

No. CS/437(91)/10-OPD(C)

Corporate Office,
Commercial Wing,
Mushirabad, Hyderabad-624.

CIRCULAR No.27/2010-OPD(C), Dt: 25.9.2010.

Sub: **COMMERCIAL REVENUES** :- Conducting "Commercial Revenue Promotion Week" from **04.10.10 to 09.10.10** - Reg.

A. NEED FOR COMMERCIAL REVENUE GENERATION:

The revenues of the corporation are mainly categorised into two types, i.e., Traffic and Non-Traffic (commercial). The Commercial Revenues realised through various sources at Regional and Corporate level form major part of Non-Traffic Revenues. Presently, an amount of Rs.4.64 Crores per month is being obtained through licensing of 6123 stalls (as on July'10) at the Bus stations. **In order to maximise these revenues from the available sources and also to explore new sources of commercial revenues, a special drive is being conducted every year.**

It is therefore proposed to conduct Commercial Revenue Promotion Week from 04.10.10 to 09.10.10 during this year.

B. TO EXPLOIT SOURCES OF COMMERCIAL REVENUE:

There is lot of scope and opportunities for the EDs/RMs and accordingly empowered to increase the Commercial Revenues to optimum level. To enthuse field managers, a Cash Award scheme has been introduced in the year 2008 to reward the officers for achieving the set Commercial Revenue Targets.

But still there are 666 vacant stalls(10.88%) in the Bus stations of the Corporation, 159 un-used Bus stations as on July'10 and also non realisation of pending dues from the ex-licensees. Therefore all field managers shall pay attention to fill up all vacant stalls, to realise pending dues and to explore new sources of commercial revenues during this commercial revenue promotion week.

C. ACTION PLAN:

I. DEPOT MANAGERS:

a) DMs shall organize group meetings with the employees and their representatives and educate them about the purpose of observing commercial revenue promotion week and elicit their ideas to fill up vacant stalls, unused Bus stations and to attract new business entrepreneurs for undertaking business with APSRTC.

b) Ads through banners, pamphlets, picture messages and various types of marketing campaigns shall be undertaken to attract the entrepreneurs.

c) DMs shall identify the new potential business(es) having local demand and inform the RMs Office in order to include them in the ensuing tenders.

II. ALLOTMENT OF UN-USED BUS STATIONS/BUILDINGS and OTHER PREMISES:

RMs/ Dy.CTMs shall personally concentrate on allotment of unused Bus stations as there are still 159 un-used Bus stations in all Regions(as on July'10). Efforts also to be made for allotment of the un-used office accommodation, un-used buildings and other premises of the corporation etc. for housing Shopping Malls, Godowns, Educational Institutions etc.

III. UTILISING THE SERVICES OF COMMERCIAL BUSINESS DEVELOPER:

Dy.Executive Engineer(Civil) /Asst. Engineer (Civil) of the Region has been designated as **Commercial Business Developer** to co-ordinate commercial activities for augmentation of commercial revenues. The services of CBDs shall be fully utilised in identifying open spaces, filling of vacant stalls, allotment of un-used Bus stations and grounding of new commercial projects and to implement the 'Action Plan'.

IV. REALISATION OF OUT STANDING AMOUNT:

As on Jul' 10, an amount of Rs.3.38 Crores is outstanding from the licensees of Canteens, Stalls, Space/ Office accommodation etc. The DMs, CBDs, ATMs of Bus stations shall put their best efforts to realise the outstanding dues.

V. DISPOSAL OF COURT CASES:

An amount of Rs.80 lakhs is due from the ex or existing licensees (56 stalls) due to legal disputes. There is no follow up action at Regional level as certain cases are pending from a long period. The RMs shall vigorously pursue the matter and ensure that at least 50% of the court cases are immediately **disposed by the end of 2010**.

VI. REALISATION OF DUE AMOUNTS FROM POLICE, EXCISE AND POSTAL DEPTS:

As on Jul' 10, an amount of Rs.817.12 lakhs, Rs.26.84 lakhs and Rs.60.38 lakhs is due from Police, Excise and Postal Departments respectively. The RMs, Dy.CTMs shall contact the Supdts. of Police, Excise and Postal Depts and obtain the due amounts immediately.

(D) PUBLICITY CAMPAIGN:

Massive publicity through Pamphlets, Posters, Banners etc. shall be undertaken. The Banners shall indicate " **వారిజ్య ఆదాయ ప్రాప్తిని వాణిజ్యవసూలు** " "from 04.10.10 to 09.10.10 and displayed at Bus Depots, Traffic generating points and Bus stations to attract the attention of the entrepreneurs and the employees.

The Pamphlets shall be designed with details of vacant stalls, un-used Bus stations, Buildings etc. to draw the attention of local business people, Hospitals, Educational Institutions, Offices, Shopping Complexes etc. and be distributed vividly at the above said places.

It is also suggested that a flexi banner indicating " **ఈ స్థలం కిరాయి ఇవ్వబడును** " or To-Let boards at particular vacant stalls/canteen/un-used bus station/ un-used office accommodation and other vacant premises with the contact number of the concerned official (PO/CBD) shall be displayed to attract the attention of the business entrepreneurs who intend to associate with APSRTC.

FINALE:

Though special Drive Week for promotion of commercial revenues is observed for the last three years, the impact is only marginal to fill up vacant stalls, allotment of un-used Bus stations, realisation of due amounts from the stall licensees, Postal and Police Departments etc. Therefore all Field Managers shall effectively involve with required seriousness in this Drive duly motivating concerned officers and supervisors and obtain optimum results.

Compliance report shall be sent by 20.10.10.


25/9/2010
**VICE CHAIRMAN &
MANAGING DIRECTOR**

To
All Officers of Corporation.