

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

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

OFFICE OF THE VC & MD
MUSHEERABAD: HYDERABAD-624

Circular No.31/2011-OPD (Mktg) Dated 06.07.2011

Sub: VANITHA FAMILY CARDS: Procurement of Pallevelugu Buses based on sale of VANITHA FAMILY CARDS to the Depots - 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

1. INTRODUCTION :

There are 1.80 crores of white ration card families in the state. Based on committee recommendations, to induce white ration card families to travel by APSRTC buses, a new scheme has been introduced through out the corporation w.e.f 15/5/2011, which is christened as "Vanitha Family Card", through circular No 22/2011-OPD(M) dated 6/5/2011.

Since inception, within a short span of 45 days, about 5 lakh Vanitha Family Cards have been sold throughout the State realizing an amount of rupees 5 crores and there is good response and demand for Vanitha Family Cards.

2. NEED OF PALLEVELUGU BUSES :

Most of the Vanitha Family Card holders travel in Pallevelugu buses for their daily/weekly needs. There is need to provide sufficient number of Pallevelugu buses on par with the number of Vanitha Family Cards sold in the Depot. We must meet the all the travel needs of the Vanitha Family Card holders. Who have become captive to APSRTC by purchasing Vanitha Family Cards. If more number of buses are available on Pallevelugu routes, passengers will not opt for private modes. Thus Corporation can increase the market share.

3. PROCUREMENT OF PALLEVELUGU BUSES :

Hence it is decided to procure Pallevelugu buses with the amount realized through sale of Vanitha Family Cards and the procured new buses may be allotted to the Depots on prorata basis basing on the sale of Vanitha Family Cards. On sale of 17,000 Vanitha Family Cards, one Pallevelugu bus will be allotted to the depot. So that new Pallevelugu buses will be available for the passengers of that Depot. Thus the Pallevelugu buses procured by sale of Vanitha Family Cards may be named as "**Vanitha Card Vari Sowjanya**mtho" and may be operated on the route where more number of Vanitha Family Cards are purchased. The name of the such Pallevelugu bus should be painted **front top, rear top and at middle portion of both sides.**

Depot Managers should take approval for the route from concerned Regional Managers while introducing new Pallevelugu buses based on the sale of Vanitha family cards. On allotment of such buses Depot Managers should not deviate the route under any circumstances and field supervisors to be instructed accordingly. Any complaints regarding deviation of above buses will be viewed seriously.

All the Regional Managers are advised to sent the proposals to procure new Pallevelugu buses based on the sale of Vanitha Family cards in the Depots as upto 30th June, 2011, where sales crossed 17000 cards by return FAX. Further Regional Managers are advised to propose the route on which the new buses to be deployed based on Vanitha Family Cards sold at the villages / enroute villages of the route.

4. PUBLICITY :

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Publicity to be given at rural areas in case of purchasing more number of Vanitha Family Cards, the amount realized will be utilized to purchase of Pallevelugu buses and the same will be deployed on the route / village where more number of Vanitha Family cards purchased. Trips will also be increased to such villages. Banners shall be displayed in the villages and Bus Stations with the caption " **Vanitha Cardulu konandi, kotha Pallevelugu bussulu pondandi**" and pamphlets shall also be distributed at potential villages. This message shall percolate to rural villagers and motivate them to come forward to purchase Vanitha family Cards in huge number.

As the Vanitha Family Cards validity is only two years, on renewing the cards the amount realized will be spent towards procurement of new Pallevelugu buses. So that the new Pallevelugu fleet will be increased in the regions, where more number of Vanitha Family Cards are sold, which will result in improvement of Occupancy Ratio.

Therefore all the Regional Managers are advised to take all steps and motivate the Field Managers to increase the sale of Vanitha Family Cards to get new Pallevelugu buses on par with the sale of Vanitha Family Cards.


6/7/2011
**VICE CHAIRMAN &
MANAGING DIRECTOR**

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

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

Copy to all HODs & CE(IT) for information.

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