

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

Lr. No. C6/88(1)/08-OPD©

Corporate Office,
Bus Bhavan, Hyderabad.
Dated. 16-06-08

Circular No.15/2008 - OPD (C), dt.16.6.2008

Sub: MEETINGS-Conducting of commercial co-ordination meetings once in three months with all Business Partners of the Corporation – Issue of instructions – Reg.

Ref: 1.Cir.No.83/2002-OPD(MKTG), dt.25.11.02
2. Representations of Commercial Agents of APSRTC.

Detailed guidelines were already issued vide Circular cited for improving the Business Relationship with the Business Partners of APSRTC.

It was directed to conduct Co-ordination meetings by Dy.CTM's with Business Partners (viz licensees of stalls / canteens, Hire Bus operators, M/s ANL Parcel Service, Ad Agencies, e-Seva centers, ATB Agents etc.) devoting one full day separately for all these Agencies to augment commercial revenues, besides improving quality of services to the passengers and take their suggestions seriously. The Regional Managers were also advised to sort out their grievances/complaints whenever represented and guide the Dy. CTM/ DMs for improving Business Relations and thereby increase commercial revenues during inspection of Bus stations / ATB counters.

The Regional Managers were also advised to act as facilitators to promote interests of various Agencies appointed by APSRTC and even as fulfilling contractual obligations.

No. of representations are made from Advertising agents / Business Partners (licensees) that some Field Managers / Supervisors are not evincing interest to improve business relations and not exploiting full sources of revenues. Some common issues repeatedly represented by them are:

- 1) The Field Managers are not bothering to furnish vehicle Nos. and buses are not earmarked whereby delay is taking place in painting and display of Ads.
- 2) The Field Managers / Supervisors are allowing local sponsorers (unauthorized) for display of Ads in Bus Stations and Buses even though the Agent is already fixed for this purpose.

- 3) Buses are not made available on the plea that they are detained for maintenance / washing etc., thus Man Days are lost to the Agent.
- 4) In case of advertisements on reverse of tickets, Field Managers are not paying attention for indenting and circulation of these tickets.
- 5) The Parcel and Cargo Agents also point out difficulties such as **water leakage in the buses, non-provision of lock and key for the luggage boot (to Super Luxury, Meghdoot & Garuda buses), non-availability of ladder to some of the buses, non-delivery of consignments by the crew, pending claims etc.**
- 6) The same type of business is allowed even at few yards distance. Therefore within 50 metres, it shall be avoided.
- 7) In the process of conducting business, licensees are investing huge amounts and many problems are faced by them. No concern is shown to improve their business and as well as ours.

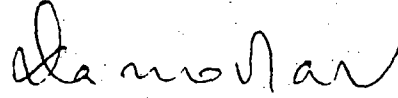
The issues expressed by the Agents in undertaking their business (through medium of APSRTC) will eventually detract the present and prospective Business Partners, thereby targets cannot be achieved.

The Regional Managers shall therefore convene a commercial co-ordination meeting with all Business Partners once in three months (apart from alternative monthly meetings by Dy.CTM) duly involving Dy.CTM, Dy.CME, PO and Commercial Business Developer and take note of their complaints, suggestions and ideas and redress all their genuine issues. Tap all sources that can generate additional revenue duly encouraging new business people into the business with APSRTC.

The minutes of these meetings have to be circulated and action be taken to correct all business situations tending to affect business partners.

Sanction has been accorded by the competent authority for incurring an expenditure of Rs.1000/- (Rupees one thousand only) with the concurrence of Financial Adviser once in a quarter towards arranging refreshments to the Business Partners attending the meeting.

Please acknowledge.



EXECUTIVE DIRECTOR
(O & MIS)

To
All Regional Managers

Copy to Director (V&S) for infn.

Copy to FA, CAO for infn.

Copy to EDs for infn.

Copy to all HOD's for infn.

Copy to Dy.CTMs/Dy.CMEs/Dy.CAOs/AOs/POs for infn.