

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. M2/541(5)/06-OPD (M)

87

Office of the VC&MD,
Musheerabad, Hyderabad.

CIRCULAR NO -25/2011-OPD (MKTG) DATED - 30.05.2011

Sub: **PRAYANEEKULA SEVA KENDRAM** : Introduction of "A.P.S.R.T.C. PRAYANIKULA SEVA KENDRAM" at important Traffic Generating Points – Instructions issued – Reg.

Ref: 1) Circular No. 06/07-OPD (MKTG) Dt. 05.02.2007
2) Circular No 40/2010-OPD(M) Dated 31.12.2010

1. Introduction :

As a step forward in creating passenger amenities, it is decided to introduce "Prayaneekula Seva Kendram" points, at the important traffic generating points within the town limits & at outskirts. The points may be located :

- Within the town,
- On the outskirts of town,
- At important traffic junctions,
- At enroute points located in major villages where more number of passengers board /alight.

2. Necessity to develop "Prayaneekula Seva Kendram"

The traffic generated at these points is deflected to other modes of transport due to lack of timely information about arrival of buses, leading to loss of revenue to the Corporation. To plug this loss "Prayaneekula Seva Kendrams" have to be developed.

3. Objectives :

- To retain passengers by informing them about arrival of buses in advance (ABAIS)
- To drive away illicit vehicles from parking near Traffic Generating Points.
- To provide information to passengers about bus timings and Marketing Schemes.

4. Infrastructure to be provided at "Prayaneekula Seva Kendram":

The following infrastructure is to be provided at the identified points.

- a) A make shift tent of 10' X 10' size with Marketing Schemes painted on it.
- b) Cell Phone
- c) Megaphone
- d) Whistle, Hat & Stick to the passenger Guide
- e) Seating arrangement for Passengers (10 chairs)
- f) Drinking water to be supplied with the help of sponsors.

Cell phone are already purchased & supplied to the regions under the ABAIS scheme and Megaphones are also purchased by constituting committees at regional level. They may be utilized at "Prayaneekula Seva Kendram" points as identified by the Regional Managers.

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Tent, Chairs and Miscellaneous items may be procured by not exceeding an amount of Rupees 6,000/- per point "

5. Duties of Passenger Guide at "Prayaneekula Seva Kendram"

- Receipt of information from other points
- Passing of information to the next point (ABAIS)
- Advance announcement of arrival of bus
- Distribution of route time table cards to the commuters.
- Sale of Marketing products like CAT Cards, Vanita Cards, JHTs etc.,

6. Identification of "Prayaneekula Seva Kendram" at each region.

A) No of Prayaneekula Seva Kendrams :

- 2 or 3 in each Depot jurisdiction, 4 to 5 in District head quarters and 2 to 3 in revenue division head quarters.

B) Man Power :

- At major points passenger guides shall be deployed in UP and Down directions in two shifts.
- At other points Passenger Guides shall be deployed in split duties.
- Every Prayaneekula Seva Kendram to be provided with home guard.

7. Launching of "Prayaneekula Seva Kendram" points.

Identification of a minimum of 600 points, procurement of infrastructure and deployment of Passenger guides duly giving necessary training to them shall be completed by 15th Jun 11 and be implemented from 16.06.2011, simultaneously throughout the state.

3.06.2011
VICE CHAIRMAN & MANAGING DIRECTOR

To
All Regional Managers
APSRTC

Copy to:
Director (V&S), CAO, FA, & all EBS & HODs for information
All DVMs, Dy CTMs, Dy CAOs, Principals, Dy CMEs for information and necessary action.
DMs, AOs & POs for information and necessary action.
All Traffic Incharges of the Depots, Bus Stations for necessary action.