

# MARKET ANALYSIS

## Trends

- **Technological Advancements:** The integration of Bhashini's multilingual capabilities into the platform allows users to file complaints in regional languages, thus expanding its reach across India's diverse linguistic landscape. This move is aimed at increasing user engagement and improving service for non-English-speaking passengers.
- **User-Friendly Interface:** RailMadad has expanded its digital footprint with the launch of a dedicated mobile app, website, and a 139 helpline, which allows passengers to track the status of their complaints and get real-time updates.
- **Wide Coverage of Complaints:** The platform handles a broad range of issues, from train delays to facilities like water supply, food quality, and medical assistance. It also supports diverse complaint categories such as luggage theft, ticketing issues, and accessibility for Divyangjan (differently-abled passengers).
- **Passenger Trust and Awareness:** The platform's growing success is attributed to its easy accessibility and the efforts to raise awareness among passengers. This has helped restore passenger faith in the grievance redressal system, with Eastern Railway focusing on providing a smoother, more transparent passenger experience.

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Department	HOD	Divisional manager	Function
Stores	Principal Chief Materials Manager (PCMM)	Sr. Divisional Material Manager	Material stores for maintenance of infrastructure
Mechanical	Principal Chief Mechanical Engineer (PCME)	Sr. Divisional Mechanical Engineer (Diesel)	Maintenance of diesel locomotives
		Sr. Divisional Mechanical Engineer (Carriage & Wagon)	Maintenance of rolling stock
Electrical	Principal Chief Electrical Engineer (PCEE)	Sr. Divisional Electrical Engineer (General)	Maintenance of station lighting and power supply
		Sr. Divisional Electrical Engineer (Traction distribution)	Maintenance of overhead equipment
		Sr. Divisional Electrical Engineer (Traction rolling stock)	Maintenance of electric locomotives and Multiple units
Signal & Telecommunication	Principal Chief Signal & Telecom Engineer (PCSTE)	Sr. Divisional Signal & Telecommunication Engineer (DSTE)	Management of the signalling and telecommunication infrastructure
Engineering	Principal Chief Engineer (PCE)	Sr. Divisional Engineer	Maintenance of fixed assets
		Sectional Sr. Divisional Engineer	
Operations	Principal Chief Operations Manager (PCOM)	Sr. Divisional Operations Manager	Train operations
Accounts	Principal Financial Advisor (PFA)	Sr. Divisional Finance Manager	Accounting and financials
Commercial	Principal Chief Commercial Manager (PCCM)	Sr. Divisional Commercial Manager	Passenger ticketing, checking, freight booking and fare collection
Medical	Principal Chief Medical Director (PCMD)	Chief Medical Superintendent	Providing medical facilities
Safety	Principal Chief Safety Officer (PCSO)	Sr. Divisional Safety Officer	Safety of train operations
Personnel	Principal Chief Personnel Officer (PCPO)	Sr. Divisional Personnel Officer	Human resources
Security	Principal Chief Security Commissioner (PCSC)	Sr. Divisional Security Commissioner	Security of railway material, passenger and belongings
Management	Additional General Manager (AGM)	Divisional Railway Manager	Management of all departments

[https://en.wikipedia.org/wiki/Indian\\_Railways\\_organisational\\_structure](https://en.wikipedia.org/wiki/Indian_Railways_organisational_structure)

# QUANTITATIVE ANALYSIS

## Trends

### 1. Resolution Metrics

- **Average Resolution Time:** Based on similar government grievance platforms, let's estimate an average resolution time of 48 hours for general complaints.
- **Satisfaction Rate:** Estimated around 80% for resolved complaints, based on typical public service satisfaction rates in India.
- **Complaint Tracking:** Assuming that around 95% of lodged complaints are successfully tracked and resolved (as per the RailMadad system's promise of transparency).



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### 2. Cost Analysis

- **Cost per Complaint Handling:** Government grievance handling systems typically incur a cost per complaint ranging from ₹10–₹50 (including personnel, technology, and communication).
  - Assuming an average cost of ₹30 per complaint:
    - \*Daily Cost:  $20,000 \times ₹30 = ₹600,000$
    - \*Annual Cost:  $7,300,000 \times ₹30 = ₹219,000,000$  or ₹21.9 crores
- **System Maintenance and Development Cost:** This includes app and web maintenance, server costs, and occasional upgrades, likely ranging from ₹5–10 crore annually.

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### 3. Cost Savings

- **Reduction in Manual Handling Costs:** RailMadad helps digitize grievance resolution, reducing the reliance on physical help desks, leading to savings of 20-30% in manual handling costs. For example, with annual manual handling costs around ₹50 crore, a 25% reduction could save ₹12.5 crore annually.
- **Savings from Proactive Issue Resolution:** RailMadad's data analytics proactively address recurring issues like cleanliness and punctuality-related repairs, potentially reducing repair costs by 5-10%. With annual costs of ₹200 crore for recurring issues, this could save up to ₹20 crore annually.

**4. In RailMadad, almost 94% complaints get resolved within 2-3 hours. Also, due to its ease of accessibility, the volume handled every day in RailMadad (over 3000 grievances per day) is double of that in earlier systems, over 90% of which get resolved in less than 2 hrs.**

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### 5. User Satisfaction Metrics

**Satisfaction Improvement Target:** If RailMadad continues to improve its response time and resolution quality, satisfaction rates could reach 85-90% in the next few years.

**Impact on Railways' Brand Perception:** A 90% satisfaction rate could contribute to improved public perception, potentially leading to a 1-2% increase in rail travel preference, impacting revenue positively.

**6. Railways have been able to save about 27,720 man-hours per month as a result of direct complaint assignment to relevant entities and the availability of integrated MIS.** These man hours were previously wasted on preparing MIS40 reports on complaints across channels and reporting complaints to the relevant point of contact.