

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/743(1)/10-OPD (M)

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

CIRCULAR NO. 18/2010 – OPD (MKTG) DATED 19.05.2010

SUB: TRAVEL IN APSRTC BUSES AND WIN PRIZES (GIFT SCHEME) –
Implementation of Gift Scheme in loss making Pallevelugu routes –
Reg.

INTRODUCTION

In view of recent fare hike w.e.f 07.01.2010, the OR of the Corporation has come down by 6% to 7%. Market surveys conducted in all the zones revealed that there is heavy deflection of traffic especially in the short distance (Pallevelugu) routes. To retain the customers and recapture those market segments, it is quite essential to introduce appropriate Marketing Strategies for the retention and recapture of the Market Share.

As the Pallevelugu services constitute nearly 60 % of the Corporation's total services, there is a cohesive need to improve the OR of the Pallevelugu services. The main reason for the low performance of the Pallevelugu Services is operation of illicit vehicles on the Corporation's notified routes. Therefore it is decided to implement the Gift Scheme in selected Pallevelugu routes of all the Depots of the Corporation.

SELECTION OF DEPOTS AND ROUTES:

Minimum four routes from each Depot have to be selected for implementation of GIFT SCHEME by the Depot Manager. The criterion to select routes for Implementation of the GIFT SCHEME is given below:

- Loss making routes and routes which recorded highest fall in OR.
- Routes in which more than three buses are operated.
- Routes in which illicit operation is heavy.

The RMs shall approve the selected routes for GIFT SCHEME. RMs may increase the no. of routes depending upon the illicit operation on the route.

METHODOLOGY:

➤ **Adoption of the Routes:** The routes identified for the introduction of the GIFT SCHEME must be adopted by Supervisors . Wherever possible, at least one or two routes must be given for adoption to the Public Representatives (MPPs / Sarpanches) of the Mandals/Villages, which the route caters to. The Depot Managers must properly coordinate and monitor all the activities carried by the adopters.

This system of adoption by the Public Representatives not only helps the scheme to meet the envisaged goal of increasing the Patronage, but also ushers in a sense of commitment to RTC, in the minds of the Public Representatives and motivate them to discourage Public Transport by other illicit modes.

- Under the GIFT SCHEME, passengers travelling on a selected route in a block period of 15 days will be eligible to participate in a lucky dip to be conducted at the end of the fortnight and can win attractive prizes.
- The Gift Scheme shall be conducted in two spells in a month (i.e. 1-15 & 16-30/31 of the month). The lucky dip for first spell has to be conducted on 17th and for 2nd spell, it has to be conducted on 1st of next month. For each spell, three Gifts should be given in each selected route.
- Sealed boxes should be kept inside the buses (behind the Driver Cabin) for deposition of tickets. The passengers shall be requested to deposit their tickets in the box with the details of name, address, phone number written on the rear side of the ticket.
- The ticket dump of the route corresponding to the Gift scheme period has to be taken in advance and it should be ensured that the tickets pertain to the particular period only and to the concerned route and Depot.

- A local VIP, preferably the Public representatives who adopted the Routes have to be invited for taking the Lucky Draw and local Press has to be invited invariably. The date and time of lucky draw is to be declared in advance through print & electronic media. After taking the draw, the result has to be announced openly and the gifts may be presented by the VIP to the winners if available. The details of the winners have to be published in the local media .
- The Field managers should scout for sponsors for the Gift Scheme from among wide spectrum of business/commercial/educational & voluntary Organisations. After exhausting all efforts to get sponsors for implementation of the Scheme, the DMs may purchase gifts each worth about Rs.250/-(three gifts for each route) utilizing the Delegation of Powers Section-13 under Item-1 "PUBLIC RELATIONS" [Releasing of Advertisements(Publicity Material)] with the prior approval of the concerned RM/ED(zone).
- A register with the details of the implementation of the Scheme shall be maintained by the Traffic Department with the following details as per Annexure-B.
- Apart from the above mentioned activities, the DM's should thoroughly monitor the flow charts, Punctuality, bunching and other operational issues and take corrective measures.
- After conducting the draw twice a month, a note must be sent to Secretary to Corporation and ED(O&MIS) through RM with brief details of the routes and photographs for featuring in RTC Prasthanam . The Secretary to Corporation shall choose five best items received and publish in Prasthanam.

PERIOD OF OPERATION OF GIFT SCHEME:

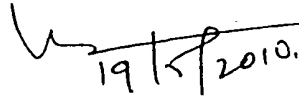
The GIFT SCHEME shall be operated from 1st June, 2010 to 30th September, 2010 in the first phase.

PUBLICITY:

- Banners have to be prepared with the details of Route , Duration of the Gift Scheme, The place, time & date of conducting of lucky draw and have to be displayed at both the terminal points, enroute points and on every bus operated on the route.
- The Gift Scheme must be made known to the passengers by vigorous publicity in local press/electronic media and through banners, posters, mike announcements at bus stations and traffic generating points and inside/outside the buses.
- A board shall be exhibited inside the bus beside the dip box indicating the names of winners of the previous dip with date to win the confidence of the public in the Scheme.

The RMs are requested to furnish the performance of Routes after implementation of Gift Scheme in the proforma enclosed at Annexures - A&B to the Executive Director (O&MIS) by 7th of every month.

Encl: Annexure-A & B


19/5/2010.

VICE CHAIRMAN & MANAGING DIRECTOR

**To
All Regional Managers**

Copy to
Dir (V&S), FA, CAO, All EDs, HODs for favor of information
All DVMs, Dy CTMs, ATMs (HO&B/Stns) for information
Dy. CAOs / AOs for necessary action
All DMs for operating GIFT scheme
All Traffic Incharges for information & necessary action.

ANNEXURE : A

REGION : _____

MONTH : _____

S.No	DEPOT	ROUTE	No. OF BUSES	PERFORMANCE						
				BEFORE IMPLEMENTATION (for the month PY)			AFTER IMPLEMENTATION (for the month CY)			
				EPK	OR	VU	EPK	OR	VU	CANC. Kms
1	2	3	4	5	6	7	8	9	10	11

ROUTE	DETAILS OF THE GIFTS		
	1st prize (sponsor name/self finance)	2nd prize (sponsor name/self finance)	3rd prize (sponsor name/self finance)
1			
2			
3			
4			

ANNEXURE-B

1. ROUTE
2. TIME PERIOD
3. NAME OF THE SPONSOR
4. DATE OF LUCKY DRAW
5. WITNESS & SIGNATURES
6. GIFT DETAILS
7. NAME & ADDRESS OF WINNERS
8. REMARKS
9. SIGNATURE OF RTC OFFICIAL