

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

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

OFFICE OF THE VC & MD
MUSHEERABAD: HYDERABAD-624

88

Circular No. 26/2011-OPD (Mktg) Dated 01.06.2011

Sub: VANITHA FAMILY CARD BOOSTER MONTH: Conducting of VANITHA FAMILY CARD BOOSTER MONTH from 01.06.2011 to 30.06.2011 - Reg.

Ref: 1) Cir. No. 22/2011-OPD(Mktg). Dt.09.05.2011.

2) This office Lr No even dated 12.05.2011 VFC Fortnight from 16.05.11 to 30.05.11.

3) This office Lr No even dated 12.05.2011

4) This office Lr No even dated 18.05.2011

I. INTRODUCTION

VANITHA FAMILYCARD was introduced with effect from 15.05.2011 throughout the Corporation. As a publicity measure Vanita Family Card Fortnight was conducted from 16.05.2011 to 30.05.2011. There was overwhelming response from the target group and the sales crossed 1.75 lakh cards within 15 days of introduction.

The Regions of Chittoor (19,538), Guntur (16,283) and Medak (11,411) recorded highest sales during the Vanita Family Card fortnight. The lowest sales is recorded at Adilabad (1,414), East Godavari (1,833) and Visakhapatnam (2,267) Regions.

II. "VANITA FAMILY CARD" BOOSTER MONTH (1st to 30th Jun'11)

To continue the momentum generated in the sales of Vanita Family Cards, it is decided to observe June'11 month as "**Vanita Family Cards Booster Month**" for improvement in sales. Through the references 3rd and 4th cited, instructions have been issued to pay Rs.10/- commission on sale of Vanita Family Card to the Leader of Self Help Groups and also Fair Price Shop Dealers. Regional Managers are advised to take advantage of these instructions in improving the sales of Vanita Family Cards during the Booster Month.

The field Managers shall pro-actively solicit the help of following influential groups in achieving the targets.

- **Fair Price Shop Dealers**
- **Self Help Group Leaders**
- **RTC Nestams**
- **ATB Agents**

Necessary arrangements may be made by the Regional Managers to photograph the White Ration Card holders duly outsourcing the activity, if necessary.

III. TARGETS :

All the Regional Managers should get data on how many White Ration Card holders are there in the District. 50% of these card holders shall be targeted to sell Vanita Family Cards. As a first step, 20% of them should be given Vanita Family Cards by the end of this Booster Month. Regional Managers should fix targets for Depot Managers of their region to sell Vanita Family Cards to at least 20% of the White Ration Card holders.

IV. AWARDS:

1. Corporate level:

At Corporate level, the officers achieving highest sales during the Booster Month will be awarded as follows:

1) Regional Managers of top three regions will be issued appreciation letters and cash award of Rs.5000/-, Rs.4000/- & Rs.3000/-, respectively.

2) DyCTM / DVMs of top three regions will be issued appreciation letters and cash award of Rs.3000/-, Rs.2000/- & Rs.1000/-. If there are two Dy CTMs in the Region, only the Dy CTM who has contributed for the highest sales will be given appreciation letter and cash award.

2.Zonal Level :

Executive Directors of Zones shall nominate one Depot Manager from each Region for appreciation letter and cash award of Rs. 1000/-. The nominations shall reach Head Office by 5th July 2011.

3.Regional Level :

The Executive Directors may give appreciation letters and cash awards to one best supervisor from each Region based on the nomination given by Regional Managers. The Regional Managers should nominate one best Supervisor based on their initiative and contribution towards sale of Vanita Family Cards.

One best Supervisor in each Region : Rs.750/- cash award + appreciation letter from ED/Zone

The Regional Managers shall identify three best RTC Nestams in their Region and give Rs.500/- cash award + appreciation letter to each best RTC Nestam.

Three best RTC Nestams in each Region: Rs.500/- cash award + appreciation letter from RM

V. PUBLICITY MEASURES:

1. Large hoardings (15' X 30') with lighting may be exhibited at all District head quarters and important Bus stations.
2. Banners may be displayed at prominent places in the Region.
3. Pamphlets may be distributed in the villages and may be kept at Fair Price Shops for distribution.

VI. WEEKLY PROGRESS REPORT

The progress achieved in sale of Vanita Family Cards shall be intimated to Head Office every Monday without fail.

Treat the matter as "most important".


11/6/2011
**VICE CHAIRMAN &
MANAGING DIRECTOR**

Copy to Director (V&S), FA, ED (O&MIS), CAO, ED(E), ED(HRD) & ED (A&M) for information.

Copy to all EDs of Zones for information and necessary action.

Copy to all RMs, DyCTMs, DVMs, DMS, ATMs of Bus stations for information and necessary action.