

# ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No:M/9(1)/99-OPD(M)

Office of the VC & MD,  
Musheerabad,Hyderabad.

## CIRCULAR NO.8/2001-OPD (MARKETING) DATED: 03.02.2001.

SUB : CORPORATE COMMUNICATIONS - Image building strategy-Budgetary allocation - Communication of delegation of powers to EDs and RMs - Reg.

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### I. INTRODUCTION :

Corporation in the recent past has introduced various passenger-friendly packages like Return Journey Ticket System(RJT), Telephone Reservation & Door Delivery, Jubilee Express/Hi-Tech Ticket(JET/JHT), Concessional Annual Travel (CAT) Card and strengthened ticketing network by opening many Current / Advance ticket booking outlets manned by Authorised Ticket Booking Agents in addition to meeting the travel needs of passengers through passenger amenities created in the Bus Station environs.

Time has come to focus these measures to find a place in the mind space of actual and potential passengers. A Corporate policy and the required budgetary allocation was wanting in this regard.

To stand up to the call of the day in the vital area of promotion, it is decided to delegate powers of incurring expenditure towards publicity by providing budgetary allocation/support to meet the following objectives :

### II. OBJECTIVES:

- 1) To popularise various passenger friendly schemes so as to reach the target clientele,
- 2) spruce up Corporate image,
- 3) Improve Corporate communications,
- 4) Correct passenger perception on the organisation,
- 5) To take up mass educative campaign on items such as hazards of footboard travelling, formation of 'Queue' system, unsafe travel in the unauthorised vehicles etc.

### III. STATUS:

At present, only Managing Director is delegated with full powers to accord sanction for incurring expenditure towards publicity.

Now, powers are being delegated to various authorities to incur expenditure towards publicity in their jurisdiction by amending item No.4 Section 13 of Delegation of Powers under Public Relations.

**IV. MODIFIED DELEGATION OF POWERS :**  
**ITEM NO.4 SECTION 13 OF DELEGATION OF POWERS ON RELEASING OF**  
**ADVERTISEMENTS (PUBLICITY MATERIALS)**

Sl. No.	EXISTING AUTHORITY	POWERS	PROPOSED AUTHORITY	POWERS
1.	MD	Full powers subject to Budget allocation.	MD	Full powers subject to budget allocation
2.	-	-	ED(O)	2.00 lakhs in an year subject to a maximum limit of Rs.25,000 per occasion with the concurrence of FA.
3.	-	-	ED(Z)	1.00 lakh in an year subject to a maximum of Rs. 10,000 per occasion over and above the limit of expenditure incurred by RMs with the concurrence of Dy.CAO.
4.	-	-	RMs/ CTM(O)	1.50 lakh in an year subject to a maximum limit of Rs.10,000 per ccasion with the concurrence of Dy CAO/AO of Region)/Dy CAO-SP&A

**V. LIMITATIONS :** Following are the limitations for defraying expenditure as delegated above :

1. Above powers are to be utilised for the purpose of publicising in print / electronic media on matters such as introduction of new services, jathara/special operations, change of timings, publication of sector-wise time tables, distribution of pamphlets/posters, preparation and display of cinema slides, publicity on availability of Authorised Ticket Booking Agents, Telephone reservation, Home Delivery, Return Journey Ticket system, publicity on operation of TREAT (Travel Regularly and Earn an Additional (free) Trip) Scheme, availability of Travel As You Like tickets, Monthly Season Tickets etc.

2. Normally the Publicity shall be taken up by the Regional Managers only on the schemes applicable in that particular Region through different media, pamphlets, banners etc.

3. With regard to electronic media the various local cable networks shall be made use of by RMs in the District/Revenue Divisional HQs.

4. Executive Directors are delegated with financial powers to accord sanction as proposed by RMs after the budget allotted to RMs is exhausted.

5. With regard to Schemes such as JET (Jubilee Express/Hi-tech) Ticket, Concessional Annual Travel (CAT) Card and other educational campaign/s, which has/have relevance throughout the state, the corporate office will take up the promotional campaign.

VI. The Board has approved above modified delegation of powers vide Res.No.36 dt 22.01.2001. 22.01.2001.

These instructions will come into force with immediate effect. However, the expenditure for the financial year 2000-2001 has to be restricted to 30% of the annual provision made and indicated as above.

**Sd/- R.P.SINGH, IPS  
VICE CHAIRMAN AND  
MANAGING DIRECTOR**

To  
All Regional Managers

Copy to:

FA, CAO, all EDs of Zones and Head office, CA for information CM-HR, HO with a request to include amendments as above

AG Audit for information. Dy CTM(O), Dy CTM (C), Dy CTM(P) of HO for information. All Dy CTMs (M&C), Zones, all Dy CTMs, Regions for info & n/action. All Dy CAOs/AOs of all Zones & Regions for info & n/a. Dy CAO(TA) for info. All Principals of ZSTC & Principal, TA. All Depot Managers. All Officers of Corpn. other than above.

**ATTESTED BY**

**Sd/-**

**EXECUTIVE DIRECTOR**