

1. Introduction

With the development of NW-1 under JMVP and increased activities on Inland Waterways (including the new 106 National Waterways declared in 2016) with regard to movement of cargo transshipment and with reference to existing and upcoming projects, commercial activities are on the rise on National Waterways, which include transportation of stone chips, fly-ash, cement, steel, fertilizers and Maruti cars etc. The increased trend of transshipment of cargo evinced keen interest among stakeholders to make use of the waterways for expansion of their merchandise.

IWAI will have to intensify its efforts towards an integrated marketing and logistics development. The modal shift from rail and road to waterways will require continuous efforts.

In view of the above, there exists a need for efficient planning and transportation of commodities through coastal and inland waterways, to interact with the concerned stakeholders of industry and business community.

2. Description of activities

The following works are carried out in the Traffic Wing:

- Coordinate with Stakeholders (Vessel owners, Cargo owners, operators, market agencies, Industry, Distributing agencies, Consumers etc.) for promotion of cargo through IWT and modal shift.
- Compilation and analyses of present and potential traffic data and preparation and submission of reports.
- Marketing, regular meeting with shippers / customers with the objective of modal shift of cargo to Inland Waterways.
- Planning of cargo movement / collection and compilation of rail & road data. Monitor the movement of vessels and loading / unloading at terminals.
- Organize regular trade meets at various locations. Maintain profile of present and potential customers.
- Handling of RTI cases, furnishing replies on the queries to the concerned stakeholders.
- Organization of Conference, Summits / Seminars, Conclave and Exhibitions proposals for obtaining approval of competent authority for nomination of IWAI officer's participation in the said events.
- Planning and monitoring of IWAI vessels on trial / promotional runs.
- Monitoring cargo, vessels, terminals, promotional voyages etc., as directed by Member (Traffic) from time to time.
- Initiating process of e-tendering process of IWAI vessels.
- Identify the problems / bottlenecks in transportation of cargo by IWT mode.
- Persuasion for modal shift and preparation of roadmap/market strategy to affect shift from road based transportation to inland water transportation and comparative economics for the same.

In view of the above, modalities of macro and micro-management are required for the development activities of Traffic, there is a need for putting in place a structure to monitor and oversee various activities being undertaken at sites and have institutional arrangements for the activities being carried out duly complying GFR / Govt. procedures.

The organization structure for the Traffic PMU cell shall be as follows:



