

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/543(6)/05-OPD (M)

OFFICE OF THE VC & MD
MUSHEERABAD: HYDERABAD-624

Circular No. 22/2011-OPD (Mktg) Dated 09.05.2011

Sub: CONCESSIONAL CARD - Introduction of **VANITHA FAMILY CARD** valid in Palle Velugu & Express Services exclusively for Woman white Ration Card holders - Issue of Circular instructions - Reg.

1. INTRODUCTION:

There are 1.80 Cr White Ration Card families in the state. Assuming three persons per family, there will be about 5.40 Cr persons in this group. All these members are below poverty line and economically very poor. Hence, they depend on cheap mode of transport like sharing autos, vans, etc., Many times it is observed that they travel in groups, that too beyond the capacity of the vehicle, to share the cost. This results in frequent accidents, endangering the lives of these people. Cost is the only criterion in traveling such unsafe modes of transport. Hence, in order to mitigate the difficulties of such passengers, as a Corporate Social Responsibility measure, it is decided to extend concessions to White Ration Card holders. This will enable them to travel in all RTC Buses availing concession in fare.

2. OBJECTIVE:

To extend concessions to White Ration Card Holders to induce them to travel by APSRTC buses instead of other modes and to increase the Market Share of APSRTC buses.

In this context, VC & MD has accorded approval for introduction of "VANITHA FAMILY CARD (VFC)" with the following features:

- ◆ **"VANITHA FAMILY CARD"** will be issued for **all the members mentioned in White Ration Card** by charging ₹. 100/- only towards card issuing charges.
- ◆ **VANITHA FAMILY CARD** will be issued in the name of Woman. Other family member names to be mentioned in the card..
- ◆ The card will be valid in "Pallevelugu" and "Express" services only.
- ◆ The validity of the Card is for Two years.
- ◆ 10% concession will be extended to the family members either to travel individually or in group in all Pallevelugu and Express buses on similar line to Family CAT Card.
- ◆ There will be compensation payable to the extent of Rs One Lakh per member for loss of life to the VANITHA FAMILY CARD member in case of accident while traveling in APSRTC Bus.
- ◆ While issuing the concession card, the White Ration Card Holders should submit Xerox copy of White Ration Card duly producing the original White Ration Card for verification.
- ◆ A commission of ₹. 10/- is payable to the ATB agents and other **RTC Nesthams** for sale of each **"VANITHA FAMILY CARD"**

3. Procedure for issue of Vanitha Family Card:

1. The White Ration Card holder shall submit the following for obtaining Vanitha Family Card:
 - a. Application form along with Xerox copy of the White Ration Card.
 - b. Group or Individual photograph of all the members.
 - c. Rs. 100/- towards issuing charges.
 - d. Original White Ration Card for verification by issuing authority.
2. After verification with original White Ration Card, the Vanitha Family Card should be prepared duly affixing the photograph of group or individual as per White Ration Card and signature of the card holder at the space provided.
3. The details and photograph of White Ration Card holders can also be verified in the Web site www.apcivilsupplies.gov.in
4. The Vanitha Family Card shall be issued on the name of the wife of the White Ration Card holder and the names of the remaining members shall be mentioned on the card.
5. If the woman is not available, the card shall be issued on the name of the next available aged male holding the White Ration Card.
6. The details of Vanitha Family Card No. and address shall be entered in a manuscript register for record purpose.
7. The Vanitha Family Card shall be issued with lamination only.

4. Collection of the cards from Printing Press/MYP and Zonal STORES:

The COS (zones) are requested to collect **VANITHA FAMILY CARD** from COS/Miyapur duly placing special indent and arrange for distribution of the cards to the Depots under their control.

5. Accountal:

- > Stock of **VANITHA FAMILY CARD** has to be fed to the computer as done for all other type of CAT Cards.
- > All other existing instructions in vogue such as lamination and issuing on the spot to the customers are same as in the case of other CAT cards.

6. Launch of New Schemes:

The Regional Managers are advised to take steps for launching of **VANITHA FAMILY CARD** on **15.05.2011** by local VIPs with due pre and post launch publicity. The News Paper clippings pertaining to launching of this new Family Card shall be sent to the Executive Director (O & MIS)

7. PUBLICITY:

Therefore, all Field Managers are advised to undertake wide publicity through Press & Electronic Media on the benefits of **VANITHA FAMILY CARD**

The tariff and model of **VANITHA FAMILY CARD** in the form of Flexi banners shall be displayed at all the Bus Stations, Traffic generating points, Goodwill centres and Mandal Revenue Offices. Pamphlets explaining about the salient features with Tariff should distributed in Bus stations, Villages etc.

CRCs, RTC Nestams should be involved in giving wide publicity to the cards. Particularly they should emphasis the fact that APSRTC pays a compensation of Rs. 1 lakh per family member in case of untoward incident, which is not the case with Autos and other mode of travel.

The details of sale of **VANITHA FAMILY CARD** shall also be furnished along with other monthly periodicals to the corporate office by 10th of every month.



VICE CHAIRMAN & MANAGING DIRECTOR

To
All Regional Managers
All Deputy Chief Traffic Managers
All Depot Managers

Copy to:

Director (V&S), FA, ED (O&MIS), CAO, ED(E), ED(HRD) & ED (A&M) for information.
All ED (Zones) & HODs for information
All other Officers of the Corporation
CE (IT) with a request to arrange for software modifications for accountability of Vanitha Family card.
WM/Printing Press/Miyapur for information and necessary action.
COS/(UPL, KRMR, VJA, VZM, KDP, NLR & TPT) with a request to collect the cards from COS/Miyapur
COS/Miyapur with a request to handover the cards to the zonal stores
PO (Training) to include in the Monthly index of circulars
All Traffic Incharges, Bus Station Managers and all Squad Incharges for necessary action