Multidisciplinary Training Programme for In- service Officers on

"Marketing, Non-Fare Revenue, Catering & Tourism"

Course Director: Mrs. Richa Sharma (Prof. Commercial Management)Course Coordinator: Shri S.S.V Prasad

Program Overview:

In the transportation sector, Indian Railways is facing stiff competition from other modes of transportation such as Roadways and Airways. In such a competitive business environment, Marketing is a critical tool to introduce and familiarize the potential customer of the services that the Railways provide and the additional benefits it has to offer. Good Marketing delivers complex rules and regulations in simpler terms to the customer and advertise our transportation products in attractive ways.

Catering & Tourism can be seen as marketing tools as they have the potential to promote the brand 'Indian Railways'. Being the national transporter, Railways contribute tremendously towards tourism.

Railway Officers must keep abreast of the latest developments in these areas and also learn from each other's experiences

Objectives of Course: Objective of the program is to familiarize the participants with the latest developments in the field of Marketing, NFR, Catering & Tourism within the Railways within a conceptual framework.

Brief Content and Delivery: The programme will cover all important aspects such as Marketing Tools and Strategies, Passenger service marketing, Freight Marketing, Pricing trends, Private investment in Goods sheds and Trains, NFR initiatives in the field, Station Redevelopment, Catering Policy and issues, Latest tourist train operations and initiatives etc.

Who should attend: Railway Officers from all cadres from JS to SAG.

Course duration: 5 days







For more information, please visit our website: iritm.indianrailways.gov.in

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