

Marketing News



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Employees stuck in toll plaza jam, BPOs see red

Dipak Kumar Dash / TNN

Gurgaon: The massive traffic snarls during peak hours at the 32-lane toll plaza on the Delhi-Gurgaon Expressway has not only been severely criticised by daily commuters, but also the BPO sector. The Business Process Industry Association of India (BPIAI) has come down heavily on the poor management of traffic at this point. The apex body of BPOs has said the jam has been delaying employees headed for work, resulting in revenue loss.

BPIAI officials said since the concessionaire and NHAI had promised that the travel time between Gurgaon and Delhi would come down to 15-20 minutes after the expressway became fully operational, they had revised their travel plan for employees and had also designed the pick up and drop time based on those claims.

"But now it is chaos. On Monday, most of the BPOs reported that their employees and cabs were caught at the plaza for over an hour. Neither could they divert their route nor escape the jam. We are incurring huge losses as at least 15 per cent of our employees are reporting late for their shifts," said Deepak Ohlyan, head of the infrastructure committee of BPIAI. He added that they have started compiling the revenue loss in US dollars and would take up the issue with the NHAI and the concessionaire.

Ohlyan said the total man hours lost in the past few days at the plaza would be huge. "What is the use of such a nice road if people have to spend over half an hour to cross the plaza even after paying a price for that?" he asked.

Vibhu Narayan, vice-president (infrastructure) Genpact said besides employees, even the transporters were getting fed up with the traffic jam at the plaza. "They should not have started charging until they were sure about managing things efficiently. We are paying the price. If we divert the cabs to MG Road, there is also a huge jam on that stretch. The mismanagement has caused massive losses. Why would people buy the pass when they have to undergo this torture?" he added.

In fact, though DS Constructions officials said they relaxed the toll collection on certain occasions to regulate the traffic, sources said that on Monday this happened at least 15 times. Even on Tuesday morning, this was repeated.

Meanwhile, to improve traffic management and bring relief to pass and tag holders, the concessionaire dedicated three lanes on each side and also put physical barriers. "We have deployed people holding placards to guide commuters who have these passes. Additional signage have been put. We are going to start the sale of passes and tags from a couple of malls in a couple of days so that more people buy them," said an official spokesman of the company.

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