

Proposed Solution

S.No.	Parameter	Description
1	Problem Statement (Problem to be solved)	Public transport systems often lack digital infrastructure for managing schedules, employee data, ticketing, and route analysis, leading to inefficiencies.
2	Idea / Solution description	A cloud-based CRM platform built on Salesforce to digitize operations of public transport departments — managing buses, employees, trips, and fare systems.
3	Novelty / Uniqueness	First-of-its-kind CRM tailored to public transport combining real-time data, automation (via flows/triggers), dashboards, and stakeholder access.
4	Social Impact / Customer Satisfaction	Improves commuter experience with better schedule reliability, enhances transparency, and reduces manual errors in management.
5	Business Model (Revenue Model)	Freemium model for government bodies; paid version includes advanced analytics, support, and customization; SaaS subscription-based.
6	Scalability of the Solution	Can be deployed across different cities and transport modes (bus, metro, ferry) with multilingual support and modular add-ons.