

# DATAMATICS

AUTOMATED  
FARE COLLECTION  
SOLUTIONS

# AFC SYSTEM FOR SHRI MATA VAISHNO DEVI SHRINE

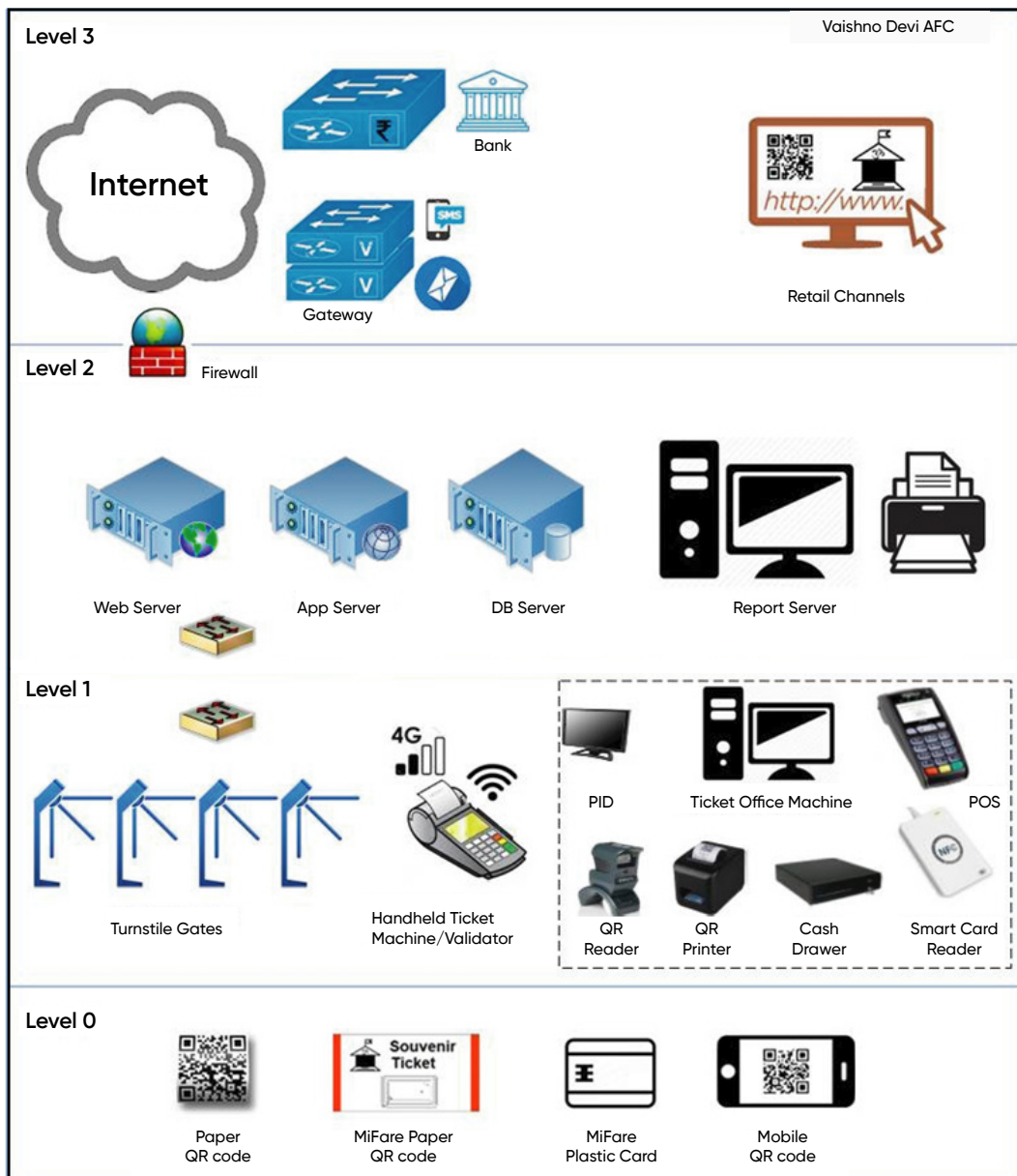
Digital solutions for contactless ticketing



Shri Mata Vaishno Devi Shrine Board (SMVDSB) at Katra, Jammu & Kashmir, the trustees of the Shri Mata Vaishno Devi temple, wanted a state-of-the-art Automated Fare Collection System (AFCS) to be installed for the ropeway between Shri Mata Vaishno Devi Bhawan (Near Manokamna Bhawan), Bhairon Temple, and Niharika Bhawan. At peak seasons, the ropeway expects a footfall of 800 devotees per hour. SMVDSB wanted a robust AFCS along with turnstile gates to manage the ticketing of this traffic.

## DATAMATICS IMPLEMENTS TRUFARE, AFC SYSTEM FOR SMVDSB

With an extensive experience of working with leading AFC system integrators in Europe, USA, and Asia Pacific, installing front-end AFC systems, and setting-up back-end server operations, Datamatics has installed **state-of-the-art AFC System, TruFare** with **Contactless Smart Card technology**, for SMVDSB. Following overview diagram depicts the system architecture for the project:





#### Fare media used are -

- Contactless Smartcard (CSC)
- Contactless Smart Tickets (CST)
- QR Codes/ Paper tickets
- QR Codes/ Mobile ticket

Fare media is checked at entry gates only. Secure keys and validation checks are used to eliminate fraud. Tickets are issued on fare media from Ticket Office Machine (TOM), handheld devices, and internet website. **Tickets on fare media are validated through automatic gates and handheld devices.**

## BUSINESS IMPACT OF AFC ON ROPEWAY

- >> Automated the fare collection process for a pilgrimage route, which has a high traffic in peak seasons
- >> Reduced waiting time in queues for ticket booking to support increasing footfall
- >> Restricted access to only authorized persons, who have purchased the valid ticket
- >> Prevented fraud in revenue collection or double access entry on same ticket
- >> Established a future-proof and scalable AFC system to handle 10x higher pilgrim load

DATAMATICS  
**Deep in  
Digital**



## ABOUT DATAMATICS

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

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