

# ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

Case No.C2/541(59)/2018-Dy.CM(C)

Office of the Managing Director,  
RTC House, vijayawada-520013.

## Circular No.12/2018-Comm, dated 14.12.2018.

Sub: **APSRTC Logistics**- Selection of RTC Employees as Marketing Executives in Logistics Department- Instructions issued - Reg.

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Parcel/Courier transport in APSRTC was allotted to M/s ANL on Franchise basis from 1985. M/s ANL paid an amount of Rs.9 crores per annum in the Financial year 2016-17. APSRTC started its Logistics Business in June 2016, on trial basis and on Commercial basis from 27.8.2017, on completion of contract with M/s ANL.

Hardware and manpower supply is allotted to M/s Galex, Software development and its maintenance is allotted to M/s Netxcell Ltd. through tenders. Logistics Business activities like booking, delivery and other related works except marketing are carried out by M/s Galex. Logistics revenue realised is as follows:

Sl. No	Financial year	Turnover (Rs.in Crores)
1	2016-17	15.48
2	2017-18	42.95
3	2018-19( up toNov.)	48.40

The following officers, supervisors and staff are utilised in Logistics:

Dy.CM (C) at HO	1
Dy.CM(M) at four Zones	4
ATM(C) in each region	12
Dy. CM(Logistics) at Hyderabad	1
Total	18
Supervisor at HO	1
Drivers for staff cars	1
Other categories	Nil.

All the activities are monitored by ATM (Comm.) in the region. Sanction was obtained for utilising 75 staff for booking in March 2017. After contract is entered with M/s Galex, they were utilised for supervision of outsourced activities of Logistics, coordination and business improvement. Most of them are not able to perform the marketing and monitoring duties assigned effectively, due to lack of skills and computer knowledge.

In order to improve Logistics Revenue it is proposed to select staff competent to handle marketing, customer care, coordination of counter staff, crew & porters and having computer skills. They will be designated as Regional Marketing Executives and Depot Marketing Executives. **They will directly work under the control of Commercial wing** and shall not be utilized for other works.

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The details of Selection Committees and eligibility criteria are given at Annexure-I. The selection is purely temporary for a period of one year and can be extended up to two more years based on performance. If the Regional/ Depot Marketing Executive performance is not satisfactory continuously for a period of three months, he/she will be relieved from Logistics section and sent back to his/her depot to perform regular duties.

The selection of Regional Marketing Executives and Depot Marketing Executives shall be completed by 26.12.2018. The Region wise list of counters and number of Marketing Executives sanctioned is given at Annexure-II.

At Depots where Marketing Executives are not allotted, one existing supervisor/staff at Depot shall be utilised to supervise all logistic activities in addition to his/her regular duties. The allotted supervisor shall report day to day activities and business opportunities to Depot Manager and ATM(Comm.) of concerned Region. At Depots where Depot Marketing Executive are allotted, concerned DM to identify Supervisor/staff responsible Logistics within 15 days of date of issue of this circular.



**VICE CHAIRMAN & MANAGING DIRECTOR**

Copy to : All EDs, Director(V&S), FA&CAO, EDs of All Zones.

Copy to : All RMs, HODs.

Copy to : All Dy.CMs(C), All Dy.CTMs of Regions & All SSOs.

Copy to : All ATMs(C) & All Depot Managers.

Copy to : Secretary to VC&MD.

Copy to : General Secretary, APSRTC Employees Union, Vijayawada.

Copy to : General Secretary, APSRTC NMU, Vijayawada.

Copy to : All the General Secretaries of Unions.

## Annexure - I

Selection procedure:

### 1. Regional Marketing Executive:

ATM(Comm.) to invite applications from candidates. Following are eligibility criteria:

1. Employees from all categories with at least 5 years of total service (including contract period) in Corporation are eligible.
2. The maximum age limit for the selection is 40 years as on selection date by the Committee.
3. They must possess MBA/M.Com.
4. They must have clean record (no suspension).
5. They must have good communication skills.

The Selection Committee consisting of Regional Manager, Dy.CM (Comm.) of Zone and ATM(Comm.) are authorized to prepare panel of suitable candidates. Panel can be operated with the approval of Executive Director, Zone. The requirement of Marketing Executives will be met from the panel. Panel will have 3 years validity.

### 2. Depot Marketing Executive :

DM to invite applications from candidates. Following are eligibility criteria:

1. Employees from all categories with at least 5 years of total service (including contract period) in Corporation are eligible.
2. The maximum age limit for the selection is 45 years as on selection date by the Committee.
3. They must possess any Degree.
4. They must have clean record (no suspension).
5. They must have good communication skills.

The Selection Committee consisting of Dy.CTM of the region, ATM(Comm.) and DM are authorized to prepare panel of suitable candidates. Panel can be operated with the approval of Executive Director, Zone. The requirement of Marketing Executives will be met from the panel. Panel will have 3 years validity.

  
10/12/18

**Annexure - II**

Sl. No.	Region	Counter Name	Average no. of daily Transactions	Daily Revenue in Rs.	Marketing Executives	
					Present	Proposed
1	Anantapur	Anantapur	570	48514	3	2
2	Anantapur	Bangalore	155	31000	3	1
2	Anantapur	Rayadurgam	45	11314	1	1
3	Anantapur	Tadipatri	105	11174	1	1
4	Anantapur	Hindupur	90	11126	1	1
5	Anantapur	Dharmavaram	70	9299	0	1
7	Anantapur	Kadiri	100	8959	0	1
6	Anantapur	Bellary	30	9130	1	
8	Anantapur	Guntakal	55	5158	0	1
9	Anantapur	Gooty	40	3206	0	0
10	Anantapur	Kalyandurg	20	1379	0	0
11	Anantapur	Uravakonda	20	1064	0	0
12	Anantapur	Puttaparthi	10	1021	0	0
13	Anantapur	Tirupathi	635	60610	6	3
14	Chittoor	Chennai	175	32862	4	2
15	Chittoor	Chennai	175	29006	2	2
15	Chittoor	Madanapalle	195	29006	2	1
16	Chittoor	Chittoor	150	14573	2	1
17	Chittoor	Kuppam	60	10200	0	
21	Chittoor	Palamaneru	25	1480	1	1
18	Chittoor	Puttur	35	3394	1	0
19	Chittoor	Pileru	40	2692	1	0
20	Chittoor	Srikalahasthi	40	2579	1	0
22	Chittoor	Srikalahasthi	40	2579	1	3
22	East Godavari	Rajamahendravaram	730	78125	1	1
23	East Godavari	Ravulapalem	220	31469	1	1
24	East Godavari	Kakinada/Samarlakot	385	31023	4	2
25	East Godavari	Kakinada/Samarlakot	385	31023	1	1
25	East Godavari	Amalapuram/Ambaji	155	24213	1	1
26	East Godavari	Tuni	100	16084	0	1
27	East Godavari	Tuni	100	16084	1	1
27	East Godavari	Razole	55	12156	1	1
28	East Godavari	Razole	55	12156	0	0
28	East Godavari	Ambajipet	30	8291	0	0
29	East Godavari	Annaram	35	6648	0	0
29	East Godavari	Annaram	35	6648	0	0
30	East Godavari	Kadiyapulanka	125	5267	0	0
31	East Godavari	Ramachandrapuram	30	4065	1	0
32	East Godavari	Jaggampet	10	3679	0	0
33	East Godavari	Samarlakota	20	2911	0	0
34	East Godavari	Gokavaram	10	2115	0	0
35	East Godavari	Eleswaram	10	413	0	0
36	Guntur	Guntur	605	58949	4	3
37	Guntur	Narasaraopet	130	11687	1	1
38	Guntur	Tenali	85	11150	1	1
39	Guntur	Repalle	40	8593	0	1

40	Guntur	Chilikaluripet	70	5497	0	1
41	Guntur	Piduguralla/SAP/MCL	40	4527	0	1
42	Guntur	Vinukonda	55	4261	0	1
43	Guntur	Bapatla	30	3401	0	0
44	Guntur	Ponnur	35	2946	0	0
45	Guntur	Macherla	25	1868	0	0
46	Guntur	Mangalagiri	15	1798	1	0
47	Guntur	Sattenapalle	25	1536	0	0
48	Inter State	HYD-JNTU-KPHB	240	42704		
49	Inter State	HYD-MGBS	135	30568		
50	Inter State	Hyd-Vanastalipuram	85	23245		
51	Inter State	Hyd-Telephon Bhavan	145	22227		
52	Inter State	Hyd-Jeedimetla	45	13221		
53	Inter State	Hyd-Hayathnagar	35	12768		
54	Inter State	Hyd-ECILI	60	10337		
55	Inter State	Hyd-Aramghar	30	7554		
56	Inter State	Hyd-BHEL	30	7054	1	4
57	Kadapa	Kadapa	635	50691	2	2
58	Kadapa	Mydukur	140	21962	0	1
59	Kadapa	Proddutur	230	17618	1	1
60	Kadapa	Jammalamadugu	45	6572	1	1
61	Kadapa	Rayachoti	95	6459	1	1
62	Kadapa	Badvel	65	5607	0	0
63	Kadapa	Pulivendula	65	5208	1	0
64	Kadapa	Rajampet	60	5104	0	0
65	Krishna	Vijayawada	1470	174735	14	9
66	Krishna	Machilipatnam	130	12461	1	1
67	Krishna	Hanumanjun/Nuzived	35	7407	0	1
68	Krishna	Avanigadda	30	4412	0	0
69	Krishna	Gudivada	60	4310	0	0
70	Krishna	Gannavaram	15	4149	0	0
71	Krishna	Nuziveedu	30	3587	0	0
72	Krishna	Jaggiahpet	15	1029	0	0
73	Krishna	Tiruvuru	10	781	0	0
74	Krishna	Vuyyuru	10	688	0	0
75	Kurnool	Kurnool	455	55128	5	4
76	Kurnool	Nandyala	285	27593	0	1
77	Kurnool	Dhone	60	10197	0	0
78	Kurnool	Yemmiganur	50	6351	0	1
79	Kurnool	Allagadda	70	4926	1	0
80	Kurnool	Adoni	45	4032	0	0
81	Kurnool	Atmakur_Kurnool	30	2573	0	0
82	Kurnool	Nandikotkur	20	2163	0	0
83	Kurnool	Banaganapalle	20	1292	1	0
84	Kurnool	Koilakuntla	15	1051	0	0

85	Kurnool	Pattikonda	10	577	0	0
86	NEC	Srikakulam	200	15932	2	2
87	NEC	Vizianagaram	190	14379	1	1
88	NEC	Palasa	45	7257	0	1
89	NEC	Saluru	35	3141	0	0
90	NEC	Parvathipuram	25	2463	0	0
91	NEC	Ichchapuram	10	2232	0	0
92	NEC	Palakonda	15	1120	0	1
93	NEC	Tekkali	10	766	0	0
94	Nellore	Nellore	645	64988	3	3
95	Nellore	Kavali	135	12408	1	1
96	Nellore	Venkatagiri	35	2279	0	1
97	Nellore	Gudur	30	1960	0	0
98	Nellore	Sullurpet/SEZ	20	1310	0	1
99	Nellore	Udayagiri	25	1273	0	0
100	Prakasham	Ongole	375	31183	3	2
101	Prakasham	Chirala	130	16046	1	1
102	Prakasham	Markapur	100	8879	2	1
103	Prakasham	Giddalur	40	3663	1	0
104	Prakasham	Addanki/Gullapalli SEZ	50	3592	1	1
105	Prakasham	Kandukur	40	3123	1	0
106	Prakasham	Podili	30	2792	1	0
107	Prakasham	Kanigiri	35	2323	1	0
108	Visakhapatnam	Visakhapatnam	850	82835	7	4
109	Visakhapatnam	Anakapalle/Narsipat	115	18014	0	1
110	Visakhapatnam	Gajuwaka	70	7241	0	1
111	Visakhapatnam	Narsipatnam	45	4349	0	0
112	Visakhapatnam	Maddilapalem	15	1093	0	0
113	Visakhapatnam	Paderu	10	831	0	0
114	West Godavari	Eluru	235	25673	1	1
115	West Godavari	Tadepalligudem	110	16157	1	1
116	West Godavari	Bhimavaram	175	14004	2	1
117	West Godavari	Tanuku	105	11497	1	1
118	West Godavari	Jangareddygudem	80	10373	0	1
119	West Godavari	Palakol/ Narsapuram	60	6994	0	1
120	West Godavari	Narsapuram	40	4771	0	0
121	West Godavari	Nidadavolu	20	2383	0	0
122	West Godavari	Kovvuru	10	1536	0	0
	Sub-total				103	91
	Regional Marketing Executives				0	12
	Total				103	103

  
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