

**GOVERNMENT OF INDIA  
RAILWAYS  
LOK SABHA**

UNSTARRED QUESTION NO:2470  
ANSWERED ON:08.12.2005  
MARKET STRATEGY OF RAILWAYS  
Verma Shri Ravi Prakash

**Will the Minister of RAILWAYS be pleased to state:**

- (a) whether the Government is aware that the experts have suggested that the Railways should reorient its marketing strategy in order to retain its pre-eminent status in the National Transport Infrastructure;
- (b) if so, the details thereof; and
- (c) the steps taken by the Government in this regard ?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI R. VELU)

- (a) & (b) No, Sir. However, as part of their own initiative, Indian Railways have been re-orienting their marketing strategies.
- (c) A statement is attached.

STATEMENT REFERRED TO IN REPLY TO PART (c) OF THE UNSTARRED QUESTION NO. 2470 BY SHRI RAVI PRAKASH VERMA TO BE ANSWERED IN LOK SABHA ON 8.12.2005 REGARDING MARKET STRATEGY OF RAILWAYS.

(c) : Initiatives taken by Indian Railways in order to attract additional traffic are as under:

- (i) Wagon Investment Scheme (WIS) have been introduced to cater to the need of increasing freight traffic and demand for wagons.
- (ii) Siding rules have been further liberalized and made more customer friendly to restore the confidence of siding owners and encourage more loading. The concept of assisted siding has been revived. It has been decided that Railways will share the cost of a new railway siding if the industry comes up with a long-term commitment of traffic for 10 years or more, commensurate with the investment of Railways.
- (iii) A new scheme for development of Rail-side Warehousing Complexes through public-private partnership have also been introduced with a view to encourage public-private partnerships. It will provide a single window service to the customers for providing value added service of forwarding, handling, warehousing and road bridging.
- (iv) To capture more traffic Container Corporation of India (CONCOR) is increasing its terminal network and acquiring more wagons to increase its reach in hinterland and augment capacity.

In addition to above, following incentives have also been offered to freight customers in order to attract more traffic.

- (i) Freight Concession in Empty Flow direction of wagon- 20% concession in freight rates have been granted for incremental traffic booked in covered wagons in the notified empty flow directions of wagons for the period from 1.10.2005 to 31.3.2006
- (ii) Special Freight Incentive Scheme-10 % concession in freight rates have been granted to the incremental traffic booked in covered wagons during the period from December 2005 to January 2006.
- (iii) Special Station -to- Station Rate Scheme for covered wagons - 10% concession in freight rates have been granted to the incremental traffic for covered wagons from goods shed for the period 1.12.2005 to 31.01.2006.
- (iv) Mini Rake Scheme - Mini Rake Scheme, which permits the granting of trainload benefit for running of 20 and more covered wagons, has been extended upto 31.03.2006.