

# ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. IE-2/367 (12)/2012 - IED.



O/o the VC & MD,  
Bus Bhavan, Hyd - 624.

## **CIRCULAR No. 06/ 2012 - IED, Dated: 19-10-2012**

Sub: **DIS** – Payment of Special Incentive to Customer Relations Coordinator at all Depots of the Corporation – Communication of extension of the validity of the scheme – Circular issued – Reg.

Ref: 1) Circular No. 05/2011-IED, dated: 28.07.2011  
2) Circular No. 23/2010-IED, dated: 26-11-2010.

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### **1.0 INTRODUCTION:**

Vide circular cited at 1, a Special Incentive Scheme was introduced to Customer Relations Coordinator at all the Depots of the Corporation with effect from 01.08.2011 with a validity of the Scheme for one year.

The VC & MD with the concurrence of FA & CAO has accorded sanction for extension of validity of the existing Special Incentive Scheme to Customer Relations Coordinator at all Depots of the Corporation for a further period of **one year with effect from 01.10.2012** with certain modifications. The details of the scheme are as follows:

### **2.0 SALIENT FEATURES OF THE INCENTIVE SCHEME TO CRC :**

In the existing Scheme, the parameters considered for Customer Relation Coordinator (CRC) at depots to pay incentive are as follows;

- a. Growth in the revenue realized through sale of marketing products
- b. % of service targets achieved for the month
- c. Traveling on low OR routes, following of low earning conductors and counseling of conductors for courteous behavior and observance of passenger friendly measures.
- d. Punctuality.

The procedure for payment of incentive on above parameters is to be followed as per the circular reference cited at 1, except Growth in the revenue realized through sale of marketing products.

In view of **revision of Tariff w.e.f 24.09.2012**, Vide Circular No.38/2012-OPD(MKTG), Dated 23.09.2012 for various types of marketing products of JHT, IJHT & CGC, the new methodology is adopted by neutralizing the effect of revision of Tariff for payment of incentive on the % of growth in the revenue realized through sale of Marketing Products over the corresponding month of previous year.

For having various types of products, the Weighted Average % of growth due to revision of Tariff for JHTs, LJHTs and CGCs (Except Vanitha Cards & Others) based on the sale of products at Corporate level is arrived as 15.31% for all depots.

**Similar procedure has to be adopted for all the depots for the months from October 2012 to September 2013 to neutralize the revision of tariff.**

There is no need to follow the above procedure from October 2013 onwards, the % of growth shall be worked out as usual on the revenue realized through sale of marketing products over the corresponding month of previous year.

For easy understanding an Illustration is furnished at Annexure enclosed.

Rest of the terms and conditions regulating incentive payment to Customer Relations Coordinator at all Depots of the Corporation shall remain unchanged.

**Encl: As above**

  
EXECUTIVE DIRECTOR (E & IT)

- Copy to :
- : Secretary to Chairman for kind information please.
  - : Personal Secretary to VC & MD for kind information please.
  - : Director(V&S), All EDs/ FA/CAO/ED(Zones) for kind information please.
  - : All RMs / HODs.
  - : All Dy. CTMs / DVMs/ Dy. CMEs/ Dy. CAOs/ Dy. CAO(TA&I)20 copies.
  - : Principals of ZSTCs / Principal of Transport Academy
  - : Dy.CME (Sr. Manager-IT) to provide necessary software for the implementation of the scheme.
  - : Training Officer / HO for inclusion in monthly index.
  - : All DMs / AOs / A.G. Audit, RTC Branch, Hyd.
  - : The General Secretary, APSRTC, NMU, Vidyanagar, Hyderabad.
  - : The Secretary General, APSRTC, E.U, Satyanarayana Reddy Marg, Hyd.
  - : The General Secretary, APSRTC, SWF, H.No. 01-07-130/5, Risala Khursheed Jahi, Zamistanpur, Hyderabad.

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ANNEXUREILLUSTRATION FOR CALCULATION OF INCENTIVE AMOUNT TO  
CUSTOMER RELATION CO ORDINATOR ( CRC )

Name of the Depot: “ X ”

Month : October 2012

I. Incentive on Growth in the revenue realized through sale of Marketing Products :

S.No.	Type of product	For the month of October 2012 (Rs.)	For the month of October 2011			% of Growth
			Actual for the month (Rs.)	Wtd. Avg. % of increase	Expected for the month due to revision of Tariff (Rs.)	
1	Revenue from sale of JHT	8350	10500	15.31	12108	
2	Revenue from sale of IJHT	7700	4400	15.31	5074	
3	Revenue from sale of CGC	10000	12000	15.31	13837	
4	Revenue from sale of CAT	48500	22000	0	22000	
5	Revenue from sale of Vanitha Cards	15200	11000	0	11000	
6	Revenue from sale of Others	0	0	0	0	
	<b>Total Revenue</b>	<b>89750</b>			<b>64019</b>	<b>40.19%</b>

- a) Minimum % of Growth eligible over the corresponding month of last year = 10%  
b) Maximum Ceiling Limit = Rs. 500 /-  
c) % of growth achieved through Marketing Products =  $(89750 - 64019) \times 100 / 64019 = 40.19\%$   
d) Incentive eligible =  $(89750 - 64019) \times 1\% = 25731 \times 1\% = \text{Rs. } \underline{\underline{257.31}} \text{--- A}$

II. Incentive on Percentage of services achieving Targets :

- a) % of services achieved the targets during the month = 45.00 %  
b) Minimum eligible % of services achieved the Targets = 40.00 %  
c) Maximum incentive eligible for 100% of services achieved targets = Rs.1000/-  
d) Incentive eligible (On pro-rata basis) =  $1000 \times 45\% = \text{Rs. } \underline{\underline{450.00}} \text{--- B}$

**III. Incentive for Travelling on low OR routes and with low earnings Conductors :**

- a) Maximum Incentive eligible = Rs.400/-  
 b) Minimum eligible days to be Travelled on low OR routes = 10  
 c) Minimum eligible days to be Travelled on low earnings Conductors = 10  
 d) No. of days Travelled on low OR routes in the month(Certification of DM) = 11  
 e) No. of days Travelled on low earnings Conductors in the month(Certification of DM)=11  
 e) Incentive amount eligible = Rs.400.00--- C

**IV. Incentive on Out going garage punctuality :**

- a) Maximum incentive eligible for above 98% of punctuality = Rs. 500/-  
 b) % of punctuality ( As per the Security Records) during the month = 96.13 %  
 c) Minimum % of punctuality eligible for incentive = Above 90%.  
 d) Eligible share = 75 %  
 e) Incentive amount eligible = 500.00 X 75% = Rs. 375.00--- D

**Total Incentive Eligible (A+B+C+D) = 257.31 + 450.00 + 400.00 + 375.00 = Rs 1482.31**

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