Episode 6
Effective Communication and Outreach for Sustainable Mobility

In discussion with:

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Gerald Ollivier, Lead Transport Specialist, The World Bank

REGISTER NOW!
24th JUNE
3:00 pm (IST), Wednesday

Presented By:

Knowledge Partners:
THE GROWTH STORY SO FAR

**Average Daily Ridership**

Avg. Monthly Ridership: 33k (May) to 101k (Jan)

**Average Daily Revenue**

Avg. Monthly Revenue: 5Lacs (May) to 12 Lacs (Jan)
THE MO BUS STORY

Best City Bus Service Project Initiative Of India Urban Mobility India Expo 2019, Govt. Of India

Marketing Campaign of the year in Odisha 2019

Best Consumer Connect Brand of Odisha 2019
An Independent Communication Cell is a must for a Public Transport Organisation

Communication Team can’t work in isolation, it has to work in collaboration with Operations team

Our team visits depots, BQS, travels in buses as Mystery Passenger at least twice in a week

We built a positive perception of the Brand “MoBus”

We built “CRUT” as a consumer centric responsive brand

We did a Transformation from slow to an agile, youthful brand
“Think Global, Act Local”
Let the design be of international standards however it has to be bilingual & an average Odia Customer should easily use it.

- Route Maps has been prepared in Two languages viz Odia and English
- Route Maps, Route Names has been installed in all 200 BUS QUEUE SHELTERs
• 15th August Freedom Monthly Pass (Physical) was launched

• **Objective**: Helping Non Smartphone Users

• By 15th October, we added additional 6k Passengers

• These passes added more than 12k Riders in 100 days

• The Ground Level Activation Brought Back lots of confidence among commuters & they were retained as daily commuter for months

• Always stay closer to the passenger & understand their Need, Want, Desire
CUSTOMER FRIENDLY INITIATIVES

SERVICE BEYOND DUTY

CRUT went beyond its call of duty in picking up 50 school students from their hostel at Bhingarpur in Balianta area in the outskirts of Bhubaneswar and helped them reach their Math Olympiad examination centre at Kendriya Vidyalaya-I on 11th August. The village is not connected with city bus route but the Mo Bus team sent two empty buses to the village to bring the students to enable them to appear for the examination. Later after the exam the Mo Bus team also offered food to the students and dropped them off at their hostel.

NEWS ON WHEELS

If commuter is missing out on the daily news update, then the journeys on Mo Bus can be the perfect time to fix this. In a value added initiative- Newspaper on Wheels” CRUT is providing Odia and English newspapers to its commuters while they ride in Mo Buses. This initiative was started on September 1, 2019 with a leading national English newspaper in Air Conditioned buses. From October 2, 2019 riders are getting Odia newspapers as well.

Arun Bothra
@arunbothra

Dear Tushar

It will be changed by 10 minutes. Within this week. You don't need to walk to next bus stop. We want you to save time & use it for studies.

Nothing is more important than supporting students & young people like you. It will be done.

Blessings to you & your friends.
t.co/VFqTlrXrnh
Games of MoBus

About Us

Hello and welcome to Games of MoBus.

Dear Commuters,

You are missing travelling in your favourite Mobus as Covid-19 pandemic-induced social distancing has pushed us to the confines of our own home. As customer caring company, we thought of introducing Games of MoBus to beat the lockdown blues. Play these fun games while you stay at home and maintain social distance.

Games not only brought huge **Brand Recall** but also successfully communicated **Social Distancing Awareness**
MO BUS MO STORY

Sedina Women’s Day thae. Mu mera coaching class jba pain morning 6.30 re OMP kdi leka re Mo bus ku wait karthaas. And babdina bhil thik time mo priya mobus madiga asigala. Khali mate nuhen samastunku window seat bei pasand booth ladies niku be skeptic bhih pasand. Miku jali jaan window seat re bospital. Khichi samaya bus chaala pare conductor bhil ticket pain asile and mu mo purse nu 35 tanti bahara kari kari bhil janaa mate ticket deh kahihi did agi yomna day sehi pain ladies manu niku free. Lile re mate 1st time mate special feel help public place re khali mate nuhen sedina booth suhu ladies niku feel heethi. Aj koli ka whatsapp jamaa re nu imidiate whatsapp re status deekile ki THANKS TO ODIHA GOVT FOR THIS WOMEN’S DAY GIFT. And mara ae post kari venterngal re mo jana bandhithi madhya report kari dhuni-abad jametihile sanakra niku. Aus sedina mu gote jina aurubhike jali juthi neta mantit garlta nika pain ausuthika paika ku bina dawida hadep kari-desanitri writhe a conductor au bus driver bhil mane ladies niku deku daki bus re beasutile etih sarakra nika re seba biiyare abagata karutihile. Mora odihla sanakra au se bhili sachit bhil manu niku praman. Serehnanhu-nu saje jenaka be bus pain gothi alashe prakara amrutha asigala au aie driver a conductor bhil manaka pain samman asigala.

Debrochona Jeno

Ama raadhani ama Shibaneswar
Sei baramauna au acharya vikar
Kete j loka karanti Vihar sahe paribara
Smart City nema Tare kete i sunuar
Kete j karanti swapna sakar
Au biki huudt bakar
Sote j kiemti jadugari sahar
Sei utkal biwra bidhpana na ra vani Vihar
Agape tara saaerati nika pratima
Sote ki podbodhi dila pronana
Chhota nu bade we love bbor
Smart se ama Shibaneswar
Nabina babu ama samarok
Mobus ama samastamana
Madhura maniha ama sahi
Khandagiri thiha dhauligiri
Sibo amrai pratika premaro

Mu jene student February masaru mu Mobus re regular passenger themi au upea lekhaithiba chhota khaba ti mo re hiya khabheta. Mu bus mate nu 7.10A. Mu bus jemti mora priya hejthila au jite private bu bustle be mu sabdinele wait karitha Mobus ku. Mobus re travel kartha mo pain jemti gote alaga prakara re ambubhute esinone. Au nu jotebile window seat re beasutile esine keke mo bhitha na rekthika ta jarguta hejhe. 
SOCIAL MEDIA OUTREACH

STRATEGY:
# Meme
# Infographics
# GIFs
# Moment Marketing
# Testimonials
# Crowd Sourcing
# Connected with the Youth
Content curation in Local Odia Language brought us closer to our customers & brought us lots of appreciation.

Using Guides & Captains as Brand Ambassador.

Crowd Sourcing Content have turned our commuters as partners & Custodians of the Brand.
Activations has been an import cog in our Brand Strategy. e.g. Barabati Cricket Match, Udaan Special Able Kids
BRAND ACTIVATION & EVENTS

Tie up with Odisha Sports for Free Hockey Match Tickets, Indian Hockey team in MoBus, ISL Football Matches tickets for Odisha FC Team
# we created a mascot who will be witty, humorous and build a community

#Bind not only the passengers but also the Guides & Captains who run the bus

# The Name was Crowd sourced as the first step through Social Media.

# MOBBY is trying to promote the Brand Promises daily basis which resonates among commuters..

#It strengthens Brand Identity.

“Build your TROLL ARMY”
• We had set a Target to reach 1 lakh ridership by 15th October, 2019 however reached the same on 14th Oct, 2019 for the first time.
#MOBUS KARO

BUS TODAY FOR BETTER TOMORROW