



सत्यमेव जयते

भारतीय रेल परिवहन प्रबन्धन संस्थान

भारत सरकार - रेल मन्त्रालय

Indian Railways Institute of Transport Management

(Government of India - Ministry of Railways)



उत्तमं कर्म उत्तमम्

No. IRITM-TRG/Online/NFR/03

PCPO
 Ano
 25/5/2022

Dt : 24.05.2022

To,

General Managers of all Zonal Railways, DG/RDSO, DG/RHS/RB & DG/RPF/RB
 General Managers/CAOs of all Railway PUs
 PCOMs, PCCMs, PFAs, PCEs, PCMEs, PCEEs, PCSTEs, PCMDs, PCMMs, PCPOs,
 PCSOS, PCSCs/RPF & CPROs of all zonal Railways.

Sub: In-service - Multidisciplinary **Online** -Training program on "**Marketing & Non- fare Revenue (NFR)**" for in-service officers from JS to SAG.

Indian Railways Institute of Transport Management (IRITM), Lucknow is organizing a five-days **online** training Programme on "**Marketing & Non- fare Revenue (NFR)**" from **June 20 to June 24, 2022**. Programme is open for all departments and all grades of officers i.e. JS/SS/JAG/SG/SAG.

Speakers from various organizations including Indian Railways and academic institutions having expertise in their respective fields are being invited to address the participants.

It is requested to nominate 5 to 6 officers from Junior Scale to SAG for above mentioned training programme. Details of nominated officers may be communicated as per **Annexure-I** through fax at 0522-2451964/2451940 or email at richa.sharma87@gov.in or ssvprasadiritm@gmail.com or at whatsapp number **7007077604**. Nominations may be advised by **17.06.2022** to ensure completion of **registration formalities**.

For attending the training programme, trainee officers must have access to Broadband Internet connection and Laptop/Desktop (with microphone and webcam). Officers will be required to install Cisco Webex in their laptop/PC/Mobile for online sessions. **They shall not travel to IRITM, Lucknow for this programme.** It is mandatory for each participant to be spared to attend online classes. They need to be relieved from their regular work for the duration of the course.

The programme details are also available on the IRITM website www.iritm.indianrailways.gov.in.

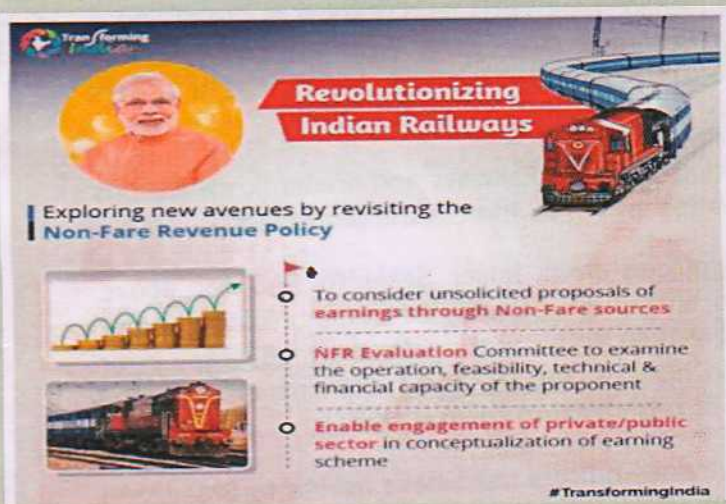
(Richa Sharma)

Prof. Commercial & Management
 & Course Director

Indian Railways Institute of Transport Management, Lucknow

Multidisciplinary Training Programme for In-Service Officers on
“Marketing & Non-Fare Revenue (NFR)”
Course Director: Mrs. Richa Sharma (Prof. Commercial Management)
Course Coordinator: Shri S.S.V Prasad

Overview: In the transportation sector, Indian Railways is facing stiff competition from other modes of transportation such as Roadways and Airways. In such a competitive business environment, Marketing is a critical tool to introduce and familiarize the potential customer of the services that the Railways provide and the additional benefits it has to offer. Good Marketing delivers complex rules and regulations in simpler terms to the customer and advertise our transportation products in attractive ways. In addition to Marketing, Non Fare Revenue is the other prong of the two pronged strategy to make Railways profitable. Railway Officers must keep abreast of the latest developments in these areas and also learn from each other’s experiences.



Revolutionizing Indian Railways

Exploring new avenues by revisiting the Non-Fare Revenue Policy

- To consider unsolicited proposals of earnings through Non-Fare sources
- NFR Evaluation Committee to examine the operation, feasibility, technical & financial capacity of the proponent
- Enable engagement of private/public sector in conceptualization of earning scheme

#TransformingIndia



Increasing non-fare revenue for Indian Railways

Objectives of Course: Objective of the program is to familiarize the participants with the latest developments in the field of Marketing and NFR within the Railways within a conceptual framework.



Brief Content and Delivery: The programme will cover all important aspects such as Marketing Tools and Strategies, Passenger service marketing, Freight Marketing, Pricing trends, Private investment in Goodsheds and Trains, NFR perspectives from Station, Station Redevelopment etc.

Who should attend: Railway Officers from all cadres from JS to SAG.

Course duration: 5 days

Timings: 9.30 to 16.15

For more information, please visit our website: iritm.indianrailways.gov.in
Indian Railways Institute of Transport Management (IRITM), Lucknow
Contact: - Hardoi By-Pass Road, P.O. Manak Nagar, Lucknow-226011
Tele: DoT -0522-2451942, Mobile-7007077604

 सत्यमेव जयते	<p>भारतीय रेल परिवहन प्रबन्धन संस्थान भारत सरकार - रेल मन्त्रालय</p> <p>Indian Railways Institute of Transport Management (Government of India - Ministry of Railways)</p>	 IRITM रेल मंत्रालय, भारत सरकार
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RULES FOR ONLINE CLASSES

01. Participants should keep the camera in on-position during the class. In absence of this participants will be marked absent. Participants must maintain punctuality.
02. Participant may ask question to VL either through chat box or as and when VL ask for any clarifications.
03. If there is any technical problems in network it must be raised in whatsapp group created for the course participants. Concerned person from IRITM will attend the problem and contact the participants.
04. Even though it is online course, it is expected that participants will be attentive in class and shall not indulge themselves in office working. If attending from home, they will be in proper dress and official etiquettes must be maintained.
05. All presentations will be shared in group at the end of the course.

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Annexure-I

NOMINATION FORM

Name of the training program: "Marketing & Non- fare Revenue (NFR)"

Duration: June 20 to June 24, 2022.

Mode: -ONLINE (Through Webinar)

Webinar Platform: Cisco Webex.

The Course Director: Mrs. Richa Sharma, Professor (Commercial Management)/Mobile no.9794862007
 Indian Railways Institute of Transport Management (IRITM), Lucknow.

The following officers have been nominated to attend **online** training program on "Marketing & Non- fare Revenue (NFR)
 Multidisciplinary online course, duration: June 20 to June 24, 2022"

SN	Names & Details
1	Name :
	Designation & Place of Posting :
	e-mail ID : CUG number :
2	Name :
	Designation & Place of Posting :
	e-mail ID : CUG number :
3	Name :
	Designation & Place of Posting :
	e-mail ID : CUG number :
4	Name :
	Designation & Place of Posting :
	e-mail ID : CUG number :
5	Name :
	Designation & Place of Posting :
	e-mail ID : CUG number :
6	Name :
	Designation & Place of Posting :
	e-mail ID : CUG number :

(Signature & Stamp)

Note: For any further information or query, Course Coordinator Mr. S.S.V.Prasad (Mob.7007077604) may be contacted.

Campus: Hardoi By-Pass Road, P.O. Manak Nagar, LUCKNOW-226011
 Tele: DoT - 0522-2451942 FAX : 0522-2451964/2451940