RAIL E-TICKETING: A WONDERFUL SERVICE FROM E-COMMERCE

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ABSTRACT
E-Commerce deals with the buying and selling of goods and services or the transmitting of funds or data over an electronic platform mainly the internet. Digital commerce is at a nascent stage in India. However, India is one of the fastest-growing E-commerce markets in Asia.

The objective of the research paper is to evaluate the E-ticketing of Indian Railways performance and process. For the evaluation purpose, this research paper divided into two parts. In the first part, the E-Commerce, E-Travel, E-Tailing in India has been discussed. In the second part, the performance & Process of E-Ticketing of Indian railways was estimated and finally concluded with findings and suggestions. Based on secondary data with the help of different parameters this work was analyzed.

E-Commerce market is split into two main segments i.e., online travel and non-travel. Currently, E-Travel comprises 70% of the total E-Commerce market. The main components of E-Travel are e-ticketing, hotel accommodation, tour & travel plans to customers.

E-ticketing has been one of the biggest success stories of e-governance in India and has revolutionized the way the common man deals with the railway.
Indian Railways Corporation has largest passenger service provider in country covering 2500 trains per day & 7000 stations. Indian Railway needs to ensure good E-Ticketing performance in order to achieve excellence, Transparency, performance and provide services to their passengers effectively.
Key words: E-Commerce, E-Ticketing, IRCTC.

INTRODUCTION

E-Commerce has become a buzzword for business over the past few years with increased awareness about the use of computer and communications technologies to simplify business procedures and increase efficiency. Most importantly, e-commerce is the only tool which can a company's reach to a global level. It allows companies to be more flexible and efficient in their operations and also leads to enhancing closure relationships with both customers and suppliers.

India's overall retail opportunity is substantial and coupled with a demographic dividend rising internet penetration and strong growth in E-Commerce is expected.

E-commerce is relatively a novel concept. It is at present heavily leaning on the internet and mobile phone revolution to fundamentally alter the way businesses reach their customers. Over the last two decades, rising internet and mobile phone penetration has changed the way of communication and do business.

While in countries such as the US and China, e-commerce has taken significant strides to achieve sales of over 150 billion USD in revenue, the industry in India is still at its infancy.

The Indian government's ambitious Digital India project and the modernisation of India post will also affect the E-commerce sector. The Digital India project aims to offer a one-stop shop for government services that will have the mobile phone as the backbone of its delivery mechanism. The programme will give a strong boost to the E-Commerce market as bringing the internet and broadband to remote corners of the country will give rise to an increase in trade and efficient warehousing and will also present a potentially huge market for goods to be sold.

MAJOR COMPONENTS OF E-COMMERCE

India's e-commerce market is split in to two main segments – online travel and non-travel. E-Retailing means selling of retail goods on the internet followed by E-Travel is the most popular form of E-Commerce.

Currently, of the total online travel market, domestic air tickets contribute 50%; railway tickets contribute 39%; International air travel, hotel bookings, bus tickets, tour packages & travel insurance contribute remaining 11%.

Non-Travel: In the non-travel, e-tailing, financial services, classified and other services are main components. At present, laptops/tablets contribute 25 % to the e-tailing segment followed by apparel & footwear, which contribute 21%. Mobile phones, cameras & accessories together contribute 34%. Of the remaining 20%, consumer durables & kitchen appliances, books and home furnishings contribute.

Online financial services include applying for paying insurance premiums/ renewals contribute 29%, payment of utility/mobile bills 40% and trading in s hares and other financial securities 31%.The Classifieds segment includes services like online jobs contribute 60%, online matrimony constitutes 22% and cars, real estate, etc comprise 18% of the overall classifieds market. Online services includes buying online tickets for movies, sports events, concerts, etc, forms 75% of the online services. Online delivery of food and grocery constitutes 25%.

GROWTH OF E-COMMERCE IN INDIA

Table 1 denotes that, the total Indian E-Commerce transaction value in 2009 was INR 192.49 b, it increases to INR 473.42 b in 2012 and it was INR 815.25 b in 2014. The growth between 2009 and 2014 was 323.52%. The E-Commerce was two major segments i.e. online travel and non travel. In 2009 the online travel comprises 77.68% of the total E-Commerce market and non travel comprises remain 22.32%.

In 2014 the online travel contributes 61.39% and the non travel comprises remain 38.61%. In the total E-Commerce market the travel share is decreasing and non travel share was increasing. In the non travel the major share in contributed by E-Tailing.

Online Travel Industry has comprised INR 149.53 b in 2009; in 2012 its share was INR 345.44 b and in 2014 its contribution to the E-Commerce industries was IRN 500.50 b. The growth of online travel between 2009 and 2014 was 234.71%.When compare to the year from 2009 to 2014 it increases, but when compare to the share in the total E-Commerce industry the online travel share is decreasing.

Non-Travel: When compare to total share the non travel industry showing increase. It was 22.32 in 2009 and it was 38.61 in 2014. E-Tailing: The E-Tailing category has grown from INR 15.5 b in 2009 to INR 64.54 b in 2012 and it was grown to INR 240.46 b in 2014. The growth rate is between 2009 and 2014 was very high it was 1461%. The online travel industry has grown 32% from INR149.53b in 2009 to INR345b in 2012; it is likely to grow 30% in 2013 to INR449b.

The E-Tailing category has grown from INR15.5b in 2009 to INR64.54b in 2012. This category is estimated to cross the INR100b mark in the year 2013.

Table 1: Growth of E-Commerce in India (in INR b)						
Year	Online Travel Industry	Online Non-Travel Industry				Total E-Commerce Value
		E-Tailing	Financial Services	Classifieds	Other Online Services	
2009	149.53	15.50	15.40	7.75	4.31	192.49
2010	204.40	23.72	18.48	10.85	5.18	262.63
2011	265.72	38.42	22.55	16.82	7.92	351.42
2012	345.44	64.54	28.86	23.54	11.10	473.42
2013	449.07	100.04	36.07	30.61	13.88	629.67
2014	500.50	240.46	45.08	8.96	20.25	815.25
2015	7.3				6	13.3

Source: IAMAI & IMRB International Nov, 2014.

The financial services market valued at INR28.86 b in 2012 is likely to grow 25% in 2013 to INR36.07b. in 2013 and grow to INR 45.086 b in 2014.The classifieds market, estimated

at INR23.54 b in 2012, has seen significant growth and is likely to grow to INR30.6 b in 2013 and decreases to INR 8.966 in 2014. The other online services market is grow from INR 4.31 b in 2009 to INR 20.25 b in 2014.

OBJECTIVES
1. To analyses the e-commerce importance and role in providing services to customers
2. To assess the performance & explain the process of Indian rail E-ticketing
3. To create awareness among customers of Indian railway on e-ticketing

METHODOLOGY
For the evaluation purpose, this research paper divided into two parts. In the first part, the E-Commerce, E-Tailing in India has been discussed. In the second part, the performance & Process of E-Ticketing of Indian railways was estimated and finally concluded with findings and conclusion. Based on secondary data with the help of different parameters this work was analyzed.

INDIAN RAILWAYS: E-TICKETING
E-ticketing has been one of the biggest success stories of e-governance in India and has revolutionized the way the common man deals with the railway. It has resulted in great benefits in terms of convenience, time & energy saving as well as transparency. IRCTC ticketing website continues to be considered a benchmark in the e-commerce industry. The numbers of transactions on the website are among the highest on the Asian Continent

Indian Railways is facilitated reserved travel by the Passenger Reservation System (PRS). PRS provides reservation services for nearly 1.5 to 2.2 million passengers a day on over 2500 trains running throughout the country. The server clusters are connected together by a core network that enables universal terminals across the country, through which the travelling public can reserve a berth on any train, between any pair of station for any date and class. The PRS is available at over 8000 counters in more than 2380 locations throughout the country.

The rapid growth in E-ticketing has been possible not only because of the ease of the entire process for the customers but also due to a very robust process set up for doing e-reservation which facilitates bookings using all types of credit cards, debit cards, Net Banking facility and five major payment gateways. The common man, not having computer/net access, is also able to get the e-tickets through various agent outlets (approx. 1.3 lakh) across 500 cities & towns.

Internet Ticketing services handling over 40% of the reserved train accommodation of Indian Railways. Recently it achieved a record of almost 5 Lakh tickets in a single day

E-TICKETING PERFORMANCE OF INDIAN RAILWAYS
E-Travel comprises 70% of total E-Commerce market. In the E-Travel the major components are E-Ticketing (Air, online train & bus tickets), travels and hotels accommodation etc. An E-Ticket is a paperless electronic document used for ticketing passengers, particularly in the commercial Air line, Rail, Bus, transport Industry.

The Corporation's e-ticketing website www.irctc.co.in continued to be voted as one of the most popular websites with more than a crore hits per day. Its internet ticketing in terms number of passengers has grown by more than 60 % and in terms of value of tickets it has grown by more than 50 %.

Table: 2 Explains that, the number of tickets booked in 2009-2010 was 7.20 crores; it increases to 11.61 crores in 2011-12 and it increases to 15.80 crores in 2013-14 through E-Ticketing by Indian Railways. The growth of tickets booked in between 2009-10 to 2013-14 was 258.27%.

The number of passengers travelled in 2010-11 was 17.42 crores. They increased to 20.99 crores in 2011-12 and increased to 27.95 crores in 2013-14. The growth of the passengers travelled in between 2010-11 to 2013-14 was 60.45% through E-Ticketing.

The value of tickets booked in Indian railway through E-Ticketing in 2008-09 was 3,889 crores. They increases to 9646 crores in 2011-12 and increases to 15410 crores in 2013-14.

The growth of the value of tickets booked between 2008-09 and 2013-14 was 296.24%. It shows the importance of E-Ticketing in Indian Railways in the process of providing tickets to passengers in Indian Railways.

Table 2 : E-Ticketing Performance of Indian Railways				
Year	Number of Tickets Booked in crores	Growth of tickets booked	Number of Passengers Travelled in crores	Value of Tickets Booked Rs. In crores	Growth of value of tickets booked
2008-09	4.41	0	--	3889	0
2009-10	7.20	63.26 %	--	6011	54.56 %
2010-11	9.69	34.58 %	17.42	8007	33.20 %
2011-12	11.61	19.81 %	20.99	9646	20.47 %
2012-13	14.06	21.10 %	25.44	12419	28.75 %
2013-14	15.80	12.37 %	27.95	15410	24.08 %

Source: Indian Railways Annual Reports (2009-2014)

PROCESS OF RAILWAYS E-TICKETING

You can book your railway, air and bus tickets online through online banking. To book your train ticket, just log on to irctc.co.in and create an ID there at through registration.

Registration: Register as an individual is free. With completion of a simple process the creation of ID and password is available. For this open www.irctc.co.in, click on signup a popup window will open. In that fill the registration form with the following information like username, security question, your answer, first name, last name, gender, date of birth, occupation, Aadhaar card, Email id, Mobile, Nationality, Residential address, Enter verification code and click on Submit. Then the ID & password will create.

Login: After creation personal ID & password, Login in by entering your used id, password and captcha. Then "Plan my journey" window will appear (Image 1).

Plan my Journey: fill the details of from station, to station, journey date and select ticket type (e-Ticket) option and click on submit. Then a window will open with trains availability in different dates, fare option, list of trains with general, ladies and tatkal options including all classes details (2A,3A,CC,SL) (Image 2).

Select the Train: If you will click on the class in the train list, then it will show the train details with availability, to book tickets, click on "Book" button under availability option. To select the train from the train list, click on the type of class available in the selected train. Then a new window will open journey details, passenger details like name, age, gender, berth preference and senior citizen options. To get the fare, click on class available in the selected train under "List of Trains". It will show fare according to type of class selected. The fare appearing is for a single adult Passenger (Image 3).

Fill the Form: Enter the names of the Passengers, age, sex and berth preference for each Passenger enter captcha and press on next option. The maximum length of names should be restricted to 15 characters. If the Passenger is a senior citizen and wants to avail Senior Citizens' concession, click the box provided. Then a new window will open with journey details, passenger details, availability details, fare details and payment option (Image 4).

Make Payment: Then check all the details, select payment mode option like net banking, credit card, debit card and cash card. Then select bank and click on the button "Make Payment" and a pop-up window give the list of payment options. In that check billing information, and fill the required payment information like card number, expiry date, cardholder name, pin and enter the

characters visible and click on submit. Then a popup window will display the billing information and payment information check all the information and click on pay. After a successful debit, IRCTC's will generate the ticket (Image 5, 6 and 7).

Print Ticket: After successful payment and booking of e-ticket the user is shown the ticket confirmation details like ticket reservation, details of passengers along with a "Print ERS" Button. On clicking the button ERS is shown with an option to print an e-ticket is generated which can be printed any time (Image 8).

FINDINGS AND SUGGESTION

In total E-commerce transactions online travel market comprises 70% in the total online travel market railway tickets contributes 39%.

IRCTC providing reservation services for nearly 1.5 to 2.2 million passengers per day, over 2500 trains running throughout country.

The number of tickets booked in 2013-14 was 15.80 crores, the passengers travelled in 2013-14 were 27.95 crores and the value of tickets booked in 2013-14 was 15,410 crores.

Rail tickets share in online travel industry is 30% INR 150b in India. The process of rail e-ticketing is very easy and involves a few steps.

Lack of awareness of internet banking among the customers; obsolesce of technology related to security. Tatkal tickets completed with 30 minutes through online. What about illiterate or villagers condition. The person at rail was reservation counter.

It is suggested that control the malpractice activities of agents and IRCTC should concentrate on the weaknesses and reduce them to zero.

It is suggested that the provision of booking general tickets through E-ticketing must be introduce for the convenience of customer by IRCTC and reduce the queues at booking counters.

It is recommended that take necessary action to curb unauthorized practices in E-ticket bookings by unscrupulous people and the system of registration has been further strengthened.

The findings and suggestions given will improve the performance of IRCTC and useful to customers also.

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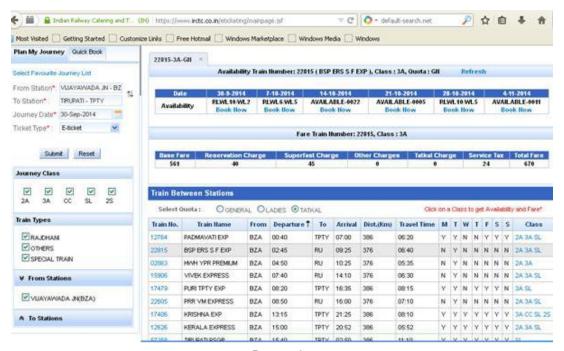6. www.weikipedia.com
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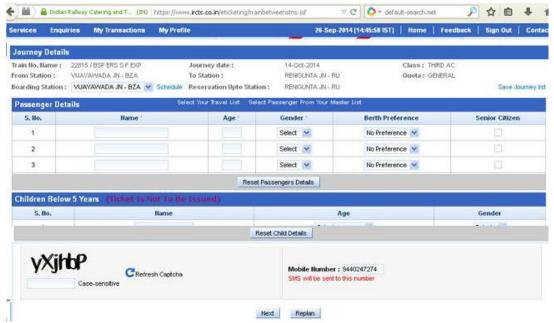
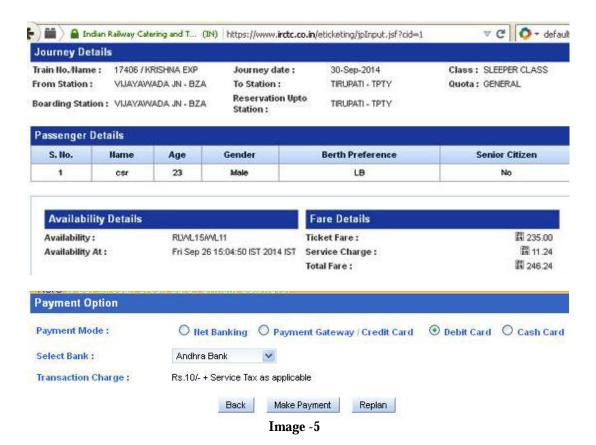**Image -1**

Image-2

Image -3

Image -4

Image -5

WELCOME TO ANDHRA BANK PAYMENT GATEWAY
Select Your Preferred Payment Option

○ DEBIT CARD
○ NET BANKING

[Cancel]

WELCOME TO ANDHRA BANK PAYMENT GATEWAY

Billing Information

Merchant	IRCTC
Website	https://www.irctc.co.in
Amount	Rs 246.24
Track ID	100000086790078

Payment Information

⊙ **Card Details**

Card Number   [   ]

Valid Thru / Expiry Date   [MM ∨] [YYYY ∨] Help?

Cardholder's Name   [   ]

PIN   [   ] What is PIN?

Enter the characters visible
in the box below   [   ] Help?

L S 5 7 S

[Submit]   [Cancel]

Image -6

Billing Information

Merchant	Indian Railway
Website	http://www.irctc.co.in
Amount	Rs356.24

Payment Information

Card Number	************4882
Expiration Month	1
Expiration Year	2023
Cardholder's Name	srinivasarao
PIN	****

Pay

Image -7

Ticket Reservation

Transaction ID: 0845538913	PNR No: 4359487203	Train No. & Name: 12734/NARAYANADRI EXP
Date of Journey: 13/2/2014	Date Of Boarding: 13/2/2014	Class: SL
From: SECUNDERABAD JN(SC)	To: TIRUPATI(TPTY)	Boarding: SECUNDERABAD JN(SC)
Resv Upto: TIRUPATI(TPTY)	Distance: 0661 KM	Scheduled Departure: 18:05
Total Fare: Rs. 345.0	Adult: 1Child: 0	

Details of Passengers

SNo.	Name	Age	Sex	Status	Coach	Seat/Berth
1	CH SRINIVASA RAO	045	Male	WL 111/WL 80		0000/

Important

Print ERS (English)

Print ERS (Hindi)

Book Another Ticket

Book Return Ticket

Next

Image -8