

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. C5/437(60)/08-OPD(C)

Corporate Office,
Operations(Commercial) Dept.,
Mushirabad, Hyderabad – 624.

Circular No.34/2008 – OPD(C), Dt.29.09.2008.

Sub:- **COMMERCIAL REVENUE SPECIAL DRIVE** - Observation of
“Commercial Revenue Special Drive” from **16.10.08 to**
30.10.08 – Issue of instructions – Reg.

- Ref:-1. This office circular No.31/2007-OPD(C), Dt.27.08.2007.
2. This Office Circular No.32/2007-OPD(C), Dt.27.08.2007.
3. This Office Circular No.30/2008-OPD(C), Dt.01.09.2008.

In order to augment the share of Commercial revenues in the gross revenues of the Corporation and stay focussed on commercial activities by the Field Managers, it is proposed to observe **COMMERCIAL REVENUE SPECIAL DRIVE** throughout the Corporation.

Regional level Commercial revenue targets were fixed on the revenue realised through canteens, stalls, spaces / office accommodation, unused Bus Stations etc. for the period August'07 to July'08 and communicated to the Regions.

It is observed that out of 23 Regions, only 10 Regions (viz. HYD, SEC'BAD, NLG, NZB, WL, NLR, CTR, KRNL, KRI & EG) have achieved the targets of commercial revenues. The other Regional Managers/Field Managers will have to evince keen interest and participation for achieving the targets. It is also observed that the services of Commercial Business Developers have not been fully exploited to fill up the vacant stalls and un-used Bus Stations.

PERIOD OF COMMERCIAL REVENUE SPECIAL DRIVE :

The **Commercial Revenue Special Drive** will be observed from **16.10.08 to 30.10.08** through out the Corporation so as to take stock of the existing commercial activities and explore new avenues with an objective to maximize the Commercial revenues.

PURPOSE OF OBSERVING COMMERCIAL REVENUE SPECIAL DRIVE:

The objective is to **accelerate the growth of commercial revenues** through implementing novel schemes, innovative measures, and optimum utilization of all the available resources duly undertaking the activities as enumerated here under.

ACTIVITIES TO BE UNDERTAKEN DURING COMMERCIAL REVENUE SPECIAL DRIVE:

A special drive to be taken for

- 1) filling up all the vacant stalls,
- 2) allotment of unused Bus Stations
- 3) allotment of other unused office premises,
- 4) realization of amounts outstanding
- 5) realization of amounts pending on account of court cases from the licensees of Canteens, stalls, space / Office accommodation etc.,
- 6) disposal of Court cases pertaining to Canteens, stalls etc.,
- 7) realization of due amounts from the Police, Excise and Postal Departments
- 8) eliciting suggestions from the employees and others on improving Commercial revenues.

ACTION PLAN:

I. Allotment of vacant stalls : At the end of July'08, out of total 5251 stalls, still 708 stalls are vacant in the Bus Stations (13.5% vacancy).

- ❖ It must be our endeavor to fill up 100% occupancy of stalls.
- ❖ In order to encourage the business people including Departments/Undertakings of the State and Central Government, Private sectors etc., the licence period of the un-used bus depots/bus stations and other built up accommodation etc. has been increased from 6 yrs to 10 yrs(Instructions were issued vide Circular No.32/2007-OPD(C), Dt.27.08.2007).
- ❖ After amendment to Article 33 of Schedule-1(A) of Indian Stamp Act -1899, which came into effect from 01.08.2005, where by **licence period of stalls/spaces/office accommodations has been reduced from 6 yrs to 5 yrs by which the stamp duty payable will be only 2% (instead of 5% for 6years) of annual licence fee.**
- ❖ Wide publicity shall be given to bring awareness among existing licensees of stalls/spaces/office accommodations etc. and the local business people.

- ❖ 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 and also highlight the above relaxations 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 Business Hubs of the town/city etc., to increase awareness amongst the target group on the availability of vacant stalls, un-used bus stations and to enthuse them to participate in tenders.
- ❖ The jeeps of Depot Managers be with flexi banners during the **COMMERCIAL REVENUE SPECIAL DRIVE** as a publicity measure on availability of vacant stalls/open spaces drawing the attention of business people in the commercial centers of town and villages.

II. Allotment of un-used Bus Stations :

- ❖ 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 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. RM shall also impress upon them with regard to extension of licence period from 6 yrs to 10 yrs.

III. Utilising the services of COMMERCIAL BUSINESS DEVELOPER:

COMMERCIAL BUSINESS DEVELOPER, who is in-charge of commercial activities in the Region, shall undertake a vigorous drive on day to day basis and to assist the Regional Manager/Dy.Chief Traffic Manager to closely monitor the commercial activities.

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

- ❖ An amount of Rs.215.88 lakhs is due to be realized from the licensees of Canteens, Stalls, Space/Office accommodation etc., towards licence fee upto July'08.
- ❖ The Depot Managers, CBDs, Asst Traffic Managers of Bus Stations and Station Managers shall personally contact the licensees and clear the arrears of licence fee and ensure its realization by 30.10.2008 positively.

V. Disposal of Court cases :

- ❖ As at the end of July'08, 48 stalls were under litigation on account of which an amount of Rs.67.52 lakhs is held up.
- ❖ The Regional Managers shall conduct meetings, interact with the standing counsels concerned along with Depot Managers to find out various options for early disposal of court cases and realization of due amounts. If there is any possibility to settle the cases out of Court, these options shall also be examined and concerned cases be processed to the competent authority for needed action.

VI. 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 will later reimburse the claims of the Corporation. Similarly postal mail bags are carried in our buses on payment of mail subsidy by Parcel Department to APSRTC. As of now an amount of Rs.603.55 lakhs, Rs.36.75 lakhs and Rs. 76.80 lakhs are due (i.e upto July' 08) 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 realise due amounts.
- ❖ Sue motto Weighment of Postal Bags be undertaken to satisfy the veracity of the claims made with the earlier weighment figures. RMs shall also call on the Superintendents of Postal department for realization of due amounts.

VII. Meeting with the employees : The Depot Managers shall have to organize group meetings with the employees and which representatives and interact with them to elicit their views / suggestions for filling up of vacant stalls, Un-used C-Class Bus Stations and record other creative novel ideas, if any for improving the Commercial revenue and take action accordingly.

Publicity: Adequate publicity be given through banners indicating observance of "Commercial Revenue Special Drive" from **16.10.08 to 30.10.08** at the Bus Depots, Bus Stations and at traffic generating points.

CONCLUSION :

All the Field Managers and Supervisors shall draw their personal attention to ensure that the activities enumerated above are undertaken in true spirit and Commercial Revenue Special Drive becomes totally successful.

The Regional Managers shall submit a report highlighting the activities undertaken in their Region and achievements accomplished during the Commercial Revenue Special Drive to reach this Office by **10.11.08** positively.


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 : CA/Joint Director(V&S) for information.
Copy to : All HODs of Bus Bhavan for information.
Copy to : All Dy CTMs of Bus Bhavan for information.
Copy to : Commercial Business Developers for information & n/a.
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.