

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.OP2/581(11)/2003-MED

Office of the VC&MD
HYDERABAD-20

CIRCULAR NO.10/2003-MED, Dt.11.04.2003

SUB:PERFORMANCE:- Creating awareness in improving the
Occupancy Ratio among the Drivers - Painting of
slogans - Reg

Corporation will be spending around Rs.962.00 crores towards purchase of HSD Oil during the year 2003-04 at the present price of HSD Oil. The cost on HSD oil is the second highest cost parameter in the Corporation next only to personnel cost. Hence there is every need to conserve precious HSD Oil and reduce the cost on power.

The HSD KMPL of the Corporation has shown an improvement from 5.07 in 2001-02 to 5.24 during the 2002-03. This tremendous improvement in HSD KMPL was possible on account of creating awareness among the Drivers in good driving habits and adopting the driving technology. Vigorous counselling of Drivers by the Manager and constant monitoring and persuasion at the Corporate office have contributed substantially to this improvement.

The above improvement in HSD KMPL has amply proved that the Driver is the key element in diesel conservation. Hence there is every need to constantly remind the Driver about fuel conservation.

While on one side the Corporation should strive to reduce the cost of operations through fuel conservation it is equally important that the revenues of the Corporation should also be improved on par with cost reduction. This will enable the Corporation to make surplus. The aspect of improving the occupancy ratio of buses to raise the revenues of the Corporation has to be communicated to the Driver in the same manner in which fuel conservation drive is being carried out.

Hence, in order to create awareness among the Drivers towards the concept of cost reduction on one side and maximization of revenues on the other side, a slogan in Telugu shall be written in bold letters in the Drivers cabin which

will constantly attract the attention during his spell of duty. The following slogan in Telugu is proposed to be painted in front of the Driver seat either on the cabin ceiling portion just above the windscreen glass if sufficient space is available or on the wind screen itself if sufficient space is not available on the cabin ceiling.

The above slogan would be painted in blue colour in an appropriate size which is clearly visible to the Driver and immediately attract his attention. All the D.Ms are advised to paint the above slogan in all vehicles immediately and educate the Drivers in maximizing the revenues of the Corporation by improving the occupancy ratio and at the same time improving the HSD KMPL so as to ensure the survival of the organisation.

All the Regional Managers and Divisional Managers are advised to ensure the implementation of this Circular instructions at all Depots before 15.05.2003 to create awareness among the Drivers on improvement of Occupancy Ratio as well as HSD KMPL.

All Executive Director(Zones) are advised to ensure the implementation of above instructions scrupulously and review the same.

Please acknowledge the receipt,

VICE CHAIRMAN &
MANAGING DIRECTOR