

# ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

M2/541(5)/06-OPD(M)

Office of the VC&MD  
Mushirabad, Hyderabad

## CIRCULAR NO 06/07-OPD(MKTG) DATED 05.02.2007

Sub : **ADVANCE 'BUS ARRIVAL' INFORMATION SYSTEM (ABAIS)** at Traffic generating points for the passengers to **HALT & BOARD** – a step for improvement of OR – Circular Instructions issued-Reg.

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### **I. INTRODUCTION :**

To garner the passenger loyalty for our services, we have "**HALT & GO**" system for the buses of APSRTC at major Traffic generating points. However, this is from Organisation's point of view.

From the public point of view, we have to have a "**HALT & BOARD**" strategy for the buses and the following are the features of this new scheme.

### **2. OBJECTIVE :**

For raising the forbearing capacity and patience in the passengers waiting at the major traffic points to "**HALT & THEN BOARD**" the buses, we have to have such a communication system between two successive major traffic-generating points that there may be an announcement to the passengers with the information that a particular Service Bus would be arriving shortly. This would make the passengers to stay back at the point to board our Bus service. This would also help in the success of the ground booking system enroute if any.

**The whole system shall be called as "Advance Bus Arrival Information System (ABAIS)".**

### **3. MODALTY :**

The following may be the modality :

From a Bus Station / major Traffic generating point enroute, a cell call under CUG shall be made to the next major traffic generating point about the departure of the bus service. The Traffic Guide / Controller at the next major traffic generating point in the route / Bus Station would receive this call and announce immediately to the public that a particular Service Bus (along with the Bus Number) is about to arrive. With this information, the passengers would not get tempted to travel in a readily offered but possibly unsafe mode of transport like Auto, Jeep etc., but would wait for APSRTC bus to arrive. It would improve the confidence level on the APSRTC services in the waiting passenger.

It is the experience of anybody that the passenger waits for a bus and if got disgusted, may opt for other mode of transport just short of arrival of the APSRTC service bus. This can be certainly attended with the ABAIS (Advance Bus Arrival Information System).

### **4. PROCEDURE :**

The Regional Managers are hereby advised to propose as to what are the major traffic generating points / Bus Stations that can be connected with "**CUG CELL PHONE LINK**" and can process a note alongwith the requirements of Public Address Systems etc., to Head Office for the sanction. The Regional Managers may prioritize the requirements in phases I & II. In Phase-I, the most important traffic generating points, where Traffic Guides / Controllers would be available without any break shall be chosen for implementation of the system.

### **5. TRAINING :**

The success of this scheme, thus the improvement in Occupancy Ratio all depends upon the committed participation of the Officers and Supervisors. Therefore, the Regional Managers would arrange Training for the Depot Supervisors and Field Officers. The broad topics may be 1) Upkeep of Cell Phones, 2) Uninterrupted flow of information, 3) Need for keeping the Cell Phone free from Number Busy, 4) Debarring the Incoming and outgoing Numbers other than those of CUG, 5) Need for Inspection of the system regularly etc.

### **6. CONTROL :**

- a) It is herewith made very clear that such Cell Phone instruments have to be used in traffic generating points / Bus Station only but not with any other person or otherwise the cost has to be recovered from the concerned who are responsible for such misuse.

- b) The Regional Managers shall review the functioning of the system, its impact on OR etc., in every DMs meeting and may take necessary steps to achieve the desired objective.
- c) Receipt of the bus arrival information is the most important one for this cell phone system. Therefore, it shall be ensured that "Number Busy" shall be avoided. For this purpose,
- The Cell number shall not be disclosed to public.
  - The cell should not be used for attending General /Public Enquiry Calls.
  - All Outgoing and Incoming calls for numbers other than CUG of APSRTC shall be barred with the help of cellular operators.
- d) Officers, Supervisors moving on the line should inspect the functioning of the system, endorse in the Register and take necessary steps for the smooth functioning.

**7. REVIEW :**

A Cell phone-wise Register may be kept with the user and insisted on to maintain day-wise for scrupulous functioning of the system. The columns may be:

S.No.	Date	Depot	Bus Station / TRAFFIC Point	Cell No.	Name of the User
1	2	3	4	5	6

  

Smooth flow of Information		Working Condition	Remarks	Signature of the User	Remarks of the Inspecting Official	Signature of the Inspecting Official
Yes	No					
7	8	9	10	11	12	13

**8. SUCCESS STORY :**

On mooted this suggestion of Advance 'Bus Arrival' Information System (ABAIS) by DY.CTM (M), Regional Manager, Guntur has tried in certain routes recently and got encouraging results, which was also thoroughly appreciated by the Public, the Press and the Officials. Regional Manager Guntur may be further contacted in the matters of implementation.

**9. FEEDBACK :**

All Regional Managers are requested to send the proposals in the proforma (Annexure – I) to this office by **1<sup>st</sup> MARCH** with out fail.

On implementing the ABAIS, depot wise, route wise, month-wise data shall be sent to ED (O). RMs are also requested to assess the impact of ABAIS in terms of improvement of OR of the service/route and send the periodical (Annexure – II) to reach the undersigned by 5th of every month.

**10. CONCLUSION :**

It may be a gift to traveling public on the eve of "**PLATINUM JUBILEE CELEBRATIONS**" of APSRTC.

Therefore, all Regional Mangers are requested to implement the system and send compliance from time to time.

Encl: Annexure I & II.



**EXECUTIVE DIRECTOR  
(OPERATIONS)**

**To  
All Regional Managers  
APSRTC**

**Copy to :**

Director (V&S), FA, CAO & all EDs & HODs for information  
all RMs / DVMs, Dy CTMs, Dy CAOs, Principals, Dy CMEs for information and necessary action.  
DMs, AOs, POs for information and necy action.  
all Traffic Incharges of the Depots, Bus Stations for necy action.

ANNEXURE - I

REGION			MONTH :		
1	S.NO.				
2	DEPOT				
3	ROUTE				
4	POINT 1	POINT 2	MAJOR TRAFFIC GENERATING POINTS		
5	POINT 2	POINT 3			
6	POINT 3 ETC				
7	PHASE I	PHASE II	NO. OF CUG PHONES NEEDED FOR CONNECTING THE POINTS		
8					
9	PHASE I	PHASE II	NO. OF PUBLIC ADDRESS SYSTEMS REQUIRED		
10	NAME OF THE CONTROLLING/UNIT OFFICER				
11	REMARKS & SUGGESTIONS FOR IMPROVEMENT OF THE SCHEME				

ANNEXURE - II

REGION			MONTH :		
1	S.NO.				
2	DEPOT				
3	ROUTE				
4	POINT 1 TO POINT-2	POINT 2 TO POINT3	CUG CELL LINK BETWEEN		
5		POINT 3 TO POINT 4 ETC.			
6					
7	PUBLIC ADDRESS SYSTEM AVAILABILITY YES/NO				
8	OCCUPANCY RATIO OF THE ROUTE				
9	UPTO THE MONTH PREVIOUS YEAR				
10	UPTO THE MONTH CURRENT YEAR				
11	VARIANCE				
12	IMPACT OF "ABAIS" ON OR				
13	PROPOSAL FOR CONTINUITY/EXENTSION				
14	REMARKS/SUGGESTIONS FOR IMPROVEMENT OF THE SCHEME				