

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/541(4)/06-OPD(M)

OFFICE OF THE VC & MD
MUSHIRABAD:HYDERABAD

Circular No. 07/07-OPD(Mktg) Dated 06.02.2007

Sub : **COUPLE GIFT CARD** – Formulation of a New Scheme – Circular instructions – Regarding.

Several Forward Business Organizations customize their products and schemes for better marketability. Their products and schemes are oriented for different segments of customers. The variety of the products offers flexibility and cause customer satisfaction giving new opportunity for the business Organisation to add revenues.

On the above lines, it is felt that APSRTC may also have products and schemes suitable for different segments of people and occasions and in this context, the following has been considered.

“There is a custom of offering Gifts to people on several occasions like marriages, retirements etc. in our society”. Therefore, taking this as an opportunity a scheme from APSRTC is devised in the following terms :

1. SALIENT FEATURES:

- Ø The name of the Scheme is “COUPLE GIFT CARD”.
- Ø The card is meant for gifting to Couple (normally Wife & Husband) on the eve of Marriages, Anniversaries, Retirements and other festive occasions by their Friends, Well-wishers and Relatives.
- Ø Couples themselves can also purchase the card.
- Ø The card enables the Couple to travel anywhere in the State for a period of 4 days in non A/c services viz., Semi-Sleeper, Super Luxury, Deluxe, Express, Ordinary, Sub-urban, Gramani, City etc.
- Ø It is priced @ Rs.1000/-.
- Ø Since it is a Gift item, the Card need to be issued in a suitable, decent envelope and the Couple need to be given warm reception and courtesy in the premises of APSRTC and in buses by the crew, Supervisors, Officers and all the concerned. The Couple need to be invited, seated and made comfortable in the bus, Bus Station etc.
- Ø The Couple may also be allowed to carry infants/children below 5 years of age free of cost.
- Ø The Couple card will give us extra revenues from the culture of presenting Gifts by the concerned, colleagues, relatives and other well-wishers.

2. CREW INCENTIVE:

- Ø The Card will have perforated bits as its surroundings, so that on each travel one bit of the perforation may be given to the crew as a token of their travel.
- Ø The crew on such collection, will enter the details of the token in the STAR document and present the perforated bit (token) of the card in the Earning Section to claim the Courtesy Incentive of Rs.3/- equally (to the crew) per bit. However, no allowance is paid for travel in city services.
- Ø Audit shall be conducted as per the usual procedure.

3. PRINTING THE CARD :

- Ø The Works Manager, Printing Press would arrange to print the Card in the decent possible manner since it is meant for Gifting to the Couple on festive occasions like Marriage, Anniversaries, Retirements. The Works Manager may take the approval on the design and outcome of the card. Upon the completion of print, the cards shall be supplied to Zonal Stores.
- Ø A good quality and attractive envelope meaning the Gift shall be prepared such that the first look itself gives the impression of a Gift.

4. PROMOTION :

- Ø All efforts shall be made by the Field Managers to promote this product extensively. It is not just the product, but the publicity given by the Organisation in connection with the promotion of the card behind it also assumes good amount of importance.
- Ø During the marriage season and also in the last week of every months (Retirements), more impetus on publicity of the card shall be given for higher sale performance. For example: Banners, Ads in local News paper editions, Pamphlets, Wall Writings etc. should be arranged in these terms:

పథావరులకు, దంపతులకు, తిరుపతి / విశాఖసాగర తీరము / అరకులోయ / అన్నవరము / శ్రీవైలము దేవాలయము, ప్రాజెక్టు, అభయారణ్యము మరియు రాష్ట్రంలోని అన్ని ప్రముఖ క్షేత్రముల దర్శన భాగ్యం కల్పించండి! కవుల్ గిఫ్ట్ కార్డు కొనండి!! దర్శన భాగ్యపు సంకృతి పొందండి !!!

- Ø The special Hire parties visiting depots for hiring the buses shall be impressed on the availability of the Couple Card (but without exerting any pressure / compulsiveness).
- Ø The performance of the Couple Card shall be sent as a periodical with all the other schemes to reach ED(O) by 5th of every month in the following proforma :

REGION : _____ MONTH _____

Sl No.	Name of the Depot	Performance of Couple Card for the Month			Performance of Couple Card upto the Month			Suggestions for improvement of the scheme
		Number	Amount	Incentive Paid	Number	Amount	Incentive Paid	

The scheme shall come into force immediately on printing the card. Until then and even after, the publicity shall be extensively given by Field Officers through Press, Pamphlets, and Banners etc.

This has the approval of VC & MD and FA.

Please report compliance of the circular.

EXECUTIVE DIRECTOR(O)

To
All Regional Managers.

Copy to

- Director (V&S), FA, CAO, all EDs, all HODs of the Corporation
- CE(IT&MS) for information with a request to generate a computer programme for accountal purpose.
- DVMs, Controller of Stores, Dy CTMs, Dy CMEs, EEs, Principals, WM(PP), Dy CAOs, DMs, AOs, POs, ATMs for information and n/a.
- All Traffic Incharges, Accounts Incharges for necy. action.
- All DCs (Earnings) of Depots for n/a.