

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. C6/471(4)/07-OPD(C)

Corporate Office,
Operations(Commercial) Dept.,
Mushirabad, Hyderabad – 20.

Circular No. 31 | 2007/OPD@, Dt.27.8.2007.

Sub:- COMMERCIAL FORTNIGHT - Observation of "Commercial Fortnight" from 16.9.07 to 30.9.07 to stay focused on Commercial activities, augmenting Commercial revenues and on targets achievement – Reg.

Ref:- This office letter no. C5/437(138)/2007-OPD(C), Dt.31.7.2007.

INTRODUCTION :

Corporation has been realizing revenue through various Commercial activities such as letting out Canteens, stalls, space / Office accommodation etc., at Bus Stations and premises of the Corporation, hiring out ad space on Buses, Bus Stations, Bus shelters, premises of the Corporation, advertisements through CCTV system, FM Radio, Parcel transport Service, installation of Person Weighing Machines, carriage of Postal mails by the buses etc.

Corporation has realised an amount of about Rs.41 crores in the year 2006-07 through various commercial activities, which is only around 1% of the total revenue realised by the Corporation. There is imminent need to increase the commercial revenue to add to the Corporation revenues as the Traffic revenue itself will not suffice to meet & exceed the cost of operation.

In order to give adequate attention and stay focused on the commercial activities by the Field Officers & their team, it is programmed to observe COMMERCIAL FORTNIGHT through out the Corporation to explore all possibilities (including new and innovative) to generate more revenues.

PURPOSE OF OBSERVING COMMERCIAL FORTNIGHT :

Though there is a marginal increase in Commercial revenue every year, there is an imperative need to accelerate growth of commercial revenue to achieve a modest target of Rs.100.00 crores during the period Aug'07 to July'08 through novel schemes and innovative measures besides optimum utilization of all the available resources.

PERIODICITY OF COMMERCIAL FORTNIGHT :

The **Commercial Fortnight** has to be observed from 16.9.07 to 30.9.07 throughout the Corporation to take stock of the existing commercial activities and explore new avenues with an objective to maximize Commercial revenue.

Every year the said fortnight from henceforth shall be observed from 16th September to 30th September.

ACTIVITIES TO BE UNDERTAKEN DURING COMMERCIAL FORTNIGHT:

A drive shall be taken for filling up all the vacant stalls, realization of amount outstanding from the licensees of Canteens, stalls, space / Office accommodation etc., dispose of Court cases pertaining to Canteens, stalls etc., and realization of amount pending on account of Court cases, realization of due amounts from the Police, Excise and Postal Departments besides eliciting suggestions from the employees and others on improving Commercial revenues.

ACTION PLAN:

I. **Allotment of vacant stalls** : At the end of June'07 as many as 931 stalls are lying vacant, out of a total of 4687 stalls in all the 770 Bus Stations, the vacancy being 20%.

- ❖ It should be our endeavor to get all the vacant stalls filled up to ensure 100% occupancy of stalls with which it is estimated that an additional amount of Rs.800.86 lakhs will be generated in the next 12 months period.
- ❖ Apart from publication of tender notification in daily news papers, the Regional Managers, Dy Chief Traffic Managers and Depot Managers have to make arrangements to give wide publicity on availability of vacant stalls at the Bus Stations by way of printing and distribution of pamphlets to Merchants Associations and like - bodies; display posters, banners at public gathering places like Bus Stations, Mandal Revenue Offices, Mandal Parishad Offices, Municipal Offices, Cinema halls, Banks and at other commercial locations of the town/city etc., to increase awareness amongst the target group on the availability of vacant stalls and to enthuse them to participate in tenders.
- ❖ The jeeps of Depot Managers be fitted with mike during the **Commercial Fortnight** for making publicity on availability of vacant stalls drawing the attention of business people in the commercial centers of town and villages.

- ❖ The employees shall be enlightened about the existence of sponsoring agency / employee agency scheme for allotment of vacant stalls at C Class Bus Stations (by paying the amount equivalent to two months licence fee to the sponsor) and be motivated to undertake this avowed task. The validity of the scheme is now extended upto Dec'2007.

II. Allotment of un-used C Class Bus Stations :

- ❖ As many as 112 C Class Bus Stations in 16 Districts are not presently under use for various reasons. Circular instructions were already given vide Circular No.41/2003-OPDC, Dated.9-6-2003, to pursue with District Officials for making use of these un-used Bus Stations, on payment of commensurating licence fee.
- ❖ The Regional Managers shall personally call on the District Collectors, RDOs and District level Govt Officials to apprise them about the availability of un-used C Class Bus Stations which will be convenient for housing Offices, Training centers of various projects / schemes, veterinary hospitals , Rythu Bazars, Milk Chilling centers, Primary health centers, Godowns etc.
- ❖ RMs can also explore the possibility of allotting these un-used Bus Stations to any private business people in such of those Bus stations where the land has been acquired on purchase by us..
- ❖ Letters have already been addressed to the District Collectors of 16 Districts (where un-used C Class Bus Stations are available) by VC & MD giving the details such as availability of covered/uncovered area, amenities provided etc. - at such Bus stations. The Regional Managers have to follow up with the District Officials and endeavor to get them filled up at the earliest.

III. Realisation of amount due from the licensees of Canteens, stalls, space / Office accommodation etc.

- ❖ An amount of Rs.198.00 lakhs is due to be realized from the licensees of Canteens, Stalls, Space/Office accommodation etc., towards licence fee upto June'07.
- ❖ The Depot Managers, Asst Traffic Managers at Bus Stations and Station Managers shall personally contact the licensees who are due to pay arrears of licence fee, and ensure its realization by 30.9.2007 positively.

IV. Disposal of Court cases :

- ❖ As at the end of June'07, 53 stalls are under litigation, on account of which an amount of Rs.76.36 lakhs is held up.
- ❖ The Regional Managers shall conduct meeting during this Fortnight with the standing counsels concerned and Depot Managers to discuss various options for early disposal of court cases and realization of due amounts. If there is any probability to settle the cases out of Court, these options shall also be examined and be processed to the competent authority for clearance.

V. Realisation of amounts due from Police, Excise and Postal departments.

- ❖ The personnel of Police and Excise Departments are being allowed to travel in our Buses on the strength of warrants issued by the competent authorities of respective departments. The Police and Excise departments later reimburse the amount on raising claim by us. As of now an amount of Rs.607.34 lakhs, Rs.26.96 lakhs and Rs. 74.22 lakhs are due (i.e upto June, 07) from Police, Excise and Postal departments respectively.
- ❖ The Regional Managers, Dy Chief Traffic Managers in Regions shall call on the Superintendents of Police and Excise departments, apprise the critical financial position of the Corporation and arrange to release due amounts.
- ❖ They shall also call on the Superintendents of Postal department for realization of due amounts.
- ❖ The focus shall also be on targets achievement already communicated vide letter no. C5/437(138)/2007-OPD(C), Dt. 31.7.2007.
- ❖ **Meeting with the employees** : The Depot Managers shall have to organize group meetings with the employees and their representatives and interact with them to elicit their views / suggestions for filling up of vacant stalls, Un-used C-Class Bus Stations and capture other creative novel ideas, if any floated by them for improving the Commercial revenue.
- ❖ **Rewards** : The RMs may reward the employee throwing ideas which generate commercial revenues in the periodical meeting / public function to be conducted at Regional level.

- ❖ **Publicity** : Wide publicity be given through banners indicating observance of "Commercial Fortnight" from 16.9.07 to 30.9.07 in the Bus Depots, Bus Stations and at traffic generating points.

CONCLUSION :

All the Field Managers and Supervisors shall undertake the activities enumerated above in true spirit to ensure that the **Commercial Fortnight** becomes a successful event.

The Regional Managers shall submit a report highlighting the activities undertaken in their Regions and achievements accomplished during the commercial fortnight to reach this Office positively by 10.10.07.

Please acknowledge.


**VICE CHAIRMAN &
MANAGING DIRECTOR**

To
All Regional Managers
Dy Chief Traffic Managers in all Regions
All Depot Managers

Copy to : Director (V&S), FA, CAO, all EDs for information.
Copy to : CFM, CA for information.
Copy to : All HODs of Bus Bhavan for information.
Copy to : All Dy CTMs of Bus Bhavan for information.
Copy to : Personnel Officers in all Regions for infn. & n/ action.
Copy to : Asst Traffic Managers in Bus Stations for infn. & n/ action.
Copy to : Dy CAOs/AOs of all Regions for infn. & n/ action.