

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

Corporate Office,
Commercial Wing,

Mushirabad, Hyderabad-624

Circular No. 34/2009-OPD(C), Dt:01-10-2009

Sub: COMMERCIAL REVENUES – SPECIAL DRIVE – Observation of “Commercial Revenues Drive Week” from 05.10.09 to 11.10.09- Issue of instructions – Reg.

- Ref:
1. This office circular No.31/2007-OPD(C) dt.27.08.07.
 2. This office circular No.32/2007-OPD(C) dt.27.08.07.
 3. This office circular No.05/2008-OPD(C) dt.22.02.08.
 4. This office circular No.34/2008-OPD(C) dt.29.09.08.

NEED TO CONDUCT COMMERCIAL REVENUES DRIVE:

The revenues of the corporation can be broadly classified into two groups. One is “Traffic Revenues” and the other is “Non-Traffic Revenues”. The percentage of Non-Traffic Revenue presently being realised is only about 2% of the Total revenues of the corporation.

Commercial Revenues form major part of Non-Traffic Revenue. Commercial revenues are generated through various measures

There is so much unexploited commercial revenue, apart from various sources of this revenue untapped, which needs to effectively bagged into the booties of our Corporation collections.

SCOPE TO EXPLOIT COMMERCIAL SOURCES OF REVENUE:

Commercial Revenue Targets have been fixed at Regional level on various sources of Commercial Revenues, i.e.stalls & open spaces in covered premises at the Bus stations, allotment of un-used Bus stations, filling up of vacant stalls, Bank ATMs, Royalty amount from Way Side Dhabas, etc. for the period from Aug’08 to July’09.

Instructions also issued vide circular 3rd cited to all Field Managers about Cash Award Scheme and distribution of Cash Award amount on achieving commercial revenue targets for the period Aug’07 to July’08. The same scheme with revised Targets was continued for the year Aug’08 to July’09. **A lion share of 20% of total cash award is earmarked to CBD, treating the role of CBD as pivotal in achieving the set targets. Despite all these efforts, it is observed that the services of the Commercial Business Developer have not been fully utilised in achieving said Targets.**

Out of 23 Regions, only 10 Regions have achieved the set targets of Commercial Revenues in the said period indicating lack of concerted and sincere efforts to increase the commercial revenues.

Therefore it is ordered by the Vice Chairman & Managing Director to observe **Commercial Revenue Drive Week** from 05.10.09 to 11.10.09 through out the corporation for improving the sources of untapped commercial revenues.

REWARDS:

The Regional Managers shall reward the employees who ever comes forward with excellent suggestion to exploit commercial revenues. Suggestions shall be sought from all the employees irrespective of cadre before 09-10-09.

The committee consisting of Dy.CTM/ DY.CPM/ PO/ EE/ Dy.EE/ Dy.CAO/ AO appointed by RM will scrutinize the suggestions received and declare 1st, 2nd and 3rd best suggestions (novel ideas) at Regional Level. Cash Award of Rs.1000/-, Rs.750/- and Rs.500/- shall be given to the 1st, 2nd and 3rd best suggestions respectively.

ACTION PLAN:

(A) Depot Managers shall organize group meetings with the employees and Union representatives, to elicit their ideas to fill up vacant stalls, Unused Bus stations and augmentation of commercial revenues and to explore new avenues of commercial sources of revenues.

(B) I: 1). Elicit suggestions from the employees and others in improving commercial revenues.

2) ALLOTMENT OF VACANT STALLS: as on July 09, out of 5973 stalls in the Bus stations, 677 are still vacant i.e.,11.33 % vacancy. In today's competitive world it is necessary to develop professional marketing plan to achieve said objectives.

3) Advertising is necessary for attracting the entrepreneurs to contribute towards securing commercial revenues to APSRTC with Mobile ads including Ads through banners, pamphlets, picture messages and various types of marketing campaigns shall be undertaken.

4) Identify the business which is more popular in the surrounding markets and allot the vacant stalls to be occupied immediately.

II. ALLOTMENT OF UN-USED BUS STATIONS/OFFICE PREMISES:

Regional Managers / Dy.Chief Traffic Managers shall personally concentrate for allotting the unused Bus stations, open spaces and facilities, for housing Offices, Training Centres, Rythu Baazars, Primary Health Centres, Malls, Godowns, Educational Institutions etc. and keep the premises focussed till occupied for the benefit of both the corporation and the licensee.

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 the commercial activities for augmentation of commercial revenues. Services of CBD shall be fully taken and stay focussed on commercial activities during the Commercial Revenue Drive period.

IV. REALISATION OF OUT STANDING AMOUNT FROM THE LICENSEES OF CANTEENS, STALLS, OPEN SPACES / OFFICE ACCOMMODATION etc.

As on Jul' 09, an amount of Rs.339.14 lakhs is outstanding from the licensees of Canteens, Stalls, Space/ Office accommodation etc.

The Depot Managers, Commercial Business Developers, Asst. Traffic Managers of Bus stations and Station Managers shall make sincere efforts that all the outstanding dues are paid up.

V. DISPOSAL OF COURT CASES:

As on Jul' 09, 59 stalls are under litigation, due to which an amount of Rs.80.39 lakhs is locked up.

The Regional Managers shall review with the Standing Counsels concerned duly involving Dy.CTMs and Depot Managers that the court cases are properly represented for **speedy disposal** of the cases.

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

As on Jul' 09, an amount of Rs.1470.46, Rs.23.96 and Rs.57.55 is due from Police, Excise and Postal Departments respectively. The Regional Managers, Dy.Chief Traffic Managers shall contact the Superintendents of Police, Excise and Postal Departments and see that the claims are received immediately.

(C) Organisation of Quiz Programme to the Staff:

It is observed that most of the Field Staff as well as Supervisors are not paying adequate attention to increase Commercial Revenues through various sources and importance of augmenting them by different methods for the betterment of the Corporation. In order to give exposure to the Commercial Revenues of the corporation and necessity to exploit them fully, it is requested that DM & Dy.CTMs to conduct a Quiz Programme to the staff and Supervisors, besides conducting Group Meetings.

Any innovative ideas/proposals shall be welcomed from the Staff/Supervisors during the Quiz Programme for identifying new sources of Commercial Revenue. DMs & DVMs/Dy.CTMs should organise Quiz Programme in several spells of the Commercial Revenue Drive so as to cover all employees.

The winners of the quiz programme can be awarded with pen, Chocolates etc. DMs shall draw Rs.500/- for this purpose. **Model questions for the quiz programmes are annexed.**

Dy.CTMs have to guide the DMs in planning and executing the Quiz programmes.

(D) PUBLICITY CAMPAIGN:

Wide publicity shall be given through Posters, Banners during observance of " **APSRTE వాణిజ్య ఆదాయ వసతుల వ్యక్తి వాణిజ్యం** " from 05.10.09 to 11.10.09 at Bus Depots, Bus stations and at all Traffic generating points.

The banners with the slogans in Telugu shall be displayed all over the Bus Station/ Bus Depot / Earnings Section / Garage premises etc. for the awareness of the employees and Supervisors.

" **వాణిజ్య ఆదాయ వసతుల - ఆర్థికాభివృద్ధికి మార్గాలు** "

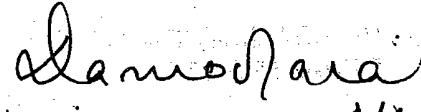
CONCLUSION:

All Field Managers shall make honest and determined efforts to ensure "The Commercial Revenue Drive Week" becomes highly successful. Compliance shall be sent before 20.10.09.

This has the concurrence of the Financial Advisor.

Please acknowledge.

Encl: Annexure.


1/10/09

**EXECUTIVE DIRECTOR
(O & MIS)**

To
**Regional Managers,
Dy. Chief Traffic Managers,
Depot Managers.**

Copy to :

Director (V&S), FA, CAO, all EDs for information.
CA/Joint Director (V&S) for information.
All HODs of Bus Bhavan for information.
All Dy.CTMs of Bus Bhavan for information.
Commercial Business Developers for information & n/a.
Personnel Officers in all Regions for infn. & n/a.
Asst. Traffic Managers in Bus Stations for infn. & n/a.
Dy.CAOs/AOs of all Regions for infn. & n/a.
Copy to PS to VC & MD for infn pl.

ANNEXURE:

1. What shall be the licence period of Canteens/Stalls/ Open Spaces etc. as per latest circular guidelines?

Ans: 5 years.

2. What shall be the licence period of Cycle/Scooter Stands?

Ans: 4 Years.

3. What shall be the licence period of un-used buildings/ Depots/Office Accommodation?

Ans: 10 years.

4. What is the commission given to employee if a stall in a 'C' Class Bus station is allotted through employee sponsoring agent scheme?

Ans: Two months licensee fee.

5. If a person uses a Deluxe Lounge at a Bus station for a period of two hours, how much the licensee shall collect from the passenger towards user charges?

Ans: Rs. 5/- for 1st 2 hours and Rs.2/- for each hour thereafter.

6. Can the Canteens/ Stalls/ Sapces etc. at Major & 'A' Class Bus stations be allotted on nomination basis?

Ans. No.

7. What is the Max. duration of short term business(seasonal business like sale of greeting cards, books exhibition etc.) permitted at Bus stations?

Ans. 3 months.

8. Shall a Bakery stall licensee be permitted to sell water bottles on payment of additional licence fee ?

Ans. No.

9. How many months licence fee is collected towards security deposit from the licensees of stalls/ spaces etc.

Ans: 6 months.

10. If a licensee is defaulted in payment of licence fee, how much interest can be collected?

Ans: 36 % per annum for each day of delay.

11. Maintenance contracts of Bus stations are being allotted to which organizations?

Ans: Social Service Organisations on 'No payment on either side basis'.

12. How much user fee can be collected from each toilet user ?

Ans: Re/1/-

13. What is DOT scheme?

Ans: Deposit, Operate, Transfer.

14. What is the period of contract for the stalls given under DOT scheme?

Ans: 20 years.

15. What is BOT scheme?

Ans: Built, Operate, Transfer.

16. What is the period of contract for the open lands given under BOT scheme?

Ans: 33 years

17. Can a Sweet Stall licensee sell Samosa to his stall?

Ans: No.

18. Is there any scheme to allot the un-used Bus stations?

Ans: Yes. Through Depot Level Committee.

19. Who are the members of the Depot Level Committee?

Ans: DM concerned, Traffic In-charge and 3 employees of the Depot.

20. Shall un-used Bus stations can be allotted on nomination basis?

Ans: Yes.

21. How much amount the Depot level Committee gets if any un-used Bus station is allotted through it?

Ans: 3 months licence fee that will be realized on allotment of that particular un-used Bus station.

22. Can HPMC stall licensee sell fruit juices made on spot?

Ans: No.

23. Give the details of Weight of luggage that can be transported on our buses

(i) Super Luxury: upto 750 Kgs.

(j) Express and ordinary: upto 500 Kgs.

24. What is the size of the parcel permitted on buses:

Ans: It should not be more than 100 cm x 60 cm x 60 cm (lbh).

25. What is the weight of each parcel

Ans: It shall not exceed 50 kilograms.

26. Whether the Agent can transport Petrol/Diesel/Kerosene / Gas Cylinders/Narcotic Preparations etc.

Ans: No. Because they are Prohibited Articles.

27. Whether the Agent can transport restricted goods ?

Ans: The Agent can transport restricted goods with necessary permits issued by the competent authorities.

28. Whether the Agent can be permitted to transport luggage on buses leaving the passenger luggage behind ?

Ans: Passenger luggage shall be given preference over ANL luggage at the time of loading consignments on buses.

29. Where the Agent of M/s ANL Pays crew charges:

Ans: Crew charges shall be paid by the Agent of M/s ANL at the place of loading the luggage on buses.

30. Who pays the loading and unloading charges:

Ans: The agent has to pay the loading and unloading charges to the persons engaged by him/licenced porters.

31. What is the maximum permitted limit of claims that can be recovered from crew found responsible for loss of articles:

Ans: Claims in case of lost goods, can be recovered from the crew found responsible, upto a maximum of Rs.50,000.

32. Who will bear the risk of transportation of parcels / goods / couriers accepted by the Agent, for delivery at places where there are no Agent's Offices ?

Ans: Agent himself has to bear the risk. Corporation is not responsible if such parcels / goods/ couriers are damaged / misplaced or lost.

33. Whether the Corpn. reserves the right to transport their goods, dak and other departmental items by buses ?

Ans: Yes.

34. Whether the Corporation reserves the right to transport postal mails and news papers / magazine bundles ?

Ans: Yes.

35. Whether corporation pays any charges towards transportation of dak / postal mails etc to M/s ANL ?

Ans: No.