

## ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/543(6)/05-OPD (M)

OFFICE OF THE VC & MD  
MUSHEERABAD: HYDERABAD-624

Circular No **58**/2011-OPD (Mktg) Dated 13.09.2011,

**Sub: Vanitha Family Card** – To pay commission of Rs.10/- to the ANL agents on sale of each Vanitha Family Card & to pay incentive of Rs.2000/- on crossing 500 Cards sales - 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

167

As on 31<sup>st</sup> August, 2011, a total of 8,31,495 Vanitha Family Cards were sold in the Corporation. To increase sale of Vanitha Family cards following market agents are motivated as following.

- Employees of the Corporation have been facilitated to get commission of Rs.10/- per VFC and on crossing 500 cards sales, to pay Rs.2000/- as additional incentive.
- Fair Price Shop Dealers, Self Help group leaders have been facilitated to get Rs.10/- commission per VFC and on crossing 500 cards, to pay Rs.2000/- as additional incentive.

Further to the above, it is proposed to bring ANL parcel Agents available at various Bus stations to sell Vanitha Family Cards on commission basis. At some of the bus stations due to inadequacy of staff Marketing products are not being sold.

Hence it is proposed to pay commission to the ANL Parcel agents as applicable to Fair price Shop dealers and Self Help group leaders i.e., Rs.10/- commission per VFC and on crossing 500 cards, to pay Rs.2000/- as additional incentive.

### Modalities :

- To issue 25 Vanitha Family cards & 15 Add-on Cards in advance on the name of ANL parcel agent.
- ANL agent has to be supplied with a facsimile of Depot Managers' signature stamp and Self lamination pouches, facilitating issue of Vanitha Family Card on the spot.
- On every Saturday CRC of concerned Depot has to collect sale proceeds of Vanitha Family Cards alongwith the application forms and White Ration Card xerox copies from ANL Agent and replenish the stock duly collecting from DC/ADC. However ANL agents can also remit the sale proceeds and collect the cards directly from DC/ADC at Depot.
- For example on completion of one week, if an agent sold 17 cards, he has to pay Rs.1530/- duly deducting Rs.170/- as commission for 17 cards to the CRC/DC/ADC and has to replenish another 17 fresh Vanitha Family Cards to the ANL Agent. Likewise Add-on cards are also to be given.
- On sale of 500 cards, an amount of Rs.2000/- to be paid to ANL Parcel Agent as incentive.

- To give scrolling advertisement in local Television channels by RMs as "Now passengers can purchase Vanitha Family Cards at ANL Agent counters also"
- To provide a Flexi banner to all ANL Agents in the region, by RMs as " Vanitha Family Cards are available here"

Therefore all the Filed Officers are advised to increase sales of Vanitha Family cards soliciting the help of employees, Fair Price Shop Dealers, Self Help Group Leaders, ATB Agents and the ANL Parcel Agents.

This has the approval of Financial Advisor.

  
**VICE CHAIRMAN &  
MANAGING DIRECTOR**

166

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  
PO (Training) to include in the Monthly index of circulars.  
All Traffic Incharges, Bus Station Managers for necessary action.