

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

Office of the VC & MD
Mushirabad, Hyderabad-20

No.C3/10(38)/2001-OPD(C).

CIRCULAR NO.46/2001-OPD(C),DT.15-9-2001

Sub:- ADVERTISEMENTS - Appointment of Zone-wise Advertising Agents for display of advertisements on Buses, Bus Stations, Bus Shelters and premises of Corporation and through CCTV System in the Bus Stations - Instructions issued - Regarding.

Ref:- (1)Circular No.2/95-OPD(C), Dt.9.1.1995.
(2)Circular No.12/95-OPD(C), Dt.21.3.1995.
(3)Minutes of the meeting of EDs with VC&MD held on 7.8.2001 communicated vide letter No.BIV/471(32)/2001-BS,Dt.16.8.2001.

I. INTRODUCTION: Corporation has been appointing Zone-wise Advertising Agents for display of advertisements in respect of (a) Buses (b) Bus Shelters, Bus Stations and premises of Corporation and (c) through CCTV System in the Bus Stations of Corporation.

II. EXISTING PROCEDURE:

(1) At present, the contracts of these Advertising Agents are awarded Zone-wise through tenders and the tenders are finalised at Corporate Office.

(2) The Executive Directors of the Zones are authorised to...

(i) enter into agreements with successful tenderers, as communicated by the Corporate Office;

(ii) ensure the implementation of the terms and conditions of the agreement;

(iii) collect monthly instalment amounts;

(iv) terminate the contract for breach of terms and conditions of the agreement.

III. NEED FOR REVISION OF INSTRUCTIONS: In view of the proposed restructuring of the Zones, it has become necessary and expedient to revise the existing system.

IV. REVISED INSTRUCTIONS:

(1) There is no change in the existing system of Award of the contracts. The tenders will be called for and finalised by the Commercial Section of the Corporate Office.

(2) The agreements will, however, be entered into by the Chief Traffic Manager (Commercial) instead of Executive Directors of Zones. The copy of the agreement will be sent to the RMs.

(3) The Regional Managers shall have to review and monitor the display of advertisements by the Advertising Agents and ensure implementation of the terms and conditions of the Agreement of even the existing contracts.

(4) The Regional Managers shall ensure that no advertisements pertaining to Tobacco, Alcoholic products, Narcotics etc. are permitted for display.

(5) The monthly contract amounts payable to the Corporation, which are now being paid at Zonal Accounts Wing will hereafterwards, be paid at Corporate Office - ie., Chief Traffic Manager (Commercial).

The Agents will be informed accordingly.

(6) The Zonal Offices shall inform the particulars of the contract amount paid so far, the dues if any, and the particulars of Security Deposits and Bank Guarantees to Chief Traffic Manager (Commercial).

(7) The Executive Directors (Zones) and Regional Managers shall ensure the implementation of these instructions.

V. CONCLUSION:

These instructions will come into force w.e.f.1.10.2001.

Sd/- R.P.SINGH,
VICE-CHAIRMAN &
MANAGING DIRECTOR

To
All Regional Managers,
A. P. S. R. T. C.

Copy to Director (Vigilance) - for information.

Copy to FA, CAO, ED(E), ED(A), ED(MIS) and Secy. to Corporation - for information.

Copy to all Executive Directors of Zones - for information.

Copy to all HODs - for information.

Copy to all Divisional Managers - for information.

Copy to Dy.Chief Accounts Officers of Zones - for information.

Copy to all Depot Managers - for information and necessary action.

// Attested //

A. Gnanaswar
(A.GNANESWAR) 15.9.2001
EXECUTIVE DIRECTOR
(OPERATIONS)