, there is a realization among the States and Municipal bodies responsible for providing urban transport that adequate professional skills do not exist to combat the growing transportation problems in their jurisdictions. The Ministry of Urban Development has accordingly initiated a capacity building scheme to improve the needed capacity for regular skill development of public officials, other public functionaries and urban professionals in the field of urban transport to be able to find solutions for these problems and apply the skills in planning. Such National individual Capacity Development initiatives will help the government at the Central, State and city levels to strengthen the core functions necessary for efficient administration of Urban Transport. Institute of Urban Transport (IUT) India has been entrusted with managing the sub component.

2. In line with the above objective, the IUT now proposes organising a two day workshop on **Marketing & Communications Workshop for Public Transportation Projects** in association with Embarq. The objective of the programme is as under:

Raise the understanding of marketing and communications principles amongst various stakeholders including bureaucrats, senior officials from various agencies like transit agencies, municipal authorities, development authorities that work on public/mass transport projects. Officials associated with transportation projects in Indian cities, should see marketing and communications as an important and vital element of the transportation project, which is necessary for successful operations.

3. It has been noted that there are a number of Indian cities currently planning Metro Rails, Bus Rapid Transit System (BRTS), Modern City Bus Service, Mono Rail and other forms of public transport. In the planning of public / mass transportation projects, marketing and communications is usually an afterthought, increasing the risk that a project doesn't secure both political and public support. In the public sector, there is a deficit of knowledge on marketing and communications topics. The workshop aims at addressing the above deficiency.

4. The workshop will be conducted at Jaipur from the 25th to 26th August, 2011. A tentative workshop programme is attached. The programme will be residential and all costs of participation including boarding and lodging will be met by the organisers. Costs of travel from the place of posting of officers and back will however, will have to be borne by the organisers sponsoring the nomination. The number of participants will be 25.

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5. Nominations are invited from the senior functionaries of the following organisations for participation in the workshop:

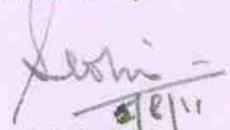
- (1) Marketing / operations division of Metro Rail Project (under implementation),
- (2) SPVs of various BRTS Projects (under operation & implementation),
- (3) SPVs of various City Bus Operation supported under JNNURM program,
- (4) Marketing/Operations head of State Transport Undertakings /Bus Operating Companies like BMTC, DTC, APSRTC etc
- (5) Agencies involved in development/implementation of Sustainable Urban Transport Projects (SUTP)
- (6) State Governments, municipal authorities etc.

Consultancy Firms are also encouraged to participate in these programmes who would, however, have to bear full cost of the programme (Rs. 30,000).

6. Nominations of the officials for participation in the programme may be sent to Shri K.S. Saha, Senior Training Co-ordinator, Institute of Urban Transport, 2nd Floor, G.Wing, NBO Building, Nirman Bhavan, Maulana Azad Road, New Delhi-110011 in the form enclosed so as to reach him by 18th August, 2011. The applications may also be sent by e.mail at iutindia@gmail.com or by fax at 011-23063499. It may please be ensured that officials nominated are not withdrawn.

Encl: As above.

Yours sincerely,



(S.K. Lohia)
OSD(UT) &

Ex-Officio Jt. Secretary

Proforma for nomination for the Workshop on Marketing and Communications for Public Transport Projects, from 25th to 26th August, 2011 at Jaipur to be organized by the Institute of Urban Transport under the GEF-SUTP project

1	Name	
2	Age	
3	Educational qualification	
4	Designation	
5	Area of work of the official	
6	Organisation/Department/State Government	
7	Past experience in the area of Urban Transport	
8	Official address	
9	Residential address	
10	Tele, Fax, e-mail and mobile, if any	