

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. R4/535(2)2009: OPD-CSC

Office of the VC & MD,
Bus Bhavan, Hyderabad.

CIRCULAR NO. 28/09 OPD(CSC), DT: 12.08.2009.

Sub: - MCP - Massive Counseling program on EPK Books to achieve more than Break-Even Earnings - Methodology & Action plan - Reg.

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OBJECTIVE:

It is time to bring awareness and focus crew attention on break even earnings. In the present stressful economic slow down, it is imperative to invigorate our employees to strive hard to sustain constant growth in earnings and stay fit in the present stiff competition.

METHODOLOGY

The avowed purpose of EPK books supplied to all conductors is to stimulate crew so as to **trigger improvement and competition** for achieving more than break even earnings. For this purpose a **massive counseling program** shall be undertaken covering all Depots in the beginning of every quarter on the following aspects as per the calendar given at the end of this Circular.

1. To ensure all conductors & TIM drivers are in possession of EPK books.
2. To list out continuous low performing conductors & TIM drivers for the past one year.
3. To conduct Gate meetings and educate the crew to record earnings at the end of each trip and make attempt to achieve more than break even earnings in all the trips.
4. To ensure all the columns of EPK books are filled in by the conductors/TIM drivers.
5. To get hold of one extra passenger at every stage which will result in increase in OR by 2 points, yeilding Rs.84 crores additional revenue per annum to Corporation. This makes the crew realize their valuable efforts for the growth in earnings.
6. Praise costs nothing, but peps up person's motivational levels with simple words of praise of high performing conductors in front of others, especially at Gate meetings.

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ACTION PLAN

The Dy.CTM / DVMS in the Region should attend Depots during early hour departures i.e. from 05.00 to 7.30 hrs and take up massive counseling of crew for one day and stay up to 22.00 hrs and record the feed back.

Each Dy.CTM /DVM should counsel atleast 100 to 120 Conductors covering all the Depots in their jurisdiction within one month at the beginning of every quarter on the above lines, as per the action plan indicated at the end of this Circular.

FEED BACK

The Regional Manager with his team of officers and RES supervisors shall monitor Massive Counseling Programs and cross check Crew EPK books at en-route points and at Bus Stations and create awareness on achieving **more than break-even earnings** (including importance of "Halt & Go" and "Shout & Load").

The Regional Managers shall send the feed back of the counseling programs in the following proforma Depot wise, Division wise and Region wise to the ED/Zones with a copy to ED (O & MIS) as per the Calendar indicated at the end of circular.

DEPOT/ Region	No. of Cond's interacted	No. of cond's not in possession of EPK books	No. of cond's filling all columns of EPK Books	No. of cond's mentioning earnings at end of each trip	No. of cond's not mentioning earnings at end of each trip
1	2	3	4	5	6

Exhibition of Break-Even earnings at Conspicuous places (Y/N)	% of Cond's found practicing		% of services operated on- time on the day of campaign	% of services that arrived in- time on the day of campaign	% of growth in Earnings over corresponding period of last year quarter
	Halt & Go	Shout & Load			
7	8	9	10	11	12

CALENDAR FOR PROGRAM EXECUTION

CALENDAR FOR MASSIVE COUNSELING PROGRAM ON BREAK EVEN EARNINGS					
NAME OF THE REGION	NAME OF THE DEPOT	FOR QUARTER ENDING	COMMUNICATION OF COUNSELING PROGRAM TO BE GIVEN TO HEAD OFFICE ON	PERIOD OF COUNSELING TO BE UNDERTAKEN	FEED BACK TO BE SENT TO HEAD OFFICE ON
1	2	3	4	5	6
		30.9.09	18.8.09	21.8.09 TO 20.9.09	25.9.09
		31.12.09	30.9.09	6.10.09 TO 5.11.09	10.11.09
		31.3.10	31.12.09	6.01.10 TO 5.2.10	10.2.10
		30.6.10	31.3.10	6.4.10 TO 5.5.10	10.5.10
		30.9.10	30.6.10	6.7.10 TO 5.8.10	10.8.10
		31.12.10	30.9.10	6.10.10 TO 5.11.10	10.11.10

This program is designed to demonstrate our ability to increase earnings and reduce costs with the involvement of every conductor and driver and contribute towards achievement of high rate of earnings (EPK).

Please acknowledge the receipt.


**VICE CHAIRMAN &
MANAGING DIRECTOR**

To

Copy to: Director (V&S), FA, CAO for n/action

Copy to: Secretary to Board

Copy to: All EDs for n/action

Copy to: C.E.(IT) Head Office for n/action

Copy to: ALL HODs/CA/CFM/RMs/for n/action

Copy to: All DY.CTMs/DVMs/DMs for n/action

Copy to: Chief Manager, HRD to file in the
index of Circulars