



## ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

M3/533(2)/06-OPD(M)

Office of the VC & MD  
Mushirabad, Hyderabad

CIRCULAR No. 22/07-OPD(MKTG) DATED 16.05.2007

Sub :--**ORGANISATION:** Celebrating Platinum Jubilee Year (1932-2007),  
Business and Image Building Exercise-Circular Instructions issued -  
Reg.

### I. **INTRODUCTION**

- √ It is very happy thing that the “**Platinum Jubilee Celebrations of APSRTC**” have started.
- √ This is a great opportunity and occasion for the APSRTC to reach the public. The worth and impact of Platinum Jubilee Celebrations of APSRTC may be made known to the public for building **THE IMAGE** of APSRTC. This can be done in various ways. One such way is to imprint on the young minds i.e. High School Students, College Students that APSRTC is in service of the public for 75 years and “**Platinum Jubilee Celebrations** offers such great opportunity”.
- √ As a part of “Platinum Jubilee Celebrations”, it has been decided to conduct an **Essay Writing Competition** on the theme of **Public Transport** at Regional/State level for the students of all schools, colleges (professional, non-professional, polytechnic, vocational etc.) nook and corner without any exception. Universities in the State.
- √ The thinking process on “ **The importance of Public Transport** ” makes a deep rooted embossment on the minds of the Students in particular, Parents, Teachers and Public in general, which leads to the patronage for Public Transport in the times to come and this is expected out of the Essay Writing Competition.

## II. DETAILS OF COMPETITION (THE REGIONAL) LEVEL:

√ The Competition shall be conducted (Regional levels) for the following categories:

- a) School Category – 8<sup>th</sup>, 9<sup>th</sup> & 10<sup>th</sup> Class Students.
- b) Junior College Category-Inter 1st year and 2nd year Students, Polytechnic, Para-medical, Vocational and other Diploma level Institutions.
- c) College/University level : Degree Colleges (Professional, Non Professional, Under Graduation, Post Graduation) University Colleges.

√ The category-wise prizes are as hereunder:

### a) School Category :

One First prize worth of Rs.1000/-

One Second prize worth of Rs.800/-

One Third prize worth of Rs.600/-

### b) Junior College level:

One First prize worth of Rs.1000/-

One Second prize worth of Rs.800/-

One Third prize worth of Rs.600/-

### c) Under graduate / PG level :

One First prize worth of Rs.1000/-

One Second prize worth of Rs.800/-

One Third prize worth of Rs.600/-

### √ PARTICIPATION PRIZE:

As to encourage the participation of students of each School / College/ University in large numbers, a **“PARTICIPATION PRIZE” of Rs.1000/- shall be given based on lottery from among the participants in School / College/ University categories (combined) at Regional level.** A prize-winning candidate is also eligible for the participation prize provided he wins through Lottery. For the purpose of lottery, the Head Masters/Principals shall have to send a list of all participants along with marks (including the First Ranked Script) to the concerned RM.

### √ TOPIC OF THE ESSAY WRITING COMPETITION AT REGIONAL LEVEL :

#### **The topic in Telugu :**

ప్రజా రోడ్డు రవాణా (ముఖ్యంగా బస్సుల) ద్వారా సమాజమునకు ఒనగూరు సామాజిక, ఆర్థిక ప్రయోజనములు  
(75 మార్కులు).

మరియు

ఎ పి ఎస్ ఆర్ టి సి ప్రయాణీకుల స్నేహ పూర్వక పథకముల మెరుగుదలకు సూచనలు

(25 మార్కులు)

√ **The topic in English :**

“PUBLIC ROAD TRANSPORT (ESPECIALLY THROUGH BUSES) – SOCIO ECONOMIC BENEFITS TO THE SOCIETY” (75 Marks)

&

“APSRTC PASSENGER ORIENTED SCHEMES – SUGGESTIONS FOR IMPROVEMENT” (25 Marks)

- Duration of the competition : 1 1/2 hrs
- Date of the competition : Preferably on 25.06.2007 (If not convenient, in III/IV week of June, 2007, i.e., date as decided by RM depending upon the local situation.
- Venue of the competition : At the respective Schools, Colleges and Universities.
- To be conducted/supervised by : Respective Head Masters/Principals.
- Evaluation by : Respective Head Masters / Principals with their own staff.
- Forwarding : The 1st Ranked script only of each Institution along with the list of all participants and their marks to respective RMs by the Head Masters/ Principals.
- Evaluation of the 1st Ranked script of each Institution for the Regional level 1st/2nd/3rd Prizes : By Regional Managers
- Communication of the 1st, 2nd and 3rd participation prizes of each category to the Head Master/ Principal of the Institution. : By Regional Managers by 07.07.2007.

√ The prizes of the Regional level shall be distributed at a grand function after the APSRTC “Platinum Jubilee Walk” in the Regional Head Quarters.

**III. APSRTC PLATINUM JUBILEE WALK :**

- 1) At State level, the Hon’ble Chief Minister of Andhra Pradesh inaugurated the Platinum Jubilee Celebrations on 27.11.2006 in Peoples Plaza, Necklace Road, Hyderabad. The people of Hyderabad / employees of APSRTC could witness this. In Districts also, such impact of Platinum Jubilee Celebrations has to be caused through an event called “**APSRTC PLATINUM JUBILEE WALK**”.

- 2) During II/III week of July, 2007 on a Sunday, preferably 15.07.2007, two different major places in the District Head Quarters may be selected and the Walk for about two KMs distance shall be organized around 7.30 am duly inviting the voluntary participation of Public, RTC Employees and their families, Govt., Employees, School/College Teachers, Students, members of NCC, Scouts, NSS, Nehru Yuva Kendra, Self-help Groups, Youth Clubs, Sports Organizations, Service Organizations such as Rotary Club, Lions Club, Round Table etc.
- 3) Banners, Posters, Pamphlets, shall be put up and Press releases may be made for canvassing "**APSRTC PLATINUM JUBILEE WALK**".
- 4) Placards with attractive quotations on the strengths of Public Road Transport through buses of APSRTC, Marketing Schemes etc., may be given to the Walkers to hold.
- 5) Police Band (on payment) shall be played in the Walk to add jubilancy and pomp to the Walk.
- 6) The Walk may be flagged off by a VVIP of the District / State and welcomed at the termination ground by another VVIP.
- 7) The Sponsors shall be encouraged to keep their hoarding, banners at the beginning and the Terminal grounds.
- 8) At the end of the Walk, i.e. at Terminal ground, the entire congregation will turn into a public meeting, wherein brief speeches may be delivered on **the importance of Public Transport, strengths and necessities/benefits through buses patronage to APSRTC etc** from a well-decorated Dias. The VVIP shall give away the prizes to the winner Students of the region in the function.
- 9) The meeting will culminate with administration of the oath by the VVIP on the commitment for the Public Road Transport system through buses especially of APSRTC.
- 10) Adequate drinking water, public safety arrangements shall be ensured during the walk especially for the students. Refreshments (like Biscuits) may be organized at the meeting venue.
- 11) It should be ensured that the Press, Electronic media covers all the above activity on the eve of Platinum Jubilee in a grand manner.
- 12) Like any sports event of the corporation, RMs may be advised to try for sponsorship. The sponsors may be given an opportunity to exhibit their banners in the walk, and in the meeting at the end of the walk. The model banner may be

ఎ.సి.ఎస్.ఆర్.టి.సి. ప్లాటినం జూబ్లీ ఉత్సవాల సందర్భంగా పాఠాంక్షలతో

.....ఎ. బి. సి. ఎంటర్ప్రైజెస్

Pamphlets on the strengths, Safety and Marketing Schemes of APSRTC, Timetable Books may also be made available to the public on the day of the walk upon printing, duly giving opportunity to the sponsors to have a place in the Time Table Book / Pamphlet.

- 13) If no sponsors are available the necessary expenditure for organizing the walk may be met from Public Relations funds available with RTC, and RM may incur not more than Rs 10,000/-.

#### **IV. MODALITY:**

- 1.a) The Regional Manager shall contact the District Educational Officer and request him to send a circular immediately to all the Schools in the district, including ZP schools and to ensure that the Circular reaches all Schools with the help of the Field Managers. A bunch of pamphlets (Economy type) on the Passenger Friendly schemes of APSRTC may also be given to the DEO for attaching to each letter.
  - b) A letter from RJD of College Education, Registrar of Universities wherever available may also be arranged to the colleges.
  - c) Similarly, all the Head Masters/Principals of the Schools, Colleges/University shall be addressed a letter by RM immediately along with pamphlets on the competition and with a request to send the first ranked script of each institution (to the concerned RMs) by 1st July 2007.
  - d) Letters may also be marked to the organizers of Summer Camps to encourage the students to participate in their respective schools/colleges after the holidays.
2. Press Releases may be given at frequent intervals about the competition, exhorting the students of the District to contact their respective School/ College authorities for dates of the competition, their institution being a venue.
  3. The Regional Managers may arrange guidance if any, to students approaching them in summer for preparation on the topic.

#### **V. ESSAY WRITING COMPETITION AT STATE LEVEL :**

All the first ranked scripts of each category of each Region (District) shall be transmitted to the Marketing Department, Corporate Office, Hyderabad by 15.07.2007. The Chief Marketing Manager would arrange to evaluate the scripts and select the 1<sup>st</sup> and 2<sup>nd</sup> prizes in each category .

School	1 <sup>st</sup> Prize	Rs. 2000/-
	2 <sup>nd</sup> Prize	Rs. 1500/-
Jr.College	1 <sup>st</sup> Prize	Rs. 2000/-
	2 <sup>nd</sup> Prize	Rs. 1500/-
Degree/PG/Univ.	1 <sup>st</sup> Prize	Rs. 2000/-
	2 <sup>nd</sup> Prize	Rs. 1500/-

**VI. AWARDS TO THE MERITORIOUS WORK OF REGIONAL MANAGERS IN PLATINUM JUBILEE CELEBRATIONS:**

Three best Regional Managers who would make full efforts to utilize **The Platinum Jubilee Year** as an occasion and opportunity to reach the masses to the best possible extent; and to impress the public on the importance of the Public Road Transport/APSRTC, not only through Essay Writing competition but also through other innovative programmes shall be given a cash prize of Rs.7, 500/- each with an Appreciation Letter from VC & MD based upon their periodic reports and a consolidated report at the close of **Platinum Jubilee Year Celebrations**.

**VII. CONCLUSION :**

Therefore, all RMs are requested to plan for, execute in full spirit and encourage all their associates for high spirited participation in each event of **Platinum Jubilee Year Celebrations**.

Please acknowledge.



**VICE CHAIRMAN &  
MANAGING DIRECTOR**

To  
**All Regional Managers.**

**Copy to**

All Dy.CTMs, DMs for necessary action.

All Officers of the Corporation for information and necessary action.