

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.C6/471(9)/2007-OPD(C)

Office of the VC & MD  
Mushirabad, Hyderabad 20

**CIRCULAR No. 05/2008-OPD(C) Dt. 22-02-2008**

Sub:-**COMMERCIAL REVENUE**- Presentation of Cash Award for achieving targets on Commercial Revenue during the period Aug'07 to July'08 - Instructions / Guidelines issued - Reg.

- Ref: 1. This office Lr. No. C5/437(138)-2007-OPD( C )  
dt.13-9-2007  
2. This office Cir.No. 37/2007-OPD( C ) dt.27-10-2007  
3. This office Cir.No. 44/2007-OPD( C ) dt.11-12-2007  
4. This office Cir.No. 48/2007-OPD( C ) dt.31-12-2007

In order to accelerate the growth of commercial revenues, it has been envisaged to achieve a modest target of Rs. 100 crores during the period Aug'07 to July'08 by filling vacant stalls / spaces in Bus Stations, utilisation of un-used Bus Stations, collection of rental dues and exploring other available resources. Accordingly, Region-wise targets have been communicated to all Regional Managers vide the letter 1<sup>st</sup> cited.

**MEASURES TO ACHIEVE THE SET TARGETS:** As of now, 16% of Canteens / Stalls / Spaces are unoccupied for various reasons. Further 167 Bus Stations are not under utilization. The Regional Managers were instructed to give wide publicity on availability of vacant stalls at the bus Stations by distribution of posters / pamphlets to business persons, interested groups and Merchant Associations on availability of vacant stalls and to enthuse Sponsoring/Employee Agents.

The Regional Mangers have been empowered vide circular 2<sup>nd</sup> cited to accord approval for allotment of unused Bus Stations through a Depot Level Committee for any legally permitted business. The RMs have also been informed to call on District Collectors, RDOs and District level Officials and seek their co-operation for housing Govt. and Semi-Govt Offices, Training centers, Hospitals, Godowns, Milk chilling centres etc. at unused Bus Stations on payment of appropriate licence fee to the Corporation. The members of Depot Level Committee have also been advised to approach private/Govt, Educational Institutions, Coaching centres etc.

**EMPOWERMENT OF EDs / RMs** : Instructions / guidelines were issued vide this office circular 4<sup>th</sup> cited empowering Regional Managers & Executive Directors of Zones in the matters relating to allotment of Canteens, Stalls, Space etc. even in cases where the licence fee offered is less than the licence fee realised earlier (i.e., upto 20% reduction by

RM and beyond 20% by ED Zone) and also to let out unused vacant space for short term business, revocation of termination of licence.

**COMMERCIAL BUSINESS DEVELOPER ( CBD):** The Dy.EE(Civil) / AE (Civil) has been designated in each Region as "Commercial Business Developer" to Co-ordinate with Business people, District level Revenue / other Officials, Private Educational Institutes and impress upon them to utilise unused bus stations and vacant stalls at Bus stations.

**MEASURES TO MOTIVATE FIELD OFFICERS:** It is also felt appropriate to motivate Field Managers to achieve the set targets within the targetted period with Cash Awards to the EDs of Zones, Regional Managers, Depot Mangers, Regional Tender Committee members (ie. Dy.CTM, Dy.CAO / AO), Personnel Officers, and Commercial Business Developer (CBD).

**ELIGIBILITY CRITERIA :** It is decided to earmark Rs. 30,000/- for presenting Cash Award to the above Officers of each Region on achieving 90% of target and Rs. 38,500/- on achieving 100% at the end of targeted year.

**DISTRIBUTION OF AMOUNT:** The Cash Award amount will have to be distributed among the officials as below.

	On achieving 90% of the target Rs.	On achieving 100% of target Rs.
Executive Director of Zone	10,000	12,000
Regional Manager	4,000	5,000
Dy.Chief Traffic Manager	1,500	2,000
Depot Managers	7,500	10,000
Personnel Officer	500	750
Dy.CAO/Accounts Officer	500	750
Commercial Business Developer:	6,000	8,000
<b>TOTAL</b>	<b>30,000</b>	<b>38,500</b>

**NOTE:**

- i). Each Executive Director(Zones) will get Cash Award not exceeding Rs.10,000/- in two Zones put together, but not in each Region / Zone on achieving 90% of set target and Rs.12,000/- on achieving 100% target.
- ii). Regional Manager, Dy.CTM, DY.CAO/AO, PO & Commercial Business Developer will get Cash Award when the Region achieves the targeted amount as above;
- iii). The Depot Managers those who achieve Depot targets as fixed by RM will get Cash Award on pro-rotta basis.

**SANCTIONING AUTHORITY OF CASH AWARD:** A Committee consisting of Regional Manager(Chairman), Dy.CTM, Dy.CAO / AO (members) of the Region shall scrutinize the data relating to targets achieved and claims of cash award in each Region. The Committee will submit proceedings to

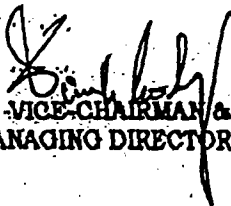
the Executive Director of the Zone concerned, who after thorough verification of the facts can accord sanction for presentation of Cash Award as per the eligibility as mentioned above.

**MODE OF PAYMENT:** The cash award amount will be paid in the month of Aug, 08 as the target period ends in July'08.

**ONE TIME MEASURE:** This Cash Award will be presented as one time measure only.

The Executive Directors of Zones must review filling up of vacant stalls / un-used Bus Stations, realization of amounts due from the licensees of canteens, stalls / spaces etc. in the monthly meetings with Regional Managers, Dy.CTMs, Depot Managers and Commercial Business Developers and ensure their allotment on priority basis. The Corporate office will also review the position in the regular EDs, RMs / HODs meeting.

The Executive Directors and Regional Managers are therefore advised to acknowledge this circular immediately and bestow their personal attention and ensure that the given targets are achieved compulsorily within the stipulated time limit to fulfill the promise made to the Government and to Hon'ble Minister for Transport and to earn the Cash Awards.

  
VICE-CHAIRMAN &  
MANAGING DIRECTOR

To  
All Regional Managers,  
APSRTC.

Copy to the Director (V&S), FA, CAO, all EDs of Corporate Office for infn.  
Copy to EDs of Zones for information and necessary action.  
Copy to the HODs / Dy.CTMs in Head Office for information.  
Copy to Dy.CTMs/Dy.CAOs in all Regions for infn. and necessary action.  
Copy to All the Depot Managers for infn. and necessary action.  
Copy to the ATMs in Bus Stations for infn. and necessary action.  
Copy to POs / AOs in all Regions for infn. and necessary action.  
Copy to the Dy.EEs / AEs (Commercial Business Developers) in all Regions for information and necessary action.