

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. M2/541(5)/06-OPD (M)

Office of the VC&MD,
Musheerabad, Hyderabad.

CIRCULAR NO - 40/2010-OPD (MKTG) DATED 31.12.2010

Sub: **ADVANCE BUS ARRIVAL INFORMATION SYSTEM** at Traffic generating points for communication to the passengers waiting for the Buses (**HALT & BOARD**) – to contain deflection to other modes of Transport and to increase Market Share – Circular Instructions issued - Reg.

Ref: Circular No. 06/07-OPD (MKTG) Dt. 05.02.2007

HALT & BOARD STRATEGY:

To garner passenger loyalty to APSRTC services, we need to have "**HALT & BOARD STRATEGY**". A good communication system between two successive major traffic-generating points, where announcement will be made to the passengers about arrival of buses within a specified time on a particular route. This will make passengers to wait for our buses. This system also will help in effective ground booking of tickets.

MODALITY:

From the Bus Stations or major Traffic generating points, calls from Cell Phone under CUG will be made to the next traffic generating point about the departure of the particular route bus. The Traffic Guide or Controller at the next major traffic generating point in the route or Bus Station would receive this call and announce immediately to the public that particular Route Bus (along with Bus Number) is about to arrive. Passengers, with this information to them will not be tempted to travel in unsafe modes of transport viz., Auto, Jeep etc., but would wait for the APSRTC bus to arrive. This would improve confidence level in the waiting passengers for APSRTC buses.

It is the experience of anyone, that traveling public would wait for the bus, if its arrival time is assured and will not opt for other modes of transport. Therefore **this Advance Bus Arrival Information System would enable intending passengers to wait for APSRTC buses.**

S.NO.	REGION	SANCTION OF CELLPHONES ALONG WITH SIM CARDS	SANCTION OF PUBLIC ADDRESS SYSTEMS
1	NIZAMABAD	21	21
2	WEST GODAVARI	22	22
3	KARIMNAGAR	23	23
4	KURNOOL	33	33
5	GUNTUR	24	24
6	NORTH EAST COAST	16	16
7	ANANTAPUR	5	5
8	WARANGAL	18	18
9	ADILABAD	28	28
10	KADAPA	22	22
11	PRAKASHAM	10	10
12	CHITTOOR	41	41
13	NELLORE	32	32
14	MEDAK	9	9
15	NALGONDA	9	9
16	RANGA REDDY	4	4
17	KHAMMAM	12	12
18	MAHABOBNAGAR	30	30
19	VISHAKHAPATNAM	4	4
20	EAST GODAVARI	26	26
TOTAL		389	389

SIM CARDS & CELL PHONES:

The list of the Bus Stations and Traffic Points as furnished by RMs are indicated above. The Cell Phones at the Bus Stations and at Major Traffic Points as per the information already furnished from the Regions and where all Traffic Guides are posted are being made available to you by 31.12.2010 itself. CPM will be supplying SIM Cards and activating them and CCOS will be procuring Cell Phones which will have to be collected immediately for launching on 01.01.2011.

PUBLIC ADDRESS SYSTEM:

A committee comprising RM, Dy.CAO/AO, Dy.CTM & HQ-DM shall purchase public address system as per the above sanction and distribute to Depots and in turn to be placed at the required Bus Stations and Traffic Points.

Regional Managers shall take up training process immediately with Depot Managers and Traffic Supervisors as participants. Video film on ABAIS available in Guntur Region may be made use of in the training programs. The Regional Managers shall ensure to bar all Incoming and Outgoing calls other than CUG calls with the help of M/s Airtel.

Polyvinyl banners shall be exhibited at all Major Traffic Points indicating that at this particular point, Advance Bus Arrival Information is made available. Attention be paid for developing these points as good customer relationship centers. A printed handout with 'dos & don'ts' shall be made available with the Traffic Guides.

LAUNCHING OF CELL PHONES AT BUS STATIONS/TRAFFIC GENERATING POINTS:

All the Regional Managers are requested to ensure launching of Advance Bus Arrival Information System on 01.01.2011 by the Depot Managers without fail. It should be made a full-fledged system duly obtaining Cell Phones from CCOS and collecting SIM Cards under CUG-99 Plan from CPM immediately.

TRAINING:

The success of this strategy would nonetheless depend upon the committed participation of the Officers and Supervisors. **Therefore Regional Managers shall arrange crash Training session to the Depot Supervisors and Field Officers on 1) Upkeep of Cell Phones, 2) Uninterrupted flow of needed information, 3) Keeping the Cell Phone free from Number Busy, 4) Debarring Incoming and outgoing Numbers other than CUG, 5) Inspection of the Point and system regularly etc.**

CONTROL:

- a) It is needless to emphasize that Cell Phones are to be used at traffic generating points / Bus Station only, but not with any other person. For any such misuse, cost will have to be recovered.
- b) The Regional Managers shall monitor the functioning of Cell Phone System and its impact on arresting deflection of traffic during their routine movements and in all meetings and steps be taken as required to meet the objective.
- c) Receiving Bus Arrival Information is vital for this Cell Phone System. Henceforth "Number Busy" shall be avoided
 - i) by not disclosing the Cell Phone Numbers to the Public.
 - ii) by not using the Cell Phone for attending to general and public enquiry calls.
 - iii) by barring all Outgoing and Incoming calls other than CUG with the help of cellular operator.
- d) All Officers and Supervisors moving on these routes where Cell Phones are provided should inspect the functioning of this system and should take necessary steps for its smooth functioning.

REVIEW:

A Cell Phone Register at the Depots about the users shall be maintained as shown below:

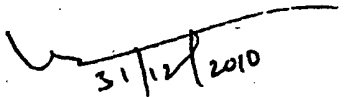
S.NO		DATE ALLOTTED	DEPOT	BUS STATION/ TRAFFIC POINT	CELL NO	NAME OF THE USER
1		2	3	4	5	6
SMOOTH FLOW OF INFORMATION		WORKING CONDITION	REMARKS	SIGNATURE OF THE USER	REMARKS OF THE INSPECTING OFFICIAL	SIGNATURE OF THE INSPECTING OFFICIAL
YES	NO					
7	8	9	10	11	12	13

FEEDBACK:

On implementation of this System, summery information of Depot wise, route wise, month wise and RMs are requested to assess the impact of this HAIL & BOARD STRATEGY in terms of improvement of OR of the service/route and send compliance on fortnightly basis to ED(O).

CONCLUSION:

Suitable and cost effective measures to further improve this system are most welcome. It may please be noted that this System must be developed as a process of customer relationship and effective means for focusing towards customer convenience.



**VICE CHAIRMAN &
MANAGING DIRECTOR**

To
All Regional Managers
APSRTC

Copy to:

Director (V&S), CAO, FA, & all EDs & HODs for information
All DVMs, Dy CTMs, Dy CAOs, Principals, Dy CMEs for information and necessary action.
DMs, AOs & POs for information and necessary action.
All Traffic Incharges of the Depots, Bus Stations for necessary action.