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ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.T3/287(38)/99-OPD-T

Office of the VC & MD,
Musheerabad, Hyderabad.

CIRCULAR NO.58/99-OPD-T, DATED: 24-11-1999.

SUB:-OPERATIONS - Improvement of quality of services - Issue of instructions - Regarding.

- REF:-1. Revision of Fares in APSRTC with effect from 11th November 1999.
2. "Dial-Your-CM" programme on 15-11-1999.

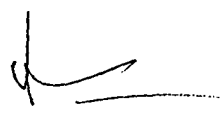
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1. While permitting the revision of fares, Hon'ble Chief Minister has directed that the efficiency of the organisation would be improved by providing quality of service to its customers. The areas of improvement suggested are man power productivity and reduction of costs in other relevant areas. Also during "Dial-Your-CM" programme on 15th November 1999, Hon'ble Chief Minister has assured the public that clear instructions were given to the Management of APSRTC to improve the efficiency by providing punctual, regular and courteous service to the public and ensure clean buses and adequate passenger amenities.
2. Hon'ble Chief Minister has directed for a time bound programme to improve the quality of service and improvement of the performance of the organisation.
3. Since the revision of fares are permitted, the onus now rests on us to provide quality services to the satisfaction of the customer.
4. Chief Minister has also directed Minister for Transport to review the performance of the organisation (both physical and financial) once in a fortnight to ensure quality of service to its customers.
5. Any lapse on the quality would attract criticism from Press and public and is likely to be counter productive. A dissatisfied customer will search for alternatives eroding our market share.
6. Keeping all the above factors in view, immediate action is required to improve the performance in the following areas.
 - a. Provision of regular and punctual services to all villages.
 - b. Provision of clean buses.
 - c. Provision of Timing Boards in all buses.

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- d. Provision of correct destination boards in all buses.
 - e. Courteous behaviour with the passengers in buses by the Conductors and at Bus Stations by the Controllers/Station Managers.
 - f. Keeping Bus Station premises clean.
 - g. Operation of Rythu Bazaar buses punctually without cancellation from villages to Rythu Bazaars in the morning hours and from Rythu Bazaars to villages in the evening hours.
 - h. Improvement in physical condition and presentation of buses.
 - i. Imparting training on behavioural modifications to the crew periodically with regard to providing courteous service as a mission.
 - j. Improvement of crew productivity for optimising resources.
7. Circular instructions are already in vogue in respect of the above points. Dy.Chief Traffic Managers of Regions shall ensure implementation of the above instructions and provide guidance for the Depot Managers.
8. All Executive Directors of Zones and all Regional Managers are requested to issue necessary instructions and ensure that all the above instructions are implemented in toto.

A compliance report item-wise may be submitted to this office by 15th of every month to enable us to apprise Hon'ble Chief Minister and Hon'ble Minister for Transport during review meetings.



VICE-CHAIRMAN &
MANAGING DIRECTOR.

To

All Executive Directors of Zones.
All Regional Managers.
All Dy.CTM's in Regions & Zones.

COPY TO:

- ED(E), ED(A), Secretary to Corporation, Director(V&S), FA, ED(MIS), ED(Medical) and CAO for information.
- All HODs for information & necessary action.
- Dy.CTM(P), Dy.CTM(M), Dy.CTM(C) for infmn.&n/action.
- All Depot Managers for information and n/action.
- Secretary to VC & MD for information.