



ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/533(1)/17-OPD(M)

Office of the VC&MD,
NTR BLOCK, VJA.

CIRCULAR No: 21/2017 – OPD(M), DATED: 13.09.2017

Sub: **Sabarimalai Special Operations** – Operation of buses to Sabarimalai for the year 2017-18 – Instructions issued - Reg.

- Ref: 1. Circular No.57/2011-OPD(M), dt.24.09.2011.
2. Circular No.35/2012- OPD(M), dt.03.09.2012.
3. Circular No.42/2013- OPD(Marketing), dt.27.09.2013.
4. Circular No.27/2014- OPD(Marketing), dt.19.09.2014.
5. Circular No.5/2015- OPD(Marketing), dt.05.10.2015.
6. Circular No.25/2016- M&C, dt.20.09.2016.

1. Corporation has been operating considerable number of buses to Sabarimalai every year, to cater to the needs of pilgrims. Details of Region wise number of buses operated to Sabarimalai, for the last 5 years are furnished below:

SL NO	REGION	NO. OF BUSES OPERATED				
		2012-13	2013-14	2014-15	2015-16	2016-17
1	KDP	31	23	11	3	21
2	ATP	6	5	4	4	4
3	KRNL	6	7	4	5	6
KDP ZONE		43	35	19	12	31
4	NLR	37	33	20	19	24
5	PKM	2	2	1	0	2
6	CTR	278	152	120	91	67
NLR ZONE		317	187	141	110	93
7	KRI	7	5	5	7	7
8	GNT	2	7	2	0	0
9	WG	10	6	9	6	4
VJA ZONE		19	18	16	13	11
10	NEC	31	10	8	15	6
11	VSP	70	34	15	29	36
12	EG	16	9	12	22	21
VZM ZONE		117	53	35	66	63
CORPORATION		496	293	211	201	198

2. SPECIAL HIRE TARIFF:

During review meeting, RMs and Dy CTMs has informed that many innovative strategies are adopted by competitors to increase their market share.

RMs/ DyCTMs suggested to adopt the same special hire tariffs which were communicated earlier vide circular under reference cited above, for the year 2017-18 also. For Teluguvelugu & Sapthagiri Express buses, it is proposed to enhance the special hire tariff in view of reduced profit margin & rationalization with tariff of Express type respectively.

Therefore, VC&MD has accorded approval, with the concurrence of FA, to adopt the Sabarimalai Special Hire rates for Sabarimalai special Operations for the year 2017-18, as furnished below:

SL NO	Type of Bus	Special Hire Tariff per Km(Rs.)
1	Super Luxury	45.00
2	Ultra Deluxe	44.50
3	Express	47.00
4	Telugu velugu	41.00
5	Sapthagiri Express	46.00
6	Sapthagiri Deluxe	44.00

Operation of buses on special hire basis will attract payment of GST w.e.f. 01.07.2017.

3. TARGET NUMBER OF BUSES TO BE OPERATED:

Target number of buses to be operated by each region for the year 2017-18 is furnished below:

S.NO.	REGION	No. of buses to be operated for 2017-18
1	NEC	14
2	VSP	70
3	EG	40
4	KRI	12
5	GNT	5
6	WG	10
7	NLR	40
8	PKSM	5
9	CTR	150
10	KDP	30
11	ATP	10
12	KRNL	14
TOTAL		400

Therefore, concerned field managers are advised to put all out efforts and operate the target number of buses to Sabarimalai for the year 2017-18.

3. MARKETING STRATEGIES:

To attract more Sabarimalai pilgrims to book the APSRTC special buses, VC&MD has accorded approval, with the concurrence of FA to implement the following marketing strategies:

(i) MINIMUM CHARGEABLE KMS 420 ONLY:

Minimum chargeable Kms per day shall be fixed as 420 (instead of 480, as per special hire circular no. 17/2015-OPD(P), dated 12.12.2015) exclusively for Sabarimalai Special Hire Operations for the year 2017-18.

(ii) TARIFF FOR LESS THAN 24 Hrs. OPERATION:

Tariffs to be adopted during the day of commencement/ concluding day of special hire operation are furnished below, 24 Hrs counting system shall be adopted.

a) Any spillover up to 12 hrs beyond completed day (24 hrs), shall be allowed free of special hire charges.

Ex: Total Journey time = 6 days, 8 hours.

Special hire charges to be collected = for 6 days only

b) If the spillover is more than 12 hrs, special hire charges shall be levied for additional hrs above free 12 hrs.

Ex: Total Journey time = 6 days, 14 hrs

Special hire charges to be collected = for 6 days, 2 hrs only.

Kms for additional 2 hrs shall be arrived at based on @ 420 kms per day.

(iii) BUSES TO BE BOOKED BY GURUSWAMYS, RTC NESTHAMS ALONG WITH ATB AGENTS:

Guruswamys as well as RTC Nestams are allowed to book the Buses for Sabarimalai on Commission basis along with ATB Agents.

(iv) PAYMENT OF COMMISSION:

Commission shall be paid at the rate of Rs. 500/- per bus per day irrespective of number of buses booked for the year 2017-18 to the ATB Agents/RTC Nesthams/GuruSwamys. Further, commission shall be paid on pro-rata basis for less than 24 hours operation, on the beginning and concluding day of the journey period.

(v) FREE TRAVEL FOR COOKS:

Two cooks are allowed to travel, at free of cost, in addition to the seating capacity of the bus, in the buses under taken for Sabarimalai special operations.

(vi) FREE TRAVEL FOR MANIKANTAS:

"Two Manikantas" (less than 10 years of age) are allowed to travel at free of cost, in addition to the seating capacity of the bus.

(vii) FREE TRAVEL TO ONE ATTENDANT FOR HANDLING LUGGAGE:

One attendant is allowed to travel at free of cost, in addition to the seating capacity of the bus for handling luggage.

(viii) AUDIO, VIDEO AND LUGGAGE FACILITY IN BUSES:

Unit officers are permitted to hire Audio and Video facilities in all special buses booked for Sabarimalai, if they are not available in the buses. The last two seats may be removed if required, to carry the passenger's luggage safely.

4. PROVISION OF IMPRESTS:

VC&MD has accorded sanction, with the concurrence of FA to provide the following imprest amounts:

(A).PROVISION OF IMPREST OF RS.1000/- PER BUS:

Miscellaneous imprest of Rs.1000/- per bus shall be provided to meet incidental expenditure such as Mechanical failures, tyre punctures etc., and on official Telephone calls.

(B).HSD OIL IMPREST:

An amount of Rs. 25,000/- to be provided as HSD oil imprest.

6. POOLING OF NEW SUPER LUXURY & ULTRA DELUXE BUSES TEMPORARILY:

106 new Super Luxury & 121 new Ultra Deluxe buses have already been allotted to Regions towards Augmentation/Replacement upto August of 2017-18. Month wise plan of temporary pooling of new buses to Regions for operation of special buses to Sabarimalai 2017-18 will be communicated later, in due course.

7. CLEARENCE OF OUTSTANDING AMOUNT:

All the Regional Managers shall ensure that the pending suspense/ outstanding amount of the advances drawn in earlier years are cleared before the commencement of Sabarimalai special operations for the year 2017-18.

Further, the recovery/ clearance of suspense shall be done in the month of January 2018, for the current year draws also.

8. TYPE WISE PERFORMANCE:

All RMs shall send the type wise performance of Sabarimalai special operations along with vehicle wise profitability in the following proforma to this office by 31.01.2018 without fail:

Sl No	Depot	Type of bus	Number of buses	Number of bus days	Operated kms	Earnings (Rs.)	EPK (Rs.)	EPB (Rs.)	CPK (Rs.)	PPK (Rs.)	Profit/Loss (Rs.)
1	2	3	4	5	6	7	8	9	10	11	12
Region											

All the Field Managers shall bestow their personal attention to book maximum number of buses during Sabarimalai operations for the year 2017-18, duly giving wide publicity through print and electronic media.

Please acknowledge.


EXECUTIVE DIRECTOR 14/19/17
(OPERATIONS & MARKETING)

Copy to:

- All ED Zones for information
- Director (V&S), ED(A & P), ED (E &IT) , ED (C & P), & FA for information.
- All RMs for information and necessary action.
- All HODs for information.
- OSD to VC & MD for information.
- RAO/AG for information.
- All Dy.CTMs, Dy.CAO/AOs for information and necessary action.
- The Principals of Transport Academy and ZSTCs for information.
- All DMs/ ATMs/ Bus station Managers for necessary action.