COMMON CARD PAYMENT SYSTEM

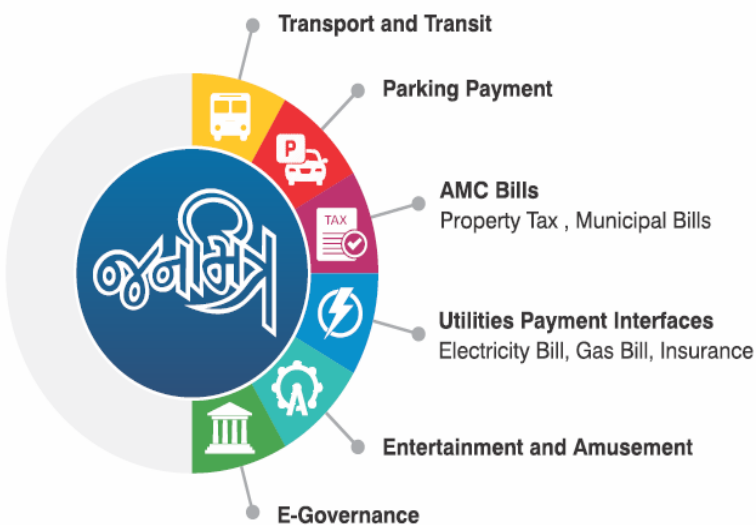**A step towards green travel**

Common Card Payment System (CCPS)

Ahmedabad Municipal Corporation (AMC) is the prime governing body responsible for the civic infrastructure and administration of the city of Ahmedabad. AMC has formed a separate Special Purpose Vehicle (SPV) Smart City Ahmedabad Development Limited (SCADL) for the implementation of various ICT smart city projects and one such project Common card payment system (CCPS). AMC have launched open loop smart card known as Janmitra card with an aim to offer citizens of Ahmedabad a common platform for payments. This project is bringing enormous ease to the citizens by way of paying electronically using smart card for services such as property tax, AMC bills, electricity bills, restaurants bills, city transport etc. This project is based on public private partnership model where SCADL partnered with ICICI bank on a unique model and the entire implementation cost would be bared by ICICI bank in lieu of very miniscule revenue percentage for non-transit expenditure.

Unique features of the card includes:

- 10% discount to be given to the passenger who are using Janmitra smart card
- 40% discount for students / handicap people on BRTS travel fare on personalized cards.
- Discount / offers on selected Food & Beverage Outlets
- 2MBPS high speed free Wi-Fi access on 145 BRTS stations.
- Top up facility on Janmitra cards can be done at all 157 BRTS stations as well as 300 Plus EASYPAY outlets spread across Ahmedabad.
- Chip card issued with PIN/Password protection.
- This card is used for making property tax payment at 58 AMC Civic centers and around 300 + easy pay outlets across the city.
- 24*7 Janmitra call Centre number - 18002669849

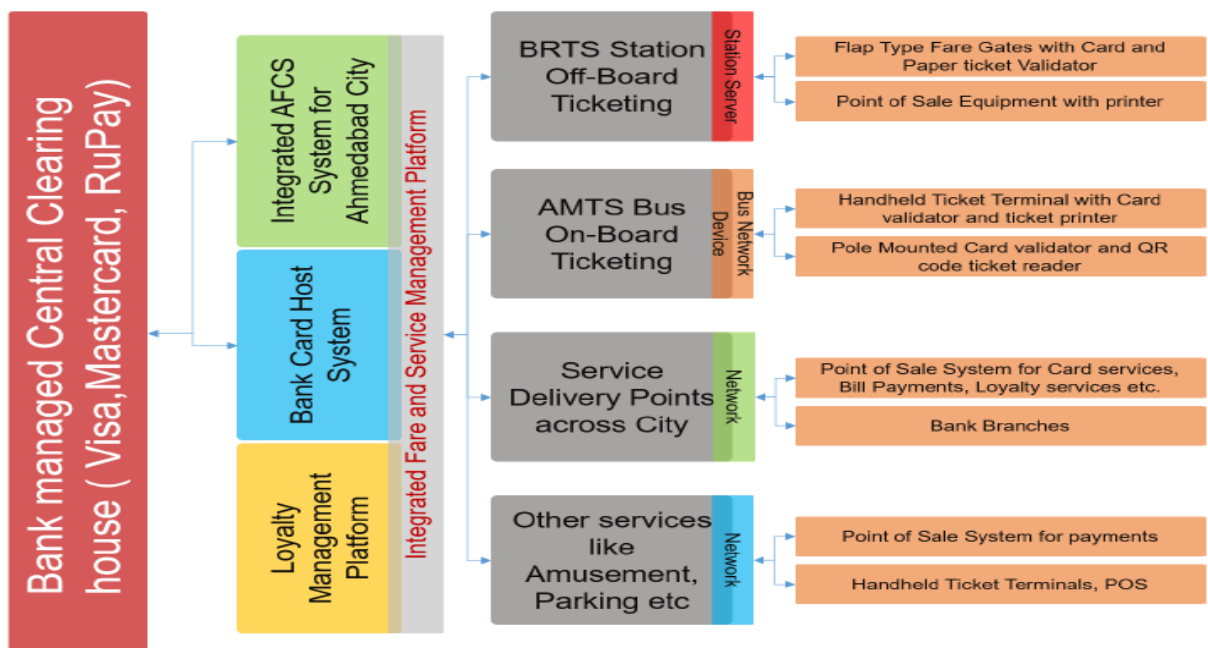Acceptance points of Janmitra Card

Janmitra Card

Project Goals for the city:

- To implement the integrated fare management process for transit services within the city
- Reduce the dependency on cash and lower the cash handling cost
- To integrate, automate and secure the ticketing and payment systems
- Simulate the growth for electronic payments also to increase the ridership on transport systems
- Provide seamless operation with Automatic fare collection system
- Reduce the current manual fare media
- Unify the payments experience by integrating mobile payments

Architecture of the CCPS Project.

The core objective of implementing CCPS is to create an integrated fare collection mechanism using interoperable standards, hence the devices and media used are complementary in nature. The end state of this implementation have integrated fare management and collection regime which renders the services to all types of transit system operated within the city in-order to meet diverse need of commuter and application, following media types are used

- Open loop EMV/RuPay with Contactless Smartcards
- QR code based Paper Tickets
- Mobile application based ticketing using QR code
- Mobile Wallet integration with pre-paid account

This card enables access to electronic payment infrastructure services to all strata of society and make itself available at every nook and corner of the city. It also aids in green travel initiative. Commuter can use CCPS payment instruments for travelling from one place to another without getting into long queues to buy tickets through cash. This project is bringing a behavioral change In the citizens and minimizing the cash transactions across the city also absorption of this payment scheme is reducing the leakages in the system as every transaction under this system have an electronic footprint.

Janmitra Card is used in buying

Use of Janmitra Card on BRTS station

Benefit envisaged

- Single ticket for multi modal journey through QR Coded tickets /smart cards enhances ease and saves passenger time. This eliminates the ticketing queue at BRT stations.

- Cashless travel services and seamless travel integration by facilitating single payment instrument for BRTS and AMTS have enhanced the passenger experience in Public Transport and is reducing the leakages in the system

- This project is a Green travel initiative as it is reducing the dependency on cash
- Janmitra card is designed with open standards data format which can be easily extended to other modes of transport within the city like auto rickshaws, taxi, metro etc.
- This is a Chip based card issued with PIN/Password protection which ensures cards are secured and cannot be duplicated or counterfeited.
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The Grand Launch

Hon'ble Minister Venkaiah Naidu launched the Janmitra Card on 24th June 2017 A unique and first of its kind open loop smart card in India which is a one stop solution for all the payment needs of the citizens for both transit and non-transit services

Launch of Janmitra Card