



HOW CAN TRANSPORTATION INSPIRE STARTERS IN SERVICE SECTOR?

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Introduction: the current situation of transport in Rwanda

- Rwanda has the total area of 26,338 sq km;
- This small but beautiful Republic bears the title "Land of a Thousand Hills" (French: Pays des Mille Collines; Kinyarwanda: Igihugu cy'Imisozi Igihumbi).
- Laying in the heart of Africa, Rwanda is a landlocked country bordered by Uganda, Burundi, the Democratic Republic of the Congo and Tanzania;
- This landlockedness made Rwanda to depends mainly on land transport for most of her imported goods. This increases the unit costs of imported commodities due to limited multimodal transport options leading to high transport costs.
- Other types of transport modes used by Rwandans access to international and regional markets are namely waterways and air transport.
- For the internal market, Rwanda has a poor and unreliable transport network of feeder roads. The roads network needs to be extended and improved in terms of practicability conditions even if Rwanda has made significant achievements in developing transport infrastructure in recent years.

Current situation: The roads network

- Rwanda has a total of 12,000 km of roads, of which 1,000 km are paved and serve for both people and goods transportation;
- Paved roads are found in the CoK and connect most of major cities and towns.
- 9,000 km constitute dirt /earth with quality varying from smooth to hard surfaces with drainage to rutted, extremely uneven tracks passable only with a 4WD vehicle.
- The major urban highways of Kigali, as well as the high streets in Musanze, Karongi and Rubavu are dual carriageways, but all national long distance roads are single carriageway;
- There are no motorways in Rwanda but the newly constructed and upgraded roads have sidewalks for pedestrians;
- No bicycles allowed in the Cok and major cities of Rwanda.

Introduction: the current situation of transport in Rwanda

- It is not possible to ensure a proper transfer of people and goods, which is key to economic growth, without a decent transport infrastructure and the development of an integrated public transport service which respond to:
 1. Universal public transport services for all citizen;
 2. Ensure accessibility (easy to use);
 3. Ensure mobility (door to door);

Introduction: the current situation of transport in Rwanda (ctn'd)

4. Ensure availability for use (responsive to demand);
5. Ensure reliability to use (providing services as per standard time schedule or available on demand)
PRIVATE OPERATORS/RTDA/RURA;
6. Promote Safety and security (regulation/NP/RURA/COOPERATIVES);
7. Ensure Monitoring & Evaluation of Level of service and performance;
8. And Satisfy from the user's point of view (targeted user groups) /modernization (beauty, comfort, cost effectiveness, professionalism, ...)

PEOPLE'S MOVEMENTS AND TRANSIT OF GOODS

- The transport of people and goods is done at both international and local level;
- The transport of people requires different types of vehicles depending on the area of operation (urban , rural) and the roads conditions;
- The nationality of Private operators vary from local to international transport services for both people's movement and transit of goods

**PEOPLE'S
MOVEMENTS (across
border and inside the
country)**

Modes of public transport for international roads movements

Rwanda is connected mainly to the Eastern part of Africa by regional coach firms like:

- Jaguar Executive Coaches, which connects Kigali to Kampala, the, via Gatuna;
- Regional coach Services, which runs services to Kampala (8 hours from Kigali), Nairobi (20 hours) and Dar es Salaam (36 hours), all via the Gatuna border crossing. These buses are usually air-conditioned.
- Onatracom Express - a Rwandan government service using quite basic buses, running between Kigali and Kampala;
- Yahoo Car Express - A minibus service running between Kigali and Bujumbura. m now.

Modes of public transport for international roads movements



- In addition, the national express share taxi services (see on the left) to Rubavu and Rusizi often cross the DRC border to carry passengers to Goma and Bukavu respectively.

Public transport: Local road movements



- The main form of public transport within Rwanda is the shared taxi known locally simply as *taxi* or, colloquially, **TWEGERANE**, which means 'let's sit together'.

These share taxis come in two forms:

Stopping taxis, which run between two termini (known as taxi parks), but stop frequently en route to pick up and set down passengers. They almost always wait until full before departing, and can also wait for long periods in locations along the route if not enough people are on board.

Modes of public transport for Local movement



The vehicles are usually 18 seaters capacity (minibuses) owned by a private individuals or companies who employs a DRIVER and a CONDUCTOR to operate and maintain the vehicle on a day-to-day basis.

Most have four rows of seats, each of which seats four adults (babies and children not being counted as they are expected to sit on the lap of an adult). Additionally there are two front passenger seats, so the vehicle can carry a total of up to eighteen passengers, in addition to the driver and the conductor.

The conductor is responsible for opening and closing the main sliding door and collecting money from passengers, and will stand in the space by the door if all seats are occupied. No tickets are issued on this form of taxi.

Modes of public transport for Local movements

EXPRESS SERVICES



- These run to a set timetable (usually hourly) between major towns, generally Kigali and a major regional centres. The buses are mostly owned and run by a companies (Sotra Tours, Atraco, Stella, Volcanoes Express, Virunga, Trans2000, Omega Car and Muhabura Travel) and issue tickets in advance with a set price.

Modes of public transport for Local movements



- Like stopping taxis, these are buses commonly known as COASTERS with 25-30 passengers capacity but they depart on time and do not stop until they reach their destination, except to set people down. Express buses are quite a recent phenomenon, but are gaining rapidly in popularity as they provide people the security of arriving at a known time.
- More destinations are being added over time, and most routes sell out considerably in advance of the departure time. Passengers wishing to alight before the end terminus can do so, but have to pay the full ticket price anyway. The price of tickets on Express taxis is similar to the price of a stopping taxi over the same distance.
- Mini buses are prohibited in the capital city.

URBAN TRANSPORT

- Public transport in Kigali has the form of the stopping share taxis mentioned above, but running much more frequently due to greater demand. While the express services buses carry a mark of the company, the coasters used in urban are identified with 3 different colors depending on the zone of operation as per the new urban transport regulation. Kigali buses do no longer have a yellow stripe running round the vehicle, on which is imprinted the start and end points of its route.
- Most services start or finish either in the city centre or at Nyabugogo, the city's main national bus station.

Other modes of public transport for Local movements

- Taxi voiture: a conventional private taxi is referred to as a *special hire* or *taxi voiture*). This form of transport is currently used in the CoK and in major cities of the country
- Taxi moto: even if the technical design of our roads ignored the motorways, this is the most reliable type of transport used in both urban and rural areas. It is faster and the motorcycle fits paved and unpredictable roads. Today, all motorist belong to cooperatives.
- Motorists covers around 98.0% of professional who survives on transport.

Other modes of public transport for Local movements

- In February 2005, the Govt of Rwanda introduced the zero fleet policy in order to align the interests of civil servants/ officials with the interest of the government, reduce capital cost, maintenance and running costs, minimize waste and misuse of public facilities.
- The introduction of the zero fleet policy fueled a huge amount of money in the transport sector and helped members of the PSF to invest heavily and create many jobs as well.
- The policy pushed the birth of companies and some of which were awarded the govt tender related to the provision

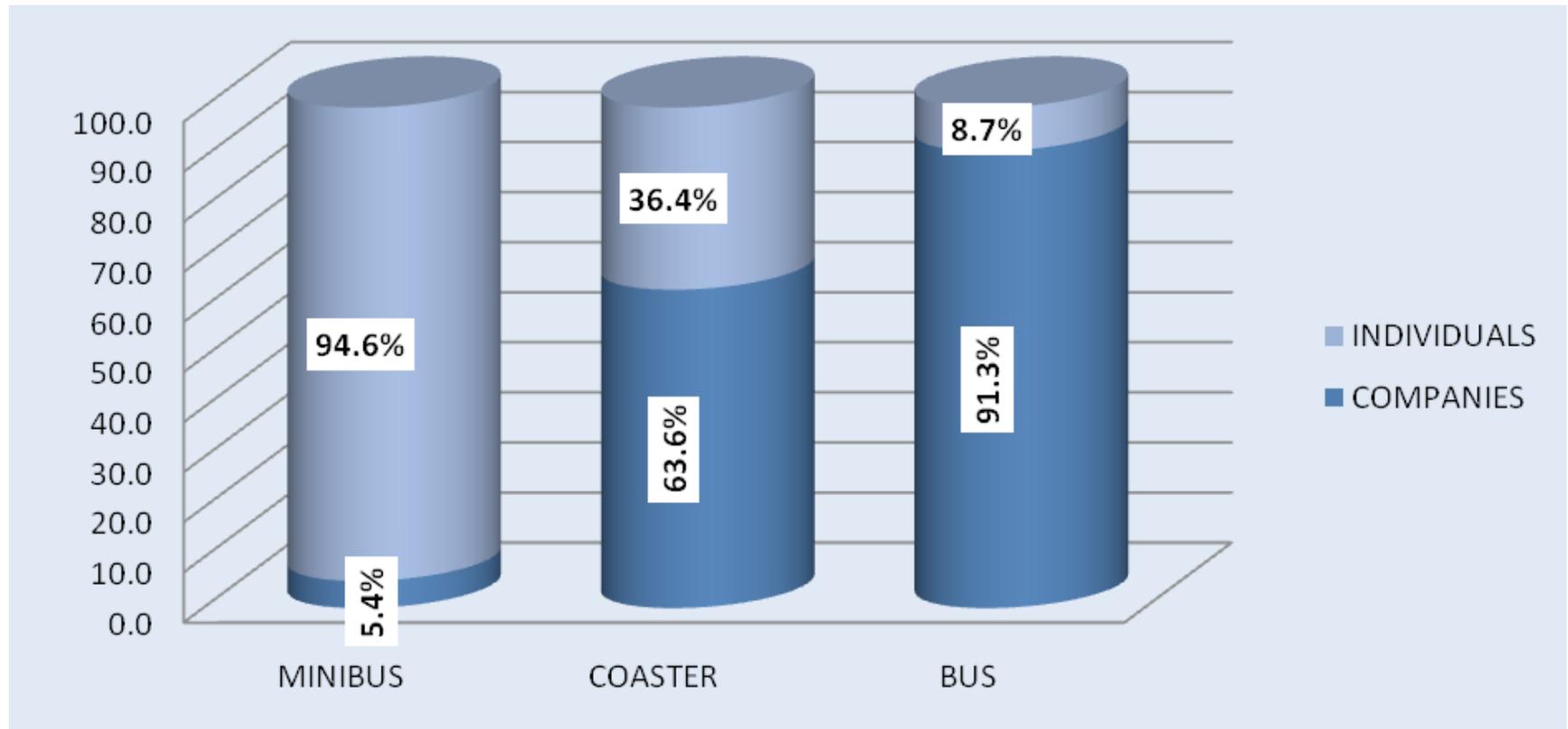
TRANSPORTATION OF GOODS

- For both imported and exported commodities, the citizens of Rwanda rely mostly on roads transport even if commodities in a small proportion are transported through air freight;
- It is a long way from Rwanda to ocean ports, which influences the increment of unit prices;
- Locally, the distribution from warehouses to the end user even in a remote part of Rwanda is ensured from a commuter to a small truck;
- Most of the investors/owners of big trucks are not nationals.

Licensed Operators per Category In The Transport Sector

| CATEGORY | NUMBER |
|--|---------------|
| PUBLIC TRANSPORT OF PERSONS COMPANIES | 33 |
| TAXI CABS COMPANIES/ COOPERATIVES | 17 |
| INDIVIDUAL TAXI CABS | 612 |
| INDIVIDUAL MOTORCYCLES | 19502 |
| INDIVIDUAL MOTOR BIKES | 1973 |

Market Share Per Type Of Cars Used



Challenges in the transport sector

- ❑ Tough regulations;
- ❑ Unpredictability of roads;
- ❑ Heavy and intensive investments required;
- ❑ Lack of professionals in the sector for better service delivery;
- ❑ Negative mindset/ lack of cooperation;
- ❑ Lack of business planning and management skills;
- ❑ Lack of integrity and trust for business leaders and owners;
- ❑ Demand – response nature (random vs planned)/reliability
- ❑ Stiff competition

NEGATIVE MINDSET/LACK OF COOPERATION

- The battle always starts in the mind! Our own fears, excuses, and just basically any thing that paralyzes us from moving forward to our destiny is cultivated in our mind. Feelings of inadequacy such as "I don't know if I can do this" or "I am not qualified enough to start this happen" – these are often thoughts that entrepreneurs deal with. This can often come from our own low self-esteem, lack of support.

Any opportunities in the transport sector?

- Job creation;
- Rapid growth of tourism industry;
- HANGUMURIMO PROGRAMME /BDF;
- Rapid development of financial services sector;
- Geographical position of our country and its size;

Really, can transportation inspire starters?

- Are entrepreneurs born or made?
- How easy is it to start a transport and logistics business?
- Do we always need money to start a business?
- Does owning money or land alone or even both at the same time mean the ability to create a productive/ profitable activity?

Answer: YES and NO

□ Are we inspired?

□ End.