

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No:M/535(36)/2001-OPD(MKTG)

Office of the VC & MD,  
Musheerabad, Hyderabad

**CIRCULAR NO.12/2001-OPD (MKTG) DATED: 22.02.2001**

**SUB:- FREQUENT PLIER PROGRAMME - Scheme to offer a free single trip to frequent traveller on route Hyderabad - Bangalore.**

- o O o -

**I) INTRODUCTION:**

Presently TREAT Scheme is in vogue on the route Hyderabad-Vijayawada.

During the Market Survey conducted on route Hyderabad-Banglore, it has come to light that a considerable number of passengers are travelling frequently on this route.

It is decided to introduce a special fare package nomenclatured "TREATS' (Travel Regularly and Earn an Additional (free) Trip Scheme) on this route on experimental basis to meet the objective incorporated hereunder.

**II) OBJECTIVE:**

The objective of this scheme is to retain the passenger clientele, command passenger loyalty, generate captive passengers and attract passengers using other modes of transport towards our services. This is proposed to sustain continued interest and patronage to our services amongst the target market.

**III) METHODOLOGY:**

- 1) The intending passenger has to enroll in the "TREATS" by purchasing a printed type - numbered booklet nomenclatured "MEMBER' - FREQUENT PLIER PROGRAMME" on payment of a nominal amount of Rs.10/-.
- 2) The frequent plier information such as Name, Age, sex and Address will be recorded at the places provided for this purpose on the Jacket of the Booklet.
- 3) The Booklet will have five blank folios for the purpose of five single journeys the plier has to perform to get the benefit of the sixth free single trip.
- 4) The intending passenger or his representative has to produce this booklet while booking a seat at the reservation/current booking counter as the case may be.

5) The Booking clerk of our APSRTC bus stations located at Hyderabad & Bangalore and ATB Agent's counters, shall issue a ticket on collection of requisite fare amount from the passenger ensuring printing/writing of the words 'Frequent Plier'. This ticket shall be pinned to the type numbered folio in the booklet and returned to the passenger.

6) ATB Agents at Bangalore city, who are issuing MTD 131 tickets shall be allowed to issue "frequent plier" tickets on the collection of requisite fare from the passengers. On such 131 tickets, the words "FREQUENT PLIER" shall be stamped and signed by the agent and pinned to the type numbered folio in the booklet. For this purpose, all the agents of Bangalore have to be supplied with exclusive Booklets of MTD 131 duly affixing rubber stamp as "FREQUENT PLIER TICKETS" with the signature & stamp of ATM, Bangalore.

7) The passenger enrolled in TREATS will be offered a free trip on performing 5 single trips. The member has to perform total six trips (including free trip) within a block period of 60 days (including the days of first and last travel made). The passenger has to produce the booklet with five tickets pinned to each of the folios present in the booklet for claiming free single journey ticket.

8) The ticket for free trip has to be issued invariably at MGBS and Bangalore Bus station only on verifying the genuineness of Frequent plier tickets pinned in the booklet, ticket numbers available in the register maintained at Reservation counter and the data of ticket numbers received from other end Bus Station etc.

9) The Booking clerk has to tally the numbers of five tickets present in the booklet with the data available in the day scroll (as referred in para VI) and submit to the reservation in charge for cross-check. The reservation in charge on satisfaction has to return the booklet to booking clerk to issue free ticket for the sixth trip.

10) After performing five fare paid journeys by a member in the first instance, he will be given six fresh folios free of cost along with one free ticket pinned to the first folio inserting in the old stick file itself. The jacket (cover) issued to the member having a typed number on the cover page will be permanent. Only the fresh folios will be inserted in it periodically as and when replenishment is required.

11) The free sixth trip ticket will bear the words "Frequent Plier free ticket".

It will contain all other information just as in the case of a normal/fare paid passenger ticket including that of the fare, though the frequent plier does not, in fact, pay, any fare. Accountal procedure of this "free ticket" is dealt in para XIV.

IV) PRINTING, SUPPLY AND ACCOUNTAL OF BOOKLETS :

1) The jackets and loose folios (all type numbered) will be printed at Printing press/Miyapur and supplied to the concerned Bus Station Managers on requisition. The jackets will be given in a stick folder. This will facilitate easy removal of used folios and replenishment of fresh folios.

2) DC/ADC of MGBS/BNGLR has to procure the booklets and printed folios, supply them to the in charge of reservation counters in MGBS/Bangalore bus station as the case may be, on demand and maintain the accountal treating them as normal ticket stock. The ATB Agents also shall be supplied with booklets by DC/ADC duly collecting the cost of booklets in advance. The booklets shall be kept available for sale at the counters of Mahatma Gandhi Bus Station & Bangalore Bus Station and at all ATB Agents of Bangalore and Hyderabad.

3) A blank ruled register allocating each page separately to a Member-Frequenter has to be maintained at the places where the booklets are sold at MGBS and Bangalore Bus Station and the folios replenished as indicated below.

2

Name of Member		Page No.				
Address and Telephone No.						
Sl. No	Booklet No	Date of issue	Date of replenishment of folios & their Nos.	Sign of reservation In-charge	Sign of System Supervisor	Sign of ATM

As there are number of agents available at Hyderabad and Bangalore, the data maintained in the above format by them has to be consolidated by reservation in-charges of MGBS/ Bangalore bus Stations and a Master register has to be maintained. For this purpose, the agents have to submit the details to the reservation in charges daily while remitting the sale proceeds.

4) The ATB Agents have to maintain a register regarding sale of booklets in the following proforma;

Sl No	Name of member	Address & Tel No	Booklet No	date of issue
-------	----------------	------------------	------------	---------------

5) Accountal of sale of booklets and frequent plier tickets issued shall be submitted by in charge reservation to the Depot Clerk/ADC of concerned bus Station.

6) The agents of Bangalore have to submit the details of frequent plier tickets issued through exclusive MTD 131 booklet to the DC/ADC alongwith daily cash remittance. Such details are to be given to reservation in charge and the reservation incharge has to post these details in the Master Register so as to make use them for the purpose of verification for allowing free trip. These details are to be furnished in the day scroll also manually, so as to verify them at other end Bus Station while allowing free trip.

#### V) VALIDITY AND TYPE OF SERVICE ON WHICH FREE TRAVEL IS ALLOWED

The passenger has to perform all the six single trips including the free trip within a block period of 60 days inclusive of the days of the first and last travel made. The sixth free single trip will be allowed in Hi-Tech service or any service inferior to it irrespective of the type of buses the passenger has preferred for the previous 5 single trips (including AC & AC Sleeper). However, to claim free trip in AC & AC Sleeper the frequent plier has to perform all the previous 5 singles in 'AC & AC Sleeper' buses, respectively.

#### VI) DOCUMENT TO BE SENT TO OTHER BUS STATION :

As in the case of Return Journey Ticket System, a day scroll consisting of Ticket Nos, Service No, Time, Seat No. fare etc., shall be sent to the other end Bus Station every day by earmarked service from each Bus station. The data of frequent pliers issued with 131 tickets (i.e. the type number of MTD131 ticket) by agents shall also be entered in the day scroll manually. Previous 60 days statements of day scroll on issues of frequent plier tickets shall be preserved to facilitate cross checking of the tickets issued against the Member - Frequent plier programme at the time of issuing free ticket, in case of any doubt or suspicion of the claim for free ticket and for

the purposes of audit.

This is to arrest the possible malpractice of using unconcerned tickets to claim a free trip.

#### VII) FREQUENT PLIER TICKETS :

The ticket issued against the "MEMBERS - FREQUENT PLIER PROGRAMME" will vary from the tickets issued otherwise. This special ticket will bear the words 'frequent plier' in addition to the information printed on a normal ticket.

#### VIII) LOSS OF BOOKLET :

If the booklet is lost by the member after performing some trips on "Frequent Plier booklet", the member has to purchase a new booklet and start afresh. The earlier

trips performed, if any, on the lost booklet are treated as lapsed and not counted for providing the free trip. This is largely due to the lack of machinery to rebuild authenticity about the trips performed.

#### IX) ACCOUNTAL OF FREE TICKETS :

The Booking clerk while remitting the shift proceedings has to submit the used up five frequent plier tickets pinned to the folios to the Depot Clerk to treat them as a voucher towards the free ticket issued. The Asst Depot Clerks of Bangalore Bus Station and Depot clerk of Mahatma Gandhi Bus Station have to maintain a register in which No. of folios replenished and No. of frequent plier tickets sold etc., have to be posted. This register shall be signed by the Chief Inspector / Asst Traffic Manager of the respective Bus Stations.

#### X) RECORD OF MEMBERS - FREQUENT PLIER PROGRAMME :

The inventory of Member - Frequent pliers available with ATM can be profitably put to use for further transaction, if any. This enables us to build the passenger profile and pass on the information regarding new services/packages through direct mailing method ; to send gifts/greetings on occasions like New Year/Ugadi/November 1st (A.P. Formation day) etc., and build lasting relationship with our regular customers.

#### XI) ROLE OF DISPATCH CONTROLLERS/AND TTIs :

The dispatch Controller at the time of dispatch and the TTIs while checking should ensure the genuineness of the passenger duly verifying with signature of member available on the booklet and the ticket by checking the presence of the words "frequent plier" and the folio No. on the ticket. If not satisfied with the genuineness of the ticket or the passenger, the booklet will be confiscated, duly detaching that particular journey ticket and permitting such person to perform/continue his journey. The member has to forgo the benefit of free travel (sixth single trip) and such member has to purchase a fresh booklet and enroll himself as a fresh member.

#### XII) BENEFITS PASSED ON TO THE PASSENGER UNDER FREQUENT PLIER PROGRAMME :

- 1) On performing five singles he will earn an absolutely free sixth single trip subject to performing all the six single journeys in a block period of 60 days (inclusive of both days).
- 2) He is eligible to avail the facilities of refund against cancellation of fare paid trips and pre/postponement of date of journey for any trip as per the rules in vogue on par full fare paid passengers.
- 3) On surrendering the completed RTC TREATS booklet, he is eligible to get another set of six folios without any charge (free of cost). These six folios will be inserted

in place of surrendered folios in the stick folder type numbered booklet issued to him so that the member on continuation/renewal of his membership need not take pains to purchase fresh one or to fill up the data.

4) Priority will be given to the Member-frequent plier programme, at the time of reserving the ticket on par VIPs, RJT holders etc. He may also avail the facility of reservation of ticket on telephone, if available against the type/code number allotted to his membership booklet.

5) The Member-Frequent plier programme is entitled for the 10% concessional return journey facility also in addition to the free sixth trip.

### XIII) LIMITATIONS:

1) This Frequent Plier programme is not applicable to such of the passengers (Journalists, physically handicapped persons, CAT Card Holders, Freedom Fighter pass holders, Police Warrants etc.) who are already availing the facility of concessional travel on one ground or the other.

2) The Member - Frequent Plier is allowed to purchase Frequent plier tickets (five payable trip tickets) at Mahatma Gandhi Bus Station or at Bangalore Bus Station and all the Agents counters in twin cities and Bangalore. But the ticket for the free trip for the sixth journey and replenishment of six fresh folios are to be made only at Mahatma Gandhi Bus Station (Hyderabad) and Bangalore Bus Station.

3) Though the Member - Frequent Plier Programme is allowed to avail the facilities of refund against cancellation, pre/postponement of date of journey on par other passengers, the valid block period of 60 days (from 1st trip to last free trip) shall not be extended at any cost.

4) The facility of refund against cancellation rule does not apply to the 6th trip since it is a free trip for which no fare is collected. However, free trip reservation ticket can be allowed for preponement/postponement within the block period of 60 days duly collecting requisite charges as per rules in vogue.

### XIV) ACCOUNTING PROCEDURE :

The accounting procedure prescribed at note 12 on page 38 of the FACTIS Accounts Classification (Jan 1994 edition) shall be followed. An extract is given below :

---

AH No.2841 is to be debited with the amount of advance booking made at out depots duly crediting Revenue/Income codes. AH 2842 is to be operated just opposite to AH 2841. The difference between AH 2841 and AH 2842 amount has to be cleared at Main Account Section of Head Office.

---

ACCOUNTING THE SIXTH (FREE) TICKET :

The value of the sixth (free) ticket shall also be shown as ticket sales as in the case of fare paid tickets and credited to AH 8501 with T.R.R. But as no cash is received against this sixth (free) ticket, the amount of the sixth (free) ticket shall be shown as a deduction in T.R.R. by debiting AH 8501 duly accepting the surrendered used up folios, with fare paid tickets pinned to them, as a voucher in lieu of cash as in the case of police warrants.

XV) COMMENCING DATE AND VALIDITY OF RTC TREATS :

This programme will come into effect from 01.03.2001.

XVI) PUBLICITY / PROMOTIONAL EFFORTS :

1) INTERNAL : The Regional Managers, Anantapur and Rangareddy Regions have to take personal interest in disseminating information on the scheme to all concerned down below the line right upto the Booking Clerk before launching the scheme.

2) EXTERNAL : Wide publicity is required to popularise this novel programme. Apart from displaying boards at the Bus Stations, small brochures may be printed and supplied to the passengers by keeping them handy at the reservation/current booking counters, in the buses etc. Efforts should be made to reach passengers travelling by competing modes. The Regional Managers and Dy Chief Traffic Managers concerned may take the opportunity to popularise the passenger friendly programmes like RJT, Telephone reservation, Door delivery of ticket, etc., besides RTC TREATS by adopting the method of direct mailing to the potential clientele, convening press meets and giving wide coverage in print media as well as cable T.V.Net work.

This has the concurrence of Financial Adviser.

Please acknowledge the circular.

**SD/- R.P.SINGH,IPS.,  
VICE CHAIRMAN &  
MANAGING DIRECTOR**

To  
RMs of Rangareddy & Anantapur Regions.

Copy to :  
Executive Directors, Hyd Zone, & CDP Zone for info & n/a  
Executive Director (A), ED(E)/Secy to Corpn./Director(V&S)/  
Executive Directors, KRMR, VZM, VJA and NLR Zones for info  
Financial Adviser/Chief Accounts Officer for info

Regional Managers, RRD/ATP Regions for info & n/a  
Dy Chief Traffic Managers(M&Cs) Hyd,CDP Zones and Dy Chief  
Traffic Managers, RRD & ATP Regions for info & n/a  
Dy CTMs of Head Office,  
Dy CAOs Hyd & CDP Zones,RR,Region & AO/ATP region for  
information and necessary action  
Depot Managers of HYD I & II, PKT, WL I, for info & n/a.  
ATM I & II of MGBS and ATM, Banglore Bus Staion for infor  
mation and necessary action.  
ATM/HES & Squad In charges (with 10 copies) of for info & n/a  
ZES/CDP & HYD Zones, RES/ATP & RRD for info & n/a.

**ATTESTED BY**  
**Sd/- C PANDURANGA MURTHY**  
**CHIEF TRAFFIC MANAGER(O)**