

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

Add-on Vanitha Family Card

OFFICE OF THE VC & MD

No.M/543(6)/05-OPD (M) MUSHEERABAD, HYDERABAD-624

Circular-No. 42/2011-OPD (Mktg) Dated 02.08.2011

Sub: CONCESSIONAL CARD - Reduction of ADD-ON VANITHA FAMILY CARD tariff from Rs.100 to Rs 50/-, valid in Pallevelugu & Express Services exclusively for the family members of Vanitha Family Card holders - Issue of Circular instructions - Reg.

Ref: 1) Cir. No. 22/2011-OPD(Mktg). Dt.09.05.2011.
2) This office Lr No m/543(6)/05-opd(M) dated 09.06.2011

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1. INTRODUCTION:

A.P.S.R.T.C., has introduced Vanita Family Cards w.e.f.15.05.2011, as a Corporate Social Responsibility measure, to provide concessional travel to the poor people thereby improving the Occupancy Ratio in Pallevelugu and Express type buses. The important features of Vanita Family Cards are:

- 10% concession will be extended to the family members either traveling individually or in group in all Pallevelugu and Express buses on similar lines to Family CAT Card.
- There will be compensation payable to the extent of Rs One Lakh per card for loss of life to the VANITHA FAMILY CARD member in case of accident while traveling in APSRTC Bus.
- The card will be valid in "Pallevelugu" and "Express" services only.
- The validity of the Card is for Two years and can be renewed regularly.

Initially the card is envisaged as a group travel card wherein all the family members are expected to travel in a group and get concession. But many representations have been received from White Ration Card holders to allow issuing as many Vanitha Family Cards as there are family members.

On examining the representations it has been decided to issue Add-on cards to the family members as it is beneficial to the corporation by way of developing captive customers over a period of time. Accordingly instructions have been issued to all RMs to issue Add-on cards through the letter cited at ref-2, with the terms and conditions remaining same.

However, number of representations have been received from the White Ration Card holders to reduce the tariff for the Add-on card, as at present both the original Vanitha Family Card and the Add-on Card are being sold at Rs.100/-.

2. Add-on Vanitha Family Card :

A committee was nominated by VC & MD to go through the issue of reducing the Add-On Card tariff. Based on the committee report, VC & MD has accorded approval to issue Add-On Cards at a concessional price of Rs 50/- instead of the existing price of Rs 100/- with the following features.

- The Add-On Card will be issued to the family members of the Vanitha Family Card holders at a concessional price of Rs 50/-.
- While issuing the Add-On Card, the Vanitha Family Card holders should submit original Vanitha Family Card for verification.
- The card will be valid in "Pallevelugu" and "Express" services only.
- The validity of the Card is for Two years and can be renewed regularly.
- 10% concession will be extended to the family members either traveling individually or in group in all Pallevelugu and Express buses on similar line to Family CAT card.
- In case of death of member of the "Add-On VANITHA FAMILY CARD" in an accident while traveling in APSRTC bus, the assignee/legal heir is entitled for additional compensation of Rs. 1 lakh after following the legal formalities.
- The commission of Rs. 5/- is payable to the ATB agents and RTC Nestams for selling Add-on Vanitha Family Card.

3. Printing of Add-On Vanitha Family card:

Add-on Vanitha Family Cards are to be printed by Works Manager, Printing Press Miyapur with the same color pattern, except replacing tariff with Rs.50/- and adding "Add-on Card" on the top of the card, duly making a provision to record the no of original Vanitha Family Card.

4. Collection of the cards from Printing Press/MYP and Zonal STORES:

The COS (zones) are requested to collect **ADD-ON VANITHA FAMILY CARD** from COS/Miyapur duly placing special indent and arrange for distribution of the cards to the Depots under their control.

5. Accountal:

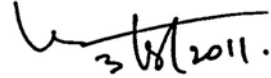
- Stock of **ADD-ON VANITHA FAMILY CARD** has to be fed to the computer as done for all other types of Cards.
- All other existing instructions in vogue such as lamination and issuing on the spot to the customers are same as in the case of other CAT cards

6. Publicity :

All Field Managers are advised to undertake wide publicity through Press & Electronic Media on the benefits of ADD-ON VANITHA FAMILY CARD, particularly emphasizing on the reduced tariff.

The tariff and model of **VANITHA FAMILY CARD** and **Add-on VANITHA FAMILY CARD** in the form of Flexi banners shall be displayed at all the Bus Stations, Traffic generating points, Goodwill centres and Mandal Revenue Offices. Pamphlets explaining about the salient features with Tariff should distributed in Bus stations, Villages etc.

CRCs, RTC Nestams should be involved in giving wide publicity to the cards. Particularly they should emphasis the fact that APSRTC pays a compensation of Rs. 1 lakh per family member in case of untoward incident, which is not the case with Autos and other mode of travel.


3/8/2011.

**VICE CHAIRMAN &
MANAGING DIRECTOR**

To
All Regional Managers
All Deputy Chief Traffic Managers
All Depot Managers

Copy to:

Director (V&S), FA, ED (O&MIS), CAO, ED(E), ED(HRD) & ED (A&M) for information.
All ED (Zones) & HODs for information
All other Officers of the Corporation
CE (IT) with an advise to arrange for necessary software modifications.
WM/Printing Press/Miyapur for information and necessary action.
COS/(UPL, KRMR, VJA, VZM, KDP, NLR & TPT) with an advise to collect the Add-on Cards from COS/Miyapur
COS/Miyapur with an advise to handover the cards to the zonal stores
PO (Training) to include in the Monthly index of circulars
All Traffic Incharges, Bus Station Managers and all Squad Incharges to necessary action.