

**SOS POLITICAL SCIENCE AND PUBLIC
ADMINISTRATION MBA FA –406(C)**

Optional Paper

**SUBJECT NAME: MARKETING
SERVICES**

UNIT-III

**TOPIC NAME- MARKETING
MANAGEMENT OF ROAD
TRANSPORTATION**

Definition of 'Road Transport'

Definition: Road transport means transportation of goods and personnel from one place to the other on roads. Road is a route between two destinations, which has been either paved or worked on to enable transportation by way of motorised and non-motorised carriages. There are many advantages of road transport in comparison to other means of transport. The investment required in road transport is very less compared to other modes of transport such as railways and air transport. The cost of construction, operating cost and maintaining roads is cheaper than that of the railways.

Road Transport Management System [RTMS]

All stakeholders in the road logistics value chain are aware of the problems concerning road logistics that affect their industries. The road infrastructure is deteriorating rapidly due to overloading and poor maintenance. Furthermore, the large number of accidents attributed to heavy trucks is unacceptable.

Both road safety and road infrastructure are public concerns subject to strict regulation by governments, particularly when abused. Overregulation, road deterioration and high accident rates pose a significant threat to the long term sustainability and global competitiveness of the road logistics value chain.

The ability of Government to reduce the road accident toll depends also on building up local partnerships networks, ensuring quality planning and implementation of road safety interventions, including monitoring and evaluation of implemented strategies.

Public private partnerships provide opportunities for businesses to participate in enhancing road safety and to share their vision and expertise in a variety of road safety strategies.

The reality of Overloading in the Freight Industry

Heavy vehicles play an important role in the economy, and are expected to remain a common sight on our roads in the foreseeable future.

The relative damage to the road caused by any heavy vehicle axle load can be related to the damage caused by a standard 80 kN axle load. This relation is exponential, in that an axle carrying double the legal load may cause from four to sixty times as much damage as one legal load.

Road pavement structures are designed to carry a given number of standard axle load repetitions. Overloading reduces the design life of these structures.

Overloaded vehicles are estimated to be responsible for R400 million of unnecessary road damage per annum.

Transport operators can play an important role in selecting “road structure friendly” vehicles. Improved liaison and communication must be developed between road engineers and transport operations managers.

The reality of Overloading in the Freight Industry

The overloaded heavy vehicle is a traffic hazard especially regarding the vehicle's braking system and the additional braking distance involved. This situation is further aggravated by steep downhill slopes and sharp curves in the road. Traffic accidents caused directly or indirectly by overloaded heavy vehicles are normally not included when the total cost to the country, caused by overloading, is calculated.

All persons involved in the road transportation of goods, road pavement design and law enforcement should be made aware of the multifaceted impacts of road freight transport and overloading.

Operators that continually overload their heavy vehicles affect the ability of operators that do not overload to compete on equal terms in the transport market [Compiled by: CSIR, Roads and Transport Technology]

What are the Key Focus areas of RTMS in the Freight Industry?

- Overloading
- Speeding
- Vehicle maintenance
- Driver hours
- Reckless driving
- False licenses (vehicles & drivers)
- Load securement
- Bribery & corruption
-

RTMC and Bus Operators

RTMS not only applies to the transportation of goods but also to passenger transport by our bus companies.

“This standard is intended for all bus and coach operators. It is applicable to all types of operations including tourists, inter -city, urban and rural commuter, school, cross border, organised parties and other dedicated services – all sizes of operations”. Ref: SANS 10399-2012

Role players to consider include:

Government shareholders

General public

Passengers and other road users

The RTMS Heavy Vehicle Management System

Loading

- Weight assessment systems
- Load optimisation and monitoring at consignee, consignor and transport operators
- Load securement

Driver Wellness

- Working conditions
- Social Health issues (especially HIV and Aids)

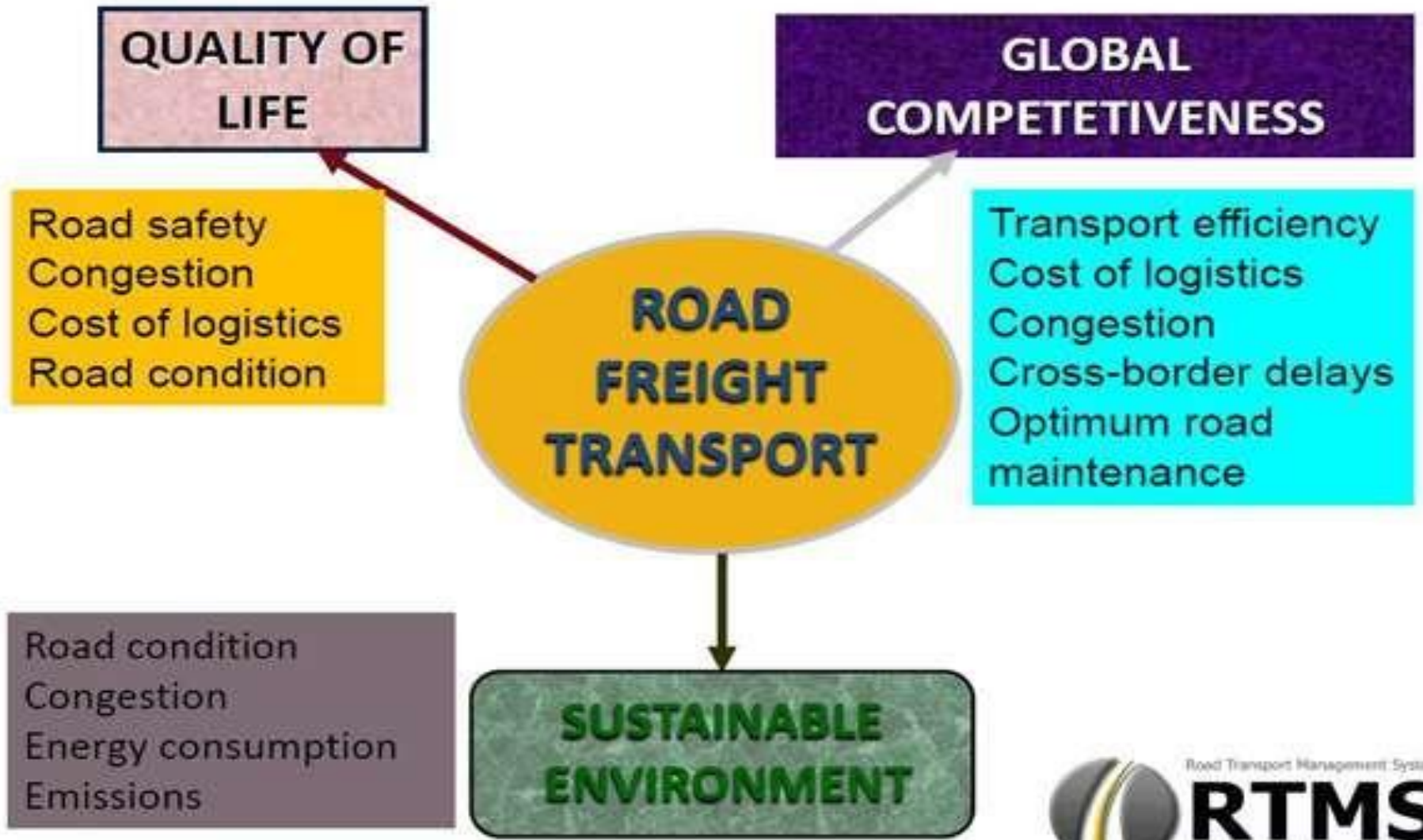
Vehicle Operations

- Vehicle maintenance
- Training standards for operators (NQF)
- Advanced continuing training in Driving, Vehicle operations and safety, Fleet management, Specialised vehicles

Productivity

- Data confidential to participants unless otherwise agreed (without prejudice)
- Encourage broader participation at an industry level - measurement allows industry to put pressure on non-complaint transport operators;
- Direction may be determined by National Standard requirements
- Use the data for value addition and research

Regional Road Freight issues



Components of RTMS

National Standards

- Reviewed regularly and in line with latest technology and legislation

Auditors

- Recognised by SANAS

Tools

- Manuals
- Templates
- Implementation guidelines

Information portals

- Website for information dissemination
- Data sharing among participants
- E-reporting facility

Components of RTMS(2)

Recognition and Concessions

Recognition for participants

Agreements with various partners on concessions for RTMS certified companies

Promotion

Brand promotion to create meaningful recognition among public and industry stakeholders - branding allows certified operators to be recognised by road authorities, customers and the public.

Special projects

Coordination projects that are selected by the RTMS stakeholders and are aligned to RTMS objectives

Research and technology

A new programme aimed at research and technology innovation.

What gives the RTMS credibility and value?

- Legal payloads
- Speeding
- Driving hours
- Maintenance practices
- Documentation Control
- Training and education
- Risk assessment

Conclusion

On-going accreditation is subject to the successful completion of annual surveillance audits, which is why it's imperative that an operator implements RTMS in a sustainable manner. This also ensured the commitment of operators to continually achieve the objectives of improved road safety, the reduction of road crashes, optimised payload efficiency, maintenance of roadworthy vehicles and improved driver wellness and training.

RTMS certified operators have dedicated plans in place to focus on any areas of concern which will ensure continual improvements and enable them to maintain the highest standards in the industry for continued compliance.