

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M3/801(2)/06-OPD (M)

OFFICE OF THE VC & MD
MUSHIRABAD:HYDERABAD

Circular No. 37/2008-OPD (Mktg) Dated:29.10.2008

Sub: JHT/IJHT: – Incentive tokens (worth Rs.2/- each) clubbed with, for smooth and hassle free journeys and to attract more customers – Instructions issued – Reg.

- REF: 1. Circular No: 20/97 – OPD (M) DT: 31.7.97
2. Circular No: 67/98 – OPD (M) DT: 31.12.98.
3. Circular No: 62/03 – OPD (M) DT: 08.08.03.
4. Circular No: 36/05 – OPD (M) DT: 22.11.2005.
5. Circular No: 8/2006 –OPD (M) DT: 23.02.2006.

In commemoration of the Golden Jubilee Year of the Indian Independence, the Jubilee Hi-Tech Tickets (Travel As You Like Tickets on District Routes) were introduced in the year 1997 with a view to attract passengers viz., business people, Marketing Executives, pilgrim traffic etc. This product has become very popular now.

To expand the scope of utilisation of this product, Interstate Jubilee Tickets were introduced in the year 2003.

But scores of complaints are pouring in that the Jubilee Ticket holders are being refused and also JHTs and IJHTs are not considered for reservation of seats.

It was observed that though the passenger is paying hard cash in advance to the Corporation and purchasing the Jubilee Tickets, the crew is declining their legitimate right to travel on this Prepaid Ticket on the plea that they are not able to reach the incentive Target and thus they are being deprived of the incentive amount.

To alleviate the difficulties of the passengers with JHTs & IJHTs that they are not allowed by crew, VC & MD with the concurrence of FA approved for adding to Jubilee Hi-Tech/Inter State Jubilee Hi-Tech tickets, 20 incentive tokens each worth Rs.2/- for surrendering them (Except in city buses) by the passenger at the time of every journey performed to the conductor/driver. In turn the crew have to encash the amount after the spell of the duty at the Depot.

SALIENT FEATURES:

- Each Jubilee Ticket provided with 20 incentive tokens.
- The Jubilee Ticket issuing authority shall fill validity ending date on each token and sign on the tokens while issuing.
- The Tokens are meant for surrendering to District service crew only (passenger can travel in city buses on Jubilee Tickets without surrendering the tokens).
- The crew on receiving the token shall enter the details of the token in the STAR document.
- The token shall be surrendered in the Depot Earning Section to claim the Incentive of Rs.2/- (to be shared equally by the crew) per token.
- Audit shall be conducted as per the usual procedure.
- No deposit shall be collected on the new JHTs/IJHTs.
- JHTs/IJHTs can be purchased from all APSRTC Bus Stations, Depot, ATB Agent and Employee Agent 10 days in advance with the journey dates filled.
- JHT/IJHT is Valid for 7 days from the starting journey date indicated on the Ticket.
- Cancellation of JHTs /IJHTs are allowed for a refund of 75% of the fare paid on surrendering the original ticket before 00.00 Hrs of the day prior to the day of the commencement of the validity of the ticket at the respective Depot / Unit from where the ticket was purchased.

PROMOTION :

- All out efforts shall have to be made by the Field Managers to promote Jubilee Tickets with its new features extensively.
- Steps on Marketing this enriched product may be taken up through pamphlets, meetings, Posters and banners.
- The crew shall be educated thoroughly to honor the Jubilee Ticket holders (JHTs & IJHTs).
- Since the Jubilee Ticket holders are prepaid Loyal Customers, they deserve all respect and courtesy from each employee of the Corporation.
- The performance of the JHT/IJHT shall be sent as a periodical with all other schemes to reach ED (O & MIS) by 5th of every month.

PRINTING:

The WM/BBU & PP/MYP is requested to arrange for printing of the New Model JHTs/IJHTs immediately and shall handover the stock to Controller of Stores/MYP.

SUPPLY & COLLECTION:

All the Controllers of Stores (Zones) are requested to collect the New Model JHTs/IJHTs from COS/MYP and arrange for distribution to Depots immediately. The date from which collection can be made would be intimated separately.

STOCK ACCOUNTAL:

With the introduction of the new model Jubilee Hi-Tech Tickets and Inter State Jubilee Hi-Tech Tickets, the existing stock on hand of old model shall have to be treated as obsolete and shall be burnt after audit as per the existing procedure.

The validity of the incentive token to JHTs/IJHTs will come into force from 16.11.2008 coinciding with Marketing Schemes Campaigning drive. Prior to this date, the publicity shall be extensively given by Field Officers through Press, Pamphlets, and Banners etc. The crew should also be educated thoroughly over the addition of the incentive tokens to JHTs/IJHTs and its importance apart from incentive to them.

All other instructions issued earlier through the circulars cited at references will continue.

Please report compliance of the circular.

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29/10/08
EXECUTIVE DIRECTOR (O&MIS)

To

All Regional Managers.

Copy to

Director (V&S), FA, CAO, all EDs, all HODs of the Corporation
CE(IT&MS) for information with a request to generate a computer programme for
accountal purpose.

DVMs, Controllers of Stores, Dy CTMs, Dy CMEs, EEs, Principals, WM(PP), Dy CAOs,
DMs, AOs, POs, ATMs for information and n/a.

All other officers of the Corporation.

All Traffic Incharges, Accounts Incharges for necy. action.

All DCs (Earnings) of Depots for n/a.