

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. C5/437(146)/2011-OPD(C)

Corporate Office,  
Commercial Wing,  
Mushirabad,  
Hyderabad-624.

**Circular No. 64/2011-OPD(C), Dt:25.10.2011**

Sub:- **COMMERCIAL REVENUE PROMOTION FORTNIGHT**:-Observation of "Commercial Revenues Promotion Fortnight" from **16.11.11 to 30.11.11**- Issue of Instructions - Reg.

**1) INTRODUCTION:**

The Corporation has been augmenting its revenues from its non traffic resources to overcome the shortfalls in the realization of its traffic revenues in the face of severe competition.

During the financial year 2010-11, the Corporation realised Commercial Revenue to the tune of Rs.78.94 Crores through various commercial activities such as licensing out the stalls/spaces at Bus stations, filling up the vacant stalls/un-used Bus stations, licensing out space for Bank ATMs, Roof Top Poles, Ads on Buses, Ads in Bus stations, Ads on reverse of Tickets and licensing the Parcel Services and permitting halting of buses at Way side Dhabas etc.

In order to focus the attention of the Field Managers and their team on the commercial activities, it is proposed to observe **COMMERCIAL REVENUES PROMOTION FORTNIGHT** from **16.11.11 to 30.11.11** throughout the Corporation to take stock of the existing commercial activities and to explore all the avenues (including new and innovative ideas) to generate more commercial revenues.

**2) ACTIVITIES TO BE UNDERTAKEN:**

A drive shall be taken up for filling up of all the vacant stalls, realisation of outstanding amounts from the licensees of canteens, stalls, open space / office accommodation. All court cases pertaining to canteens, stalls shall be reviewed for early disposal and realisation of amounts due. Efforts shall also be put to realise the due amounts from the Police, Excise and Postal Departments besides eliciting suggestions from the employees and others on improving commercial revenues.

**a) ALLOTMENT OF VACANT STALLS:**

As on date, out of 6545 stalls in the Bus stations, 568 are still vacant (8.68 % vacancy).

- The Field Managers should strive to get all the vacant stalls filled to ensure 100% occupancy (of stalls).
- Apart from publication of tender notification in daily news papers, the RMS, Dy.CTMs are exhorted to make arrangements to give wide publicity on availability of vacant stalls at the Bus stations, by way of printing and distribution of pamphlets to Merchants Associations and local bodies, display of posters, banners at public places like Bus stations, Mandal Revenue Offices, Mandal Parishad Offices, Municipal Offices, Cinema Halls, Banks and at other commercial outlets of the Town/City etc.

- All the employees shall be enlightened about the existence of '**Sponsoring Agent Scheme**'/ '**Employee Agent Scheme**' for allotment of vacant stalls at 'C' Class Bus stations.

**b) ALLOTMENT OF UN-USED BUS STATIONS / VACANT PREMISES:**

Regional Managers / Dy.Chief Traffic Managers/ Commercial Business Developers(CBDs) shall personally contact the Dist. Collectors, Revenue Divisional officers, Dist. level Govt. Officials, apprise them about availability of the unused Bus stations, open spaces and facilities etc., which can be utilised for housing; Offices, Training Centres, Rythu Bazaars, Primary Health Centres, Godowns, Educational Institutions etc., and to keep them focussed on these areas **till the premises are occupied** for the benefit of both the Corporation and the licensee.

**c) UTILISING THE SERVICES OF COMMERCIAL BUSINESS DEVELOPER:**

The services of the **Commercial Business Developer (CBD)** shall be effectively utilised to the optimum level to assist RM/Dy.CTM / other field managers during the fortnight period.

**d) REALISATION OF OUT STANDING AMOUNT FROM THE LICENSEES OF CANTEENS, STALLS, SPACE / OFFICE ACCOMMODATION etc.**

As on date, an approximate amount of **Rs.421.91 lakhs** is outstanding from the licensees of Canteens, Stalls, Space/ Office accommodation etc.

The Depot Managers, Commercial Business Developers, Asst. Traffic Managers of Bus stations and Station Managers shall personally contact the licensees who are due to pay arrears of licence fee and ensure its realisation by the end of the fortnight positively.

**e) DISPOSAL OF COURT CASES:**

As on date, **75** stalls are under litigation, due to which an amount of **Rs.69.86 lakhs** is locked in.

The Regional Managers shall conduct meetings during this fortnight with the Standing Counsels concerned, duly involving Depot Managers to discuss various options for early disposal of court cases and realisation of the due amounts and also to scout the options to settle the cases out of court and to process cases to the competent authority for early clearance.

**f) REALISATION OF DUE AMOUNTS FROM POLICE, EXCISE AND POSTAL DEPARTMENTS:**

As on date, amounts to the tune of **Rs.741.57 lakhs**, **Rs.39.04 lakhs** and **Rs.56.93 lakhs** are due from Police, Excise and Postal Departments respectively.

The Regional Managers, Dy.Chief Traffic Managers, CBDs shall contact the Superintendents of Police, Excise and Postal Departments and explain the critical financial position of the Corporation and to prevail upon them to release the due amounts.

**Besides the above efforts, emphasis shall also be given on the Commercial Revenue Targets (financial year 2011-12), already communicated vide letter No. C5/437(73)/2011-OPD(C), Dt.23.07.11.**

**3) MEETING WITH EMPLOYEES:**

Depot Managers shall organize group meetings with the employees and interact with them to elicit their views / suggestions / ideas to fill up vacant stalls, un-used Bus stations and augmentation of commercial revenues etc. and to elicit novel ideas, if any floated by them for improving the Commercial Revenue.

**4) PUBLICITY CAMPAIGN:**

The Depot Managers shall arrange to give wide publicity through Posters, Banners etc., indicating observance of "వాణిజ్య ఆధారిత పునరుద్ధి పథకాలు" from 16.11.11 to 30.11.11 and arrange to display them at all prominent places of Bus Depots, Bus stations and at all Traffic generating points.

The DMs shall also design the pamphlets indicating the details of vacant stalls, un-used Bus stations/Building and also the details of the schemes like 'Sponsoring Agent' etc., and distribute them to the local business people, Hospitals, Educational Institutions, Government Offices, Banks, Shopping Complexes etc.

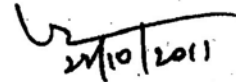
Further a flexi banner indicating "ఈ స్థాలు / కాంటీన్ / బస్సు స్టేషన్ అద్దెకు ఇవ్వబడును" or "TO-LET" boards shall be displayed at the vacant stalls/canteen/Un-used Bus stations /other vacant premises with contact number of the PO/CBD of the concerned Region.

**5) CONCLUSION:**

All the Field Managers and Supervisors shall undertake the activities enumerated above in true spirit to ensure that the Commercial Revenues Promotion Fortnight becomes a fruitful event.

Compliance report highlighting the activities undertaken during this fortnight shall be sent to reach this office positively by 10.12.11.

Please acknowledge.

  
27/10/2011

**VICE CHAIRMAN &  
MANAGING DIRECTOR**

To  
**Regional Managers,  
Dy. Chief Traffic Managers,  
Depot Managers,  
Commercial Business Developers(CBDs),  
Bus station Managers.**

Copy to:

All officers of the Corporation.