Implementation Proposal to the Government of Uttarakhand

Dear Sir,

We, the team including Mr. S K Bhatia Ex wing Commander Indian Air Force and Mr. Raj Anand IT Google Certified wish to introduce the system of Helipass to you, which will have several benefits for the Aviation and Tourism Industry at Uttarakhand. Below mentioned are the details:

What is Helipass?

Studies about Kedarnath Problem at present show that Helicopter Tickets for Kedarnath . Hence the system of '**Helipass**', which is a three-layer system which caters to agents, operators and the guests.

Benefits of this service include the following:

a) Benefits for the Uttarakhand government

They can easily:

- Track the exact data of visitors who are flying
- Check Revenue data pertaining to earnings from these air journeys
- Stop Black Marketing by promoting ethical Helicopter services
- Monitor all Helicopter operators in the Kedarnath Sector
- Confidence in transparent reservation system will increase the revenue
- Bring more investors as the services would be more organized
- Remove irregularities in the Helicopter Services sector
- Prepare complete lists of approved and authorized agents
- Prepare and monitor day-wise reports from operators
- Rating check of operators (complaints and reviews of operators)

b) Benefits for Helicopter Operators

They will:

- See increase in business as this system Government approved and it will create confidence in pilgrims about the authenticity of Heli operators
- Be able to receive complete data of verified travel agents
- Be able to authorize a digital system for booking the tickets
- See increase in online booking from across the State
- Be able to able to implement an organized way of booking tickets and be able stop fake tickets from being issued by random agents
- Ensure less gathering at Helipads due to digitization of distribution and booking of tickets

- See revenue increase of Operators as operators can completely check the tickets sold online , at the Helipad location.
- Ensure that operators can market their other packages and services through this system
- Require much lesser no of employees to manage the entire booking process
- Be able to implement a secure payment system as the tickets will be issued via payment gateway
- Be able to ensure branding and promotion of their services globally

C) Benefits for Guests

They will be able to:

- Check the availability and book the tickets on their mobiles
- Have a number of options to select the operators
- Avail hassle-free Helicopter services
- See all the operator tickets on one platform, which will increase the availability of tickets 10-12 times
- Book tickets any time, even during the yatra
- Experience a secure payment system
- Experience an easy refund system
- Generate immediate tickets upon payment
- Exercise confidence on the Uttarakhand Govt. Booking system
- Avoid paying black marketers
- Give honest feedback about Heli operators

This technology is successfully running in 13 countries and our company has brought this system to India to facilitate the Indian Heli operations.

How Helipass will improve Brand Uttarakhand

As we all know, in the hill state of Uttarakhand, tourism is difficult to operate, however, despite the rocky terrains, Aviation services exist with the sole purpose of serving tourists from across the world. Thus if we organize the operations in the Aviation sector at Uttarakhand, the brand value will improve.

As per statistics, tourists have become more enthusiastic to visit Kedarnath after the 2013 landslide mishap. However, due to unorganized Helicopter services, tourists often get late and stranded as well. Even the best tour agents are unable to solve this issue. Therefore, Helipass has been developed with an intent to solve this issue.

By bringing in qualitative Helicopter Services, Helipass will establish the credibility of Brand Uttarakhand, which will definitely increase the revenue for the Government and livelihood of local people.

Besides, by providing select no. of journeys to Kedarnath, the following issues are tackled:

- Black Marketing by agents, locals and operators
- Government Revenue Loss
- Poor planning by agents for Chardham Yatra
- Overpricing of Hotels, Ponies and Palkis

Helipass Formula

- Heli operators + Agents + Guests = Smooth system = HeliPass = Brand Uttarakhand

Marketing Plan for Central Reservation System, Helipass

It can be done by ensuring to:

1) Place our link on all Government Websites
2) Place proper links on Badri Kedar Samiti website
3) Place links on all agent websites who book Heli tickets for customers worldwide
4) Place links of all operator websites on our website
5) Utilize Print Media for advertising our services
6) Use the Electronic Media effectively
7) Print Yatra Registration slips in a proper manner
8) Distribute promotional material to all the Tourism offices of Uttarakhand across PAN India
9) Place advertisements at Railway stations and Bus stands of Haridwar, Rishikesh and Dehradun and all leading tourist spots.
10) Use GMVN/KMVN bungalows effectively
11) Enable customers to print tickets with agents operating on the roads
12) Put up our advertisements at Hotels and famous Lodges and Suites across the state

How will help manage the backlogs in bookings

1) All tickets will have clear time duration for flights. If due to weather changes, we are unable to fly the passengers, we will refund the money.
2) Heli Operator have to depute extra helicopters to make sure customers are waiting in queues and backlogs are reduced.

Why to Us

We are an Uttarakhand based IT company providing solutions in the Aviation and Tourism industry, besides several others.

1) Our team comprises of professionals in the Aviation sector having 25+ years' experience, including 25+ years' experience of tourism sector and 10+ years' experience of Information Technology.

2) Our team members have complete knowledge of Uttarakhand hill state and all the related problems, especially in the tourism and aviation sector.

Meet Our Team

1 **Sharwan Kumar Bhatia Shaurya Chakra Awarded** (Retd) Indian Air Force Wing Commander ATP Helicopters From FAA DC Washington USA Certify & 7000 Plus Helicopter Flying Hours Experience, Flown Bell G-3, Alt, Mi-4, Mi-8, Dolphin, S-61 Sikoski Helicopters.

2 **Raj Anand**: 9 plus IT Experience in ATM Safety & Technology Setup ATMs, Google Certification in Digital Promotion, Certificate in Digital Marketing and Brand Promotion from Australia Open University

3 **Amit Oberoi**: IT Qualified Professional Having more than 10 years' experience in developing and implementing a products related to travel hospitality and Aviation Sector.

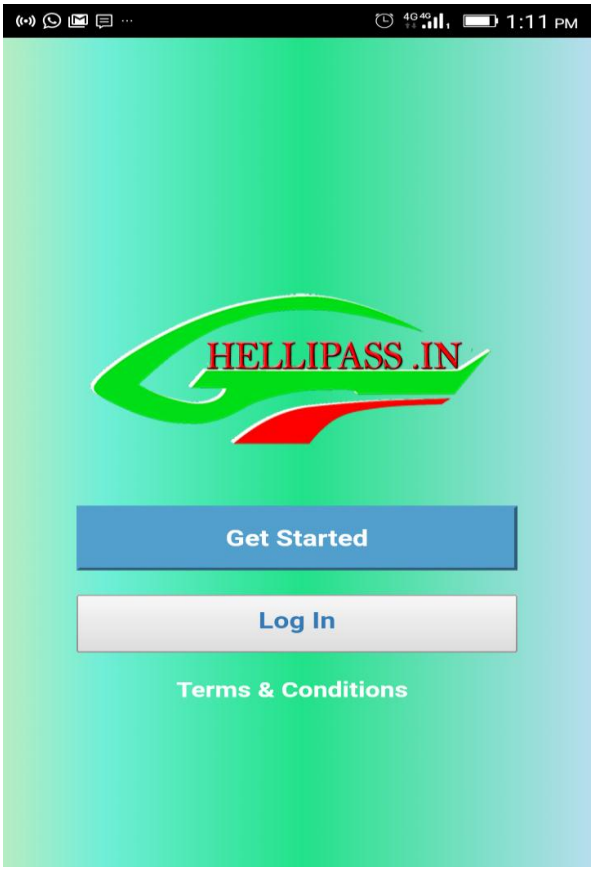
How to Work it

Step 1 Search the Application on Google play store

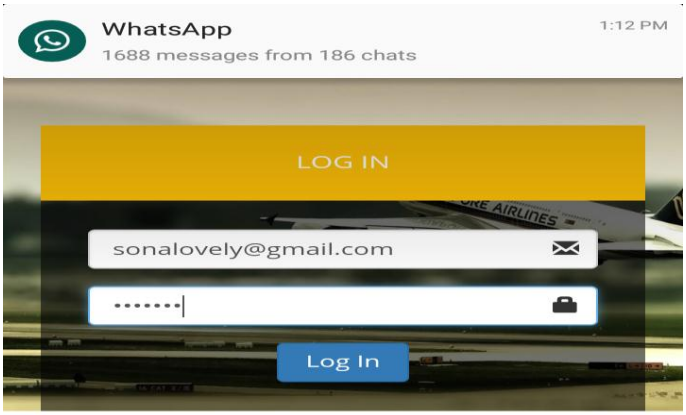
Kedarnath Helicopter Service
Helicopter service for kedarnath
Helipass

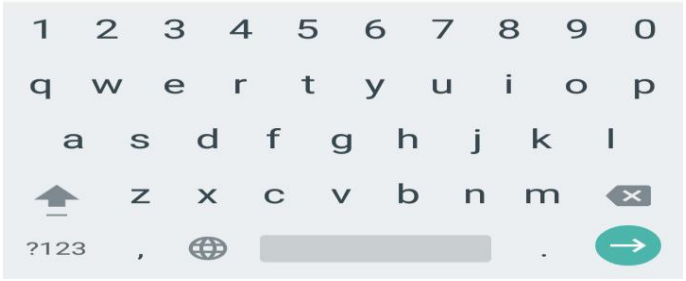
Step 2 Install the Application and Get Started

Enter your Name Email mobile and Password than Login

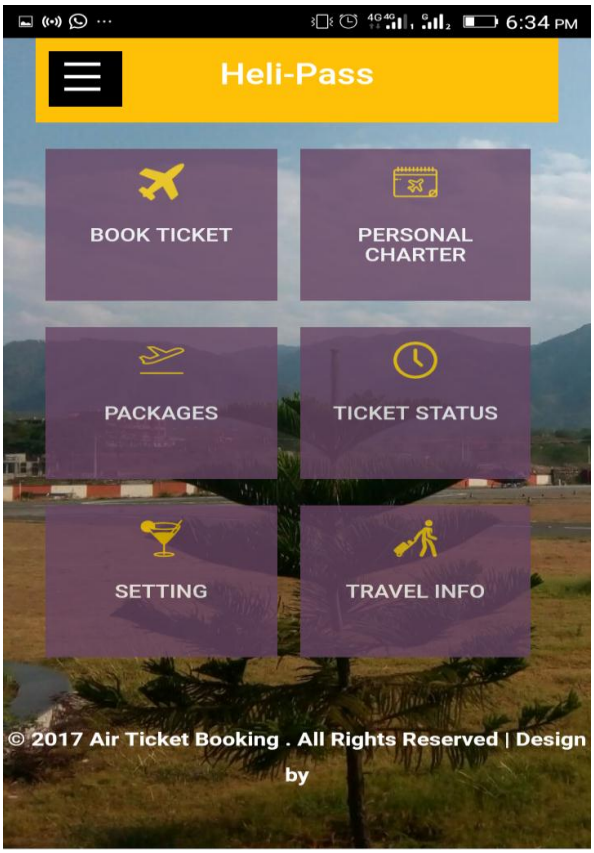


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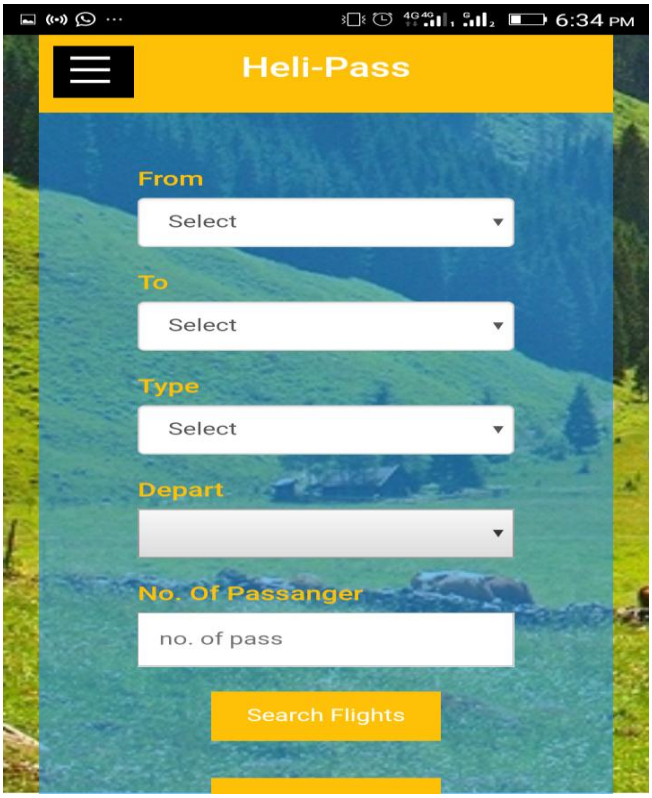




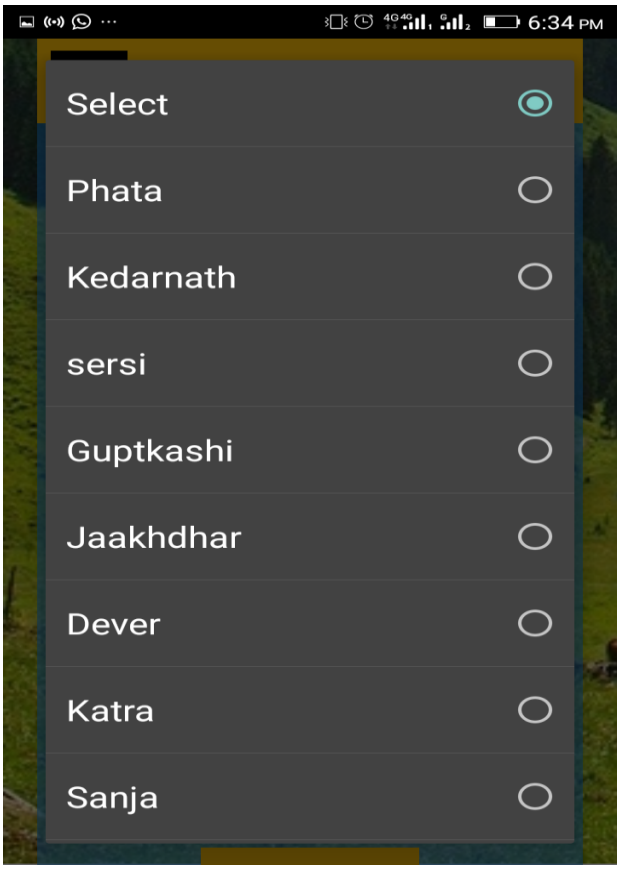
Step 4 Select the Book and



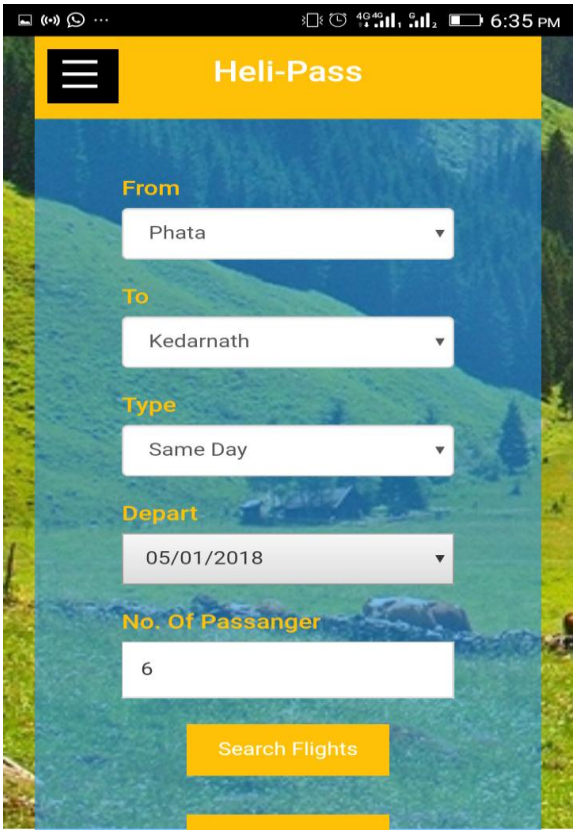
Step 5 Select the from to, type, Date, No of Passenger than Search



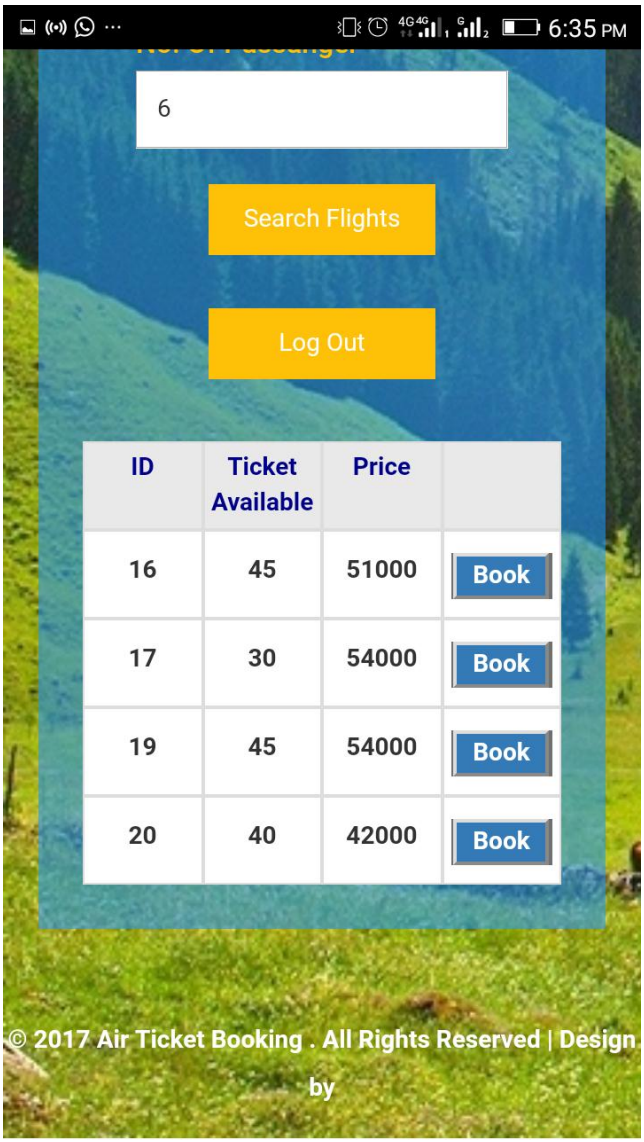
Step 6 Select the from To Destination than Search.



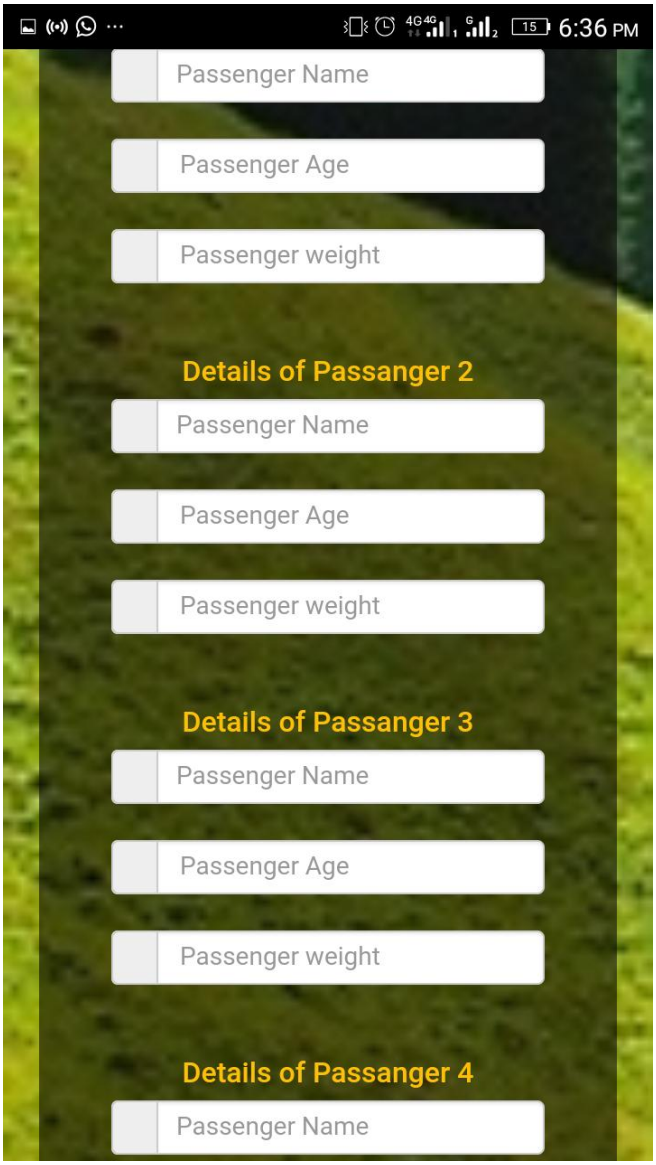
Step 7 than Search and check the availability



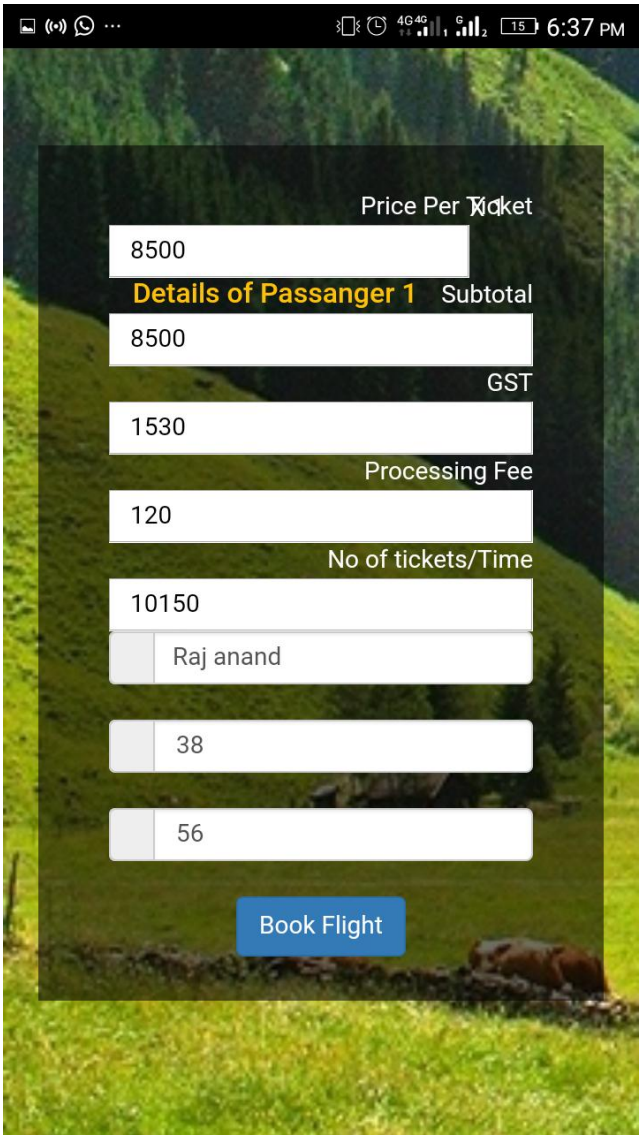
Step 7 Book Now.



Step 7 Enter the Passenger Name Age Weight Adhar Card No.



Step 7 Book now and make the Payment



Step 7 Take you Online Ticket and Fly

