

Urban Transportation

February 4-6, 2019



Executive Education
Indian Institute of Management Ahmedabad

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Urban transportation plays a key role in urban development. It facilitates the smooth movement of goods and people within cities. As per the 2011 census, the urban population in India in 2011 was 360 million (m), constituting 30 per cent of the total population. It grew from 159 m (23 per cent) in 1981. It is projected to grow to 820 m (46 per cent) by 2051. The burgeoning urban population in rapidly expanding cities has resulted in growing urban travel demand. A variety of transport modes, both private (walking, cycling, two-wheelers, and cars) and public (para transit, buses, BRTS, light rail, monorail, suburban rail and metro) are used to meet these travel needs.

Travel demand is determined by a number of factors, the primary one being the size of the population. Other determinants include per capita trips and the average trip length. Urban travel demand tends to grow faster than the population due to increase in per capita trips (1.3 in 1982 had risen to 1.6 in 2008) caused by a growing economy and the longer trip lengths necessitated by expanding city size.

Some of the consequences of an unchecked travel demand are congestion and pollution. During 1981 to 2008, the number of vehicles in India increased by 19.7 times, from 5.4 m to 106.7 m, whereas the population increased by 1.7 times. Of the vehicles in 2008, 72 per cent (77 m) were two wheelers, 13 per cent (14 m) were cars, jeeps and taxis, and 5 per cent (5 m) were goods vehicles. Just over 1 m were buses. Of the total vehicles, 32 per cent were in the top metropolitan cities which constituted 11 per cent of the population. Cities without good mass transit system, like Delhi, Chennai, Hyderabad and Bangalore, showed a higher growth rate in vehicular population as compared to those with mass transit systems. Average vehicular speeds in many of these cities were as low as 10 kmph during peak hours. Additionally, only 28 of India's 88 cities with a population of more than half a million have any formal public transportation system. The share of public transport buses has declined to 0.9 per cent of total vehicle in 2008 from 11.1 per cent in 1951. The increased use of private means of transportation is a major factor adversely impacting energy use and environmental quality.

It is an accepted fact that the solution to rapid urbanisation is to increase public transport supply and quality. This also has implications on sustainable land use and transport planning, including encouraging pedestrian and non-motorised transport, and environment friendly para transit.

In order to tackle the increasing urban transport problems, the National Urban Transport Policy (NUTP) was launched in mid-2006 by the Ministry of Urban Development (MoUD) to motivate people centric urban transport solutions instead of focusing on improving the identified a wide spectrum of public transport technologies ranging from the high capacity metro systems (Delhi, Hyderabad, Mumbai, etc) to medium conditions for Private motor vehicles. The NUTP has identified capacity bus rapid transit systems (Delhi, Ahmedabad, Jaipur, etc), apart from the exiting suburban rail and bus systems. Also, the MoUD has launched two reform oriented missions called the Smart Cities Mission and the Atal Mission of Rejuvenation and Urban Transformation (AMRUT) to provide financial assistance to cities for various urban development projects including urban transport. Public private partnerships are emerging as a key instrumentality for effective development and delivery. With an estimated provision of Rs. 50,000 crores for a period of seven years, the JNNURM is the single largest central government initiative in the urban sector.

While there are various initiatives, there is need for continuous policy review, coordination among policy makers at various governmental levels, and strategic thinking among the senior management of the various current and new organizations emerging to execute and manage urban transport projects and systems.

In this context, it is felt that a management development programme could be a significant vehicle to enable strategising and sharing among key functionaries involved in Urban Transportation.

Objectives

- To explore the policy and regulatory environment influencing urban transportation
- To enhance strategic decision-making skills through analysis and integrated perspectives.
- To understand core general management concepts as applicable to urban transportation.

For

- Policy makers and regulators in the urban transport sector, including at the central, state and local government levels.
- Senior management of urban transport organisations, including metro, mono rail, suburban rail (Indian Railways and its subsidiary organisations), BRT and bus transport systems.
- Senior management of technology and equipment suppliers to urban transport systems.

Contents

- Policy, regulatory and technology environment.
- Environmental issues including energy, pollution, safety, land acquisition, etc.
- Strategic management including public private partnerships, concession agreements, technology choice and procurement, route design and inter modal coordination.
- Marketing management including revenue management, customer service and service quality.
- Operations management including resource scheduling maintenance planning etc.
- Financial management including sourcing of funds, investment analysis, accounting and fare fixation.
- Human resources management.
- Information and Communication Technology, and management.

Programme Faculty

- N., Sundaravalli (Faculty Chair)
Email: sundaravallin@iima.ac.in
and other faculty members from IIMA / Industry.

Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **January 21, 2019**. The last date for early bird discount is **January 14, 2019**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.
Phone: +91-79-6632 4461 to 69 and 4472 to 77
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)
Email: exed@iima.ac.in
Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests staying with them during the programme.



Programme Fee and Payment

INR 80,000 plus 18% GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **January 21, 2019**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
Indian Institute of Management Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad (IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance:
Urban Transportation
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit the respective programmes listed on our website www.iima.ac.in/exed

Discount

Early Bird Discount: Nominations received with payments on or before **January 14, 2019** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of the application.

Group Discount: Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (equivalent to MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year, e-Mode (online + campus) Post Graduate Programme in Management (ePGP)

The Institute has about 97 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation



Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

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