

DATAMATICS

TruFare

**AFC SYSTEM
FOR SHRI MATA
VAISHNO DEVI SHRINE**



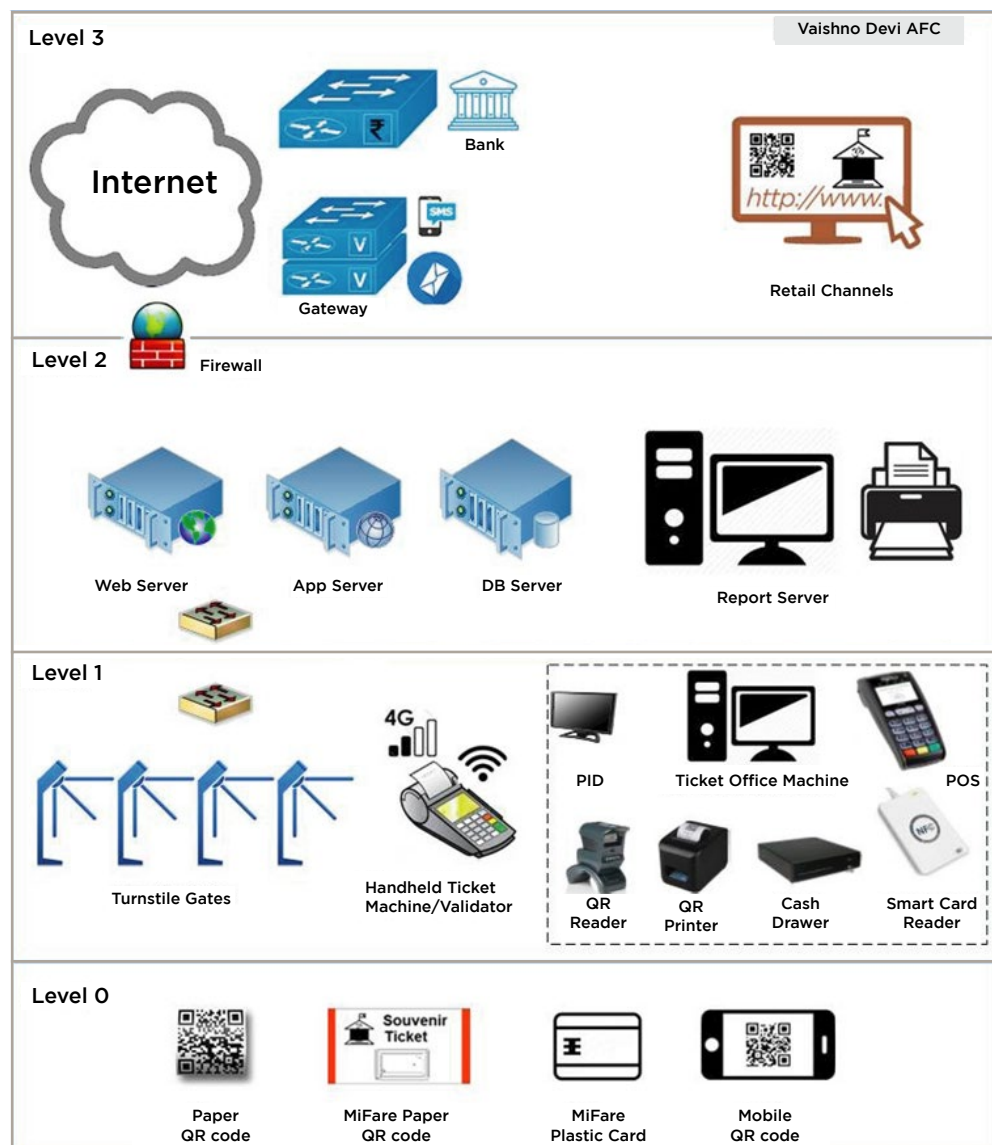
- Automated fare collection to support increasing footfall of devotees
- Restricted access to only authorized personnel with valid ticket/pass
- Prevention of fraud and revenue leakage even in peak seasons

Shri Mata Vaishno Devi Shrine Board (SMVDSB) at **Katra, Jammu & Kashmir**, the trustees of the **Shri Mata Vaishno Devi temple**, have undertaken various welfare schemes for the convenience of the devotees. One of them is the recently built **INR 600 million ropeway project** between Bhawan (the main temple) to Bhairon temple (the final destination on the pilgrimage route). Through the ropeway, SMVDSB has made the **difficult 1.45 km trek** between the two pilgrimage points **highly accessible** to devotees.

The arduous terrain, which took over **3 hours** to cross for young healthy people, can now be completed within **15 minutes** from the **point of ticket booking**. At peak seasons, the ropeway can manage traffic of **800 devotees per hour**. To manage the ticketing of this traffic, SMVDSB has installed **Automated Fare Collection (AFC) Systems** along with **turnstile gates** at three locations – Shri Mata Vaishno Devi Bhawan (Near Manokamna Bhawan), Bhairon Temple, and Niharika Bhawan, Katra.

DATAMATICS IMPLEMENTS TRUFARE, AFC SYSTEM FOR SMVDSB

With an extensive experience of working with leading AFC system integrators in Europe, USA, and Asia Pacific, installing front-end AFC systems, and setting-up back-end server operations, Datamatics has installed **TruFare, state-of-the-art AFC System** with **Contactless Smart Card technology**, for **SMVDSB**. Following overview diagram depicts the system architecture for the project:



The devotees/passengers are charged fare using the check-in/check-out method. The check-in transaction is registered when the passenger enters the paid area through an automatic gate. The price of the trip is calculated and the fare is paid during the check-out transaction when the passenger exits the paid area through an automatic gate.



Fare media used are -

- Contactless Smartcard (CSC)
- Contactless Smart Tickets (CST)
- QR Codes/ Paper tickets
- QR Codes/ Mobile ticket

Fare media is checked at entry gates only. Secure keys and validation checks are used to eliminate fraud. Only valid ticket holders of the fare media are allowed entry at any ropeway terminal. Tickets are issued on fare media from Ticket Office Machine (TOM), handheld devices, and internet website. **Tickets on fare media are validated through automatic gates and handheld devices.**

BUSINESS IMPACT OF AFC ON ROPEWAY

- >> Automated the fare collection process for a pilgrimage route, which is tread by 800 passengers per hour in peak seasons
- >> Reduced waiting time in queues for ticket booking to support increasing footfall
- >> Restricted access to only authorized persons, who have purchased the valid ticket
- >> Prevented fraud in revenue collection or double access entry on same ticket
- >> Established a future-proof and scalable AFC system to handle 10x higher pilgrim load



KEY AWARDS & RECOGNITIONS

2018



CIO Choice 2018 – Artificial Intelligence, Business Intelligence & Doc. Mgmt.



7th Global Economic Summit 2018 – Services Category



NASSCOM Analytics Challenge 2018 – Fraud Detection Solution

2017



GT-CII India Meets Britain Tracker 2017 - Fastest Growing Indian Company in the UK



ICICI Prudential Annual TATVA Awards 2017 - Best Service Provider



Asian Banker Technology Innovation Award 2017

ABOUT DATAMATICS

Datamatics is a technology company that builds intelligent solutions for data-driven enterprises to improve their productivity and customer experience.

The company portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics, which are powered by Artificial Intelligence.

Datamatics also has established products in Robotics

Process Automation, Advanced Analytics, Business Intelligence and Automated Fare Collection. Datamatics services over 450 clients across diverse verticals including Banking & Financial Services, Insurance, Manufacturing, Transport, Travel & Hospitality, Media & Publishing, Retail, and e-Commerce. Headquartered in Mumbai, the company has strong presence in the USA, Australia, Asia, Europe, and the Middle East with global employee strength of 10,000+.

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website: datamatics.com | email: business@datamatics.com

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