

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

Office of the VC & MD,
Mushirabad, Hyderabad.
Date:17.03.2010.

No.T2/581(1)/2010-OPD (T)

CIRCULAR NO.11/2010, DATED:17.03.2010

Sub:-PERFORMANCE - Performance of high density/potential routes -
To identify high density/potential routes and to strengthen for
increasing occupancy ratio to counter the fall on OR of the
depots - Reg.

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Consequent to recent revision of fares in the Corporation w.e.f. 07.01.2010, the Occupancy Ratio has come down from 72% to 60% throwing a big challenge before us. Further, fuel rates have also been revised w.e.f. 25.02.2010 increasing an additional burden around Rs.150.00 Crores per annum. **Unless proper attention is paid on all vital parameters, it will become difficult to tide over the present situation.**

Traffic revenue constituting 98% (a preponderant portion of the total revenues of the Corporation), there is immediate necessity to focus on operational strategies by utilizing the resources effectively.

Critical analysis of the routes reveal, that Depots obtain more than 40% of their traffic revenues on high density potential routes where 5 or more buses are operated. Even slight drop in the performance of such routes will adversely affect the over all profitability of the Depots. Hence it is imperative to identify such routes and pay more attention with a view not only to improve their performance, but also to improve the over all revenue performance of the Depot.

In order to improve the performance of high density/potential routes of the Depots, the following strategies are suggested to be followed strictly.

1. The Depot Managers shall adopt these potential routes and review the performance on daily basis and take steps to improve the performance further.
2. The Customer Relation Coordinator shall travel on these routes regularly and shall give feed back to the Depot Manager periodically for taking necessary corrective action.
3. To increase OR and to popularize these services, branding to be done with local familiar names, local pilgrim centres etc. This will attract more passengers from the private mode of vehicles operated on the routes.
4. Fixation of bus and committed crew to these routes shall be done which helps to improve market share and customer satisfaction.

(PTO)

5. Counseling of crew shall be done for the services obtaining low performance for obtaining feed back and suggestions from crew for increasing bus collections. Further counseling of crew to obtain breakeven EPB shall also be done regularly.
6. Passenger Guides shall be posted at all important traffic generating points on these routes to enhance market share.
7. To prevent the deflection of traffic to private vehicles, the Halt & Go principle shall be implemented strictly. The Unit Officers shall publicize about the strategy by circulating pamphlets among the crew and the public. Halt & Go stages shall be incorporated in MTD.141 Cards for strict adherence.
8. Gift scheme shall be implemented to retain the existing clientele and also to attract new customers so as to obtain even those clientele traveling private modes of vehicles.
9. Action has to be initiated to increase sale of CAT Cards in the villages/towns situated on these routes.
10. Stage poles exhibiting the updated timings shall be erected on these routes for the information of passengers. This will encourage the intending passengers to wait at the stage for our bus.
11. 100% punctuality to be maintained to increase the confidence of passengers in our services operated on these routes.
12. Illicit operations by private vehicles on these routes shall be intimated to DTC/RTO/Police authorities regularly to curb the same. To thwart criticism of inadequate operations from any quarter, timely augmentation of trips on these routes shall be effected.
13. To arrange Audio/FM in these buses.

All the Field Officers are advised to initiate the above steps immediately. The improvements in performance particularly on high density/potential routes, consequent to implementation of the above instructions shall be informed to ED (O&MIS) before 5th of every succeeding month.

Please acknowledge.


**VICE-CHAIRMAN &
MANAGING DIRECTOR**

To

All Executive Directors of Zones.
All Regional Managers.
All Depot Managers.

Copy to: All Dy. CTMs/DVMs for information and necessary action.