

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

NO: M/743 (1) / 2011 – OPD (M)

O/o the VC & MD
Musheerabad, Hyderabad - 624

CIRCULAR NO.17/2011 – OPD (M), DATED 08.04.2011

SUB: **RTC NESTAMS**: - Instructions to club Employee Agents and T 20 members as **RTC NESTAMS** - Reg.

Ref: 1. Circular No.28/2002-OPD (T), Dated 15.05.2002.
2. Lt.No. M/541(1)/04-OPD (MKTG). Dated. 22.12.2007.

1. INTRODUCTION:

Vide 1st reference, instructions were issued to appoint Employee Agents with an objective to bring the services to the doorstep of the target clientele.

Vide 2nd reference, an enthusiastic and dynamic Team with 20 members from each depot is formed for propagating Marketing Products. This team was christened as T-20.

It is felt that this has created two names for the same work, making redundant both 'Employee Agent' and 'T-20' members. Therefore, it is proposed to bring the Employee Agents and T-20 members under one umbrella, called as **RTC NESTAM**. VC & MD has approved to dispense with the names "Employee Agent" and "T-20" members and call them as **RTC NESTAMS**.

2. OBJECTIVES:

To render services at the doorstep of passengers by utilizing the potential of our employees by appointing them as "RTC NESTAMS".

- To take Customer Service to the doorstep of the passenger.
- To expand the net-work of agents / agencies down to the village / ward level.
- To discover a media through which the voice of RTC is heard at every house-hold.
- To exploit his / her connections in the native village / ward / dwelling place to the advantage of the customer and the Corporation.
- To improve the sale of Marketing Products like
 - Concessional Annual Travel Card (CAT)
 - Jubilee Hitech Ticket (JHT)
 - Interstate Jubilee Hitech Ticket (IJHT)
 - Couple Gift Card (CGC)
 - General Bus Ticket (GBT)
 - Monthly Season Ticket (MST)
- To conduct surveys on Pallevelugu routes, interact with the passengers and align the schedules of Pallevelugu buses to meet the needs of the passengers like frequency, timings and augmentation of trips.

3. BENEFITS OF THE SCHEME:

1. The Customer saves his time and money spent in reaching the depot/ bus station for the desired work.
2. Corporation is benefited by increasing sales of Marketing Products etc. and at the same time, it can also have a feedback on its Schedules/Services which can be reconstructed suitably.

4. ELIGIBILITY CRITERIA:

| | |
|----------------|---------|
| Age | No bar. |
| Designation... | No bar. |
| Gender..... | No bar. |
| Seniority..... | No bar. |

Any employee can become an **RTC NESTAM**.

5. DOs AND DON'Ts for RTC NESTAMS:

- Must be a committed worker.
- Must have the zeal to work in the field.
- Must have the ability to convince the people.
- Must be able to earn more commission by sale of CAT Cards, JHTs, IJHTs, Couple Gift Cards etc.,
- Must not undertake other activities of Advance Reservation of Seats, issue of fresh passes, renewal of Bus passes and booking buses on special hire, attending Grama Sabhas as mentioned in previous circulars.

6. RTC NESTAMS IDENTITY:

ID cards and name plates shall be supplied to all the **RTC NESTAMS**. The ID card should be laminated card with photo and shall be provided with a lanyard.

7. COMMISSION RATES:

The prevailing commission rates to RTC NESTAMS shall be continued as given hereunder:

- **Rs.30/- on selling each Couple Gift Card**
- **Rs.10/- on selling each CAT Card**
- **Rs.10/- on selling each JHT**
- **Rs.20/- on selling each IJHT**
- **Rs.5/- on selling each GBT**
- **Rs.5/- on selling each MST**

8. PROCEDURE FOR ISSUE AND ACCOUNTAL:

1. Employees willing to act as RTC NESTAMS be entrusted with the sale of CAT card, Family CAT card and JHT/IJHT/CGC.
2. Each RTC NESTAM shall be issued with 3 CAT card applications and he has to distribute and collect filled-in CAT Card applications along with requisite amount.
3. After collecting the filled-in application/required amount from the customers, RTC NESTAMS will hand over the forms and cash duly deducting the commission as eligible at the Depot to a Supervisor nominated for this purpose.

4. The Depot authorities should complete the formalities and keep documents ready within two hours after the receipt of application/valid amount etc. from RTC NESTAMS.
5. The documents ready for delivery will be collected and handed over to the customers by the respective RTC NESTAMS on the same day.
6. Replenishment of CAT card application shall be made on exhausting the CAT card applications issued and after ensuring remittance of amount.

9. TRAINING:

1. The RTC NESTAM proposed to be appointed shall be given an orientation programme at least for a day at the Depot level so that they acquaint themselves with the rules and procedures of APSRTC.
2. They be equipped with literature pertaining to rules and procedures for obtaining CAT cards/ Family CAT card/JHT/IJHT/CGCs and sufficient number of brochures / pamphlets be released to promote the sales.

10. NO OF RTC NESTAMS:

Enthusiastic and Marketing savvy employees should be encouraged to become 'RTC NESTAMS". However as a measure of guidance the following number of RTC NESTAMS are suggested depending on the schedules of a depot.

| NO OF SCHEDULES | RTC NESTAMS |
|-----------------|-------------|
| ≤ 60 | 15 Members |
| 61 - 80 | 20 Members |
| 81 & above | 25 Members |

11. PUBLICITY:

1. Adequate publicity should be given to the scheme.
2. Publicity material like pamphlets/brochures on introduction of new schemes, reservation, cancellation/refund rule charts, availability of services to various destinations, have to be provided to every RTC NESTAM.
3. They have to be equipped with literature on fares/ tariffs for various destinations, bus passes; rules and procedures for obtaining tickets/passes.

12. MONITORING OF THE ACTIVITIES:

The activities are to be regularly monitored by the DMs and the Dy.CTM.

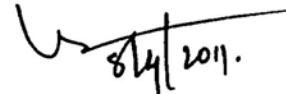
A meeting shall be conducted at Regional level quarterly, with three best **RTC NESTAMS** from each depot, to discuss on the improvement of the quality of the operation, passengers satisfaction and propagation of Marketing Schemes.

13. SUBMISSION OF REPORTS:

The names of **RTC NESTAMS** with the details of their record and services shall be sent to Head Office.

Periodical reports on performance of **RTC NESTAMS** have to be submitted in detail such as Marketing Scheme Melas conducted, Number of Traffic Generating points visited, Number of cards sold type wise etc., to the Head Office.

Therefore, you are advised to recruit and designate **RTC NESTAMS** in each depot of your jurisdiction to increase the sale of Marketing Products and earn additional revenue to the Corporation.

 8/4/2011.

**VICE CHAIRMAN &
MANAGING DIRECTOR**

**To
All Regional Managers**

Copy to:

The Director (V&S), FA, CAO, All EDs & HODs for information.
CE (IE & C) for information & necessary modification in the OPRS software.
All Dy. CTMs/DVMs, Dy. CAOs/AOs, DMs/ATMs and Traffic Incharges for n/a.