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ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

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No: M/543 (3) /99-OPD (M)

Office of the VC & MD:
Mushirabad: Hyderabad,

CIRCULAR NO.69/99-OPD(M), DT.18.12.99.

Sub : APSRTC CAT-"CONCESSIONAL ANNUAL TRAVEL CARD"-
A Concessional Travel Scheme for every
passenger.

I. INTRODUCTION:

APSRTC has launched various customer-friendly schemes during the past 4 years, with a view to enhance customer satisfaction and reinforce customer relations. Schemes like monthly Season tickets, Jubilee Express/Hi-Tech (JET) tickets, Return Journey Ticket with concession, Telephone reservation, Door Delivery of tickets etc are a few to quote.

It is now decided to introduce another scheme targeted at developing clinching quality and enhancing brand loyalty in those who are travelling in our services frequently.

II. OBJECTIVES

- 1) To retain customers travelling by our buses frequently by offering Concessional Travel in order to increase occupancy in our buses.
- 2) To develop and reward brand loyalty and enhance clinching quality amongst present users.
- 3) To attract non-users/occasional users by inducement.
- 4) To counter threat posed by competitors in different segments by a scheme universally applicable.

III. SALIENT FEATURES:

- 1) The customer will be issued with an identity card, duly affixing a photograph, incorporating user's personal profile etc.
- 2) The tariff of Card is fixed at Rs.150/-.
- 3) The validity period of the Card is for one year from the date of issue.
- 4) The Travel Card is valid on all types of Mofussil services, such as Gramani, Ordinary, Express, Luxury, Hi-tech, AC services and Sleeper coaches.
- 5) The Card holders will get on-the-spot concession of 10% on fare for every journey on production of card at Advance/Current Booking counters/service Conductors.
- 6) Concession is extended to the Card holder only in case the fare is Rs.15/- and above.
- 7) The Card holder is not eligible for other concessions like RJT, TREATS, PHC Concession, Journalist Concession etc.,.
- 8) Concessional fare arrived after 10% Discount is rounded off to 0.50 paise or to immediate higher fare for ordinary and Re.1/- in case of all other services.

9) No concession is allowed in reservation charges. However, card holder will be given preference in reservation i.e. he need not wait in the normal reservation queue.

10) The Card holder shall show the Card on demand for verification by the Service Conductor, Dispatch Controller in case of one-man-service and the Checking Officials during travel. In case of failure to show the Identity card at the time of check, the difference of 10% shall be collected and penalty as per Motor Vehicles Rules shall be levied.

11) In case of death of card holder, in accident while travelling in APSRTC buses and buses under Hire Scheme with APSRTC, the assignee is entitled for Accident Insurance claim of Rs.1.00 lakh. Such claim will be settled with the Assignee/legal heir, after following the legal formalities. The claim shall be preferred within 90 days from the date of accident.

12) The card is not transferable.

13) Persons of age group between 5 and 70 years only are eligible to be a card-holder. Coverage of insurance is allowed only to this age group.

14) Fresh card has to be purchased in case of loss of card. No duplicate card shall be issued under any circumstances.

15) Refund against cancellation of Advance Reservation ticket purchased by Card holder shall be made by calculating refund amount as per cancellation/refund rules on concessional fare paid by card holder.

IV METHODOLOGY:

1) The pre-printed type numbered cards shall be collected by Dy Chief Traffic Manager of Regional Manager's Office directly from Central Stores, Miyapur duly placing a separate indent.

2) The blank concessional travel cards shall be stocked under proper lock and key.

3) On receipt of the stock, details shall be fed into the Computer and daily sale particulars alongwith details of card holder against the each card number shall be recorded. Proforma of data to be stored in Computer is given hereunder:

SL. NO.	DATE	STOCK OF BLANK CAT CARDS RECEIVED	INDENT NUMBER	OPENING NUMBER	CLOSING NUMBER
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DATE	NO. OF CARDS ISSUED	BALANCE CARDS	REMARKS
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4) A passenger, who desires to become a member of this scheme, has to submit a pre-printed application alongwith two stamp size photographs, duly writing his name in CAPITAL letters on the reverse of the photograph. The details such as NAME, FATHER'S NAME, AGE, IDENTIFICATION MARKS, NAME OF THE ASSIGNEE WITH RELATIONSHIP, PERMANENT/PRESENT ADDRESS, TELEPHONE NOS. shall be furnished in the application form.

Pre-printed application forms shall be drawn from Central Stores, Miyapur by Depot Managers and Asst Traffic Managers of Bus Stations.

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6) The application forms shall be made available in all the Depots of the Region and also in the Bus Stations, wherever reservation counters are functioning. The Depot Managers shall collect the card amount, application form and two stamp sized photos from the applicants and send it to Dy Chief Traffic Manager of Regional Manager's Office for issue. The Depot Managers after receipt of amount and applications from the passengers shall prepare statement in duplicate and send one copy to Dy Chief Traffic Manager of the Region and shall keep one copy in the office for the purpose of record.

7) Tariff of Rs.150/- shall be collected and Money Receipt be issued by Depot Manager.

8) The card shall be served to the party within 7 days from the date of receipt of application. The Depot Managers shall send a special messenger to get the cards signed by Dy Chief Traffic Manager of the Region and issue the card to the applicant within stipulated time duly obtaining acknowledgement.

A detailed computerised daily statement of cards issued to the applicants shall be prepared in duplicate and one copy be dispatched to Dy Chief Traffic Manager of the Region and the second copy be retained in the Depot Manager's Office. This is very important for settlement of insurance claim at a later date to the assignee of the card holder.

9) The amount so collected shall be credited to the A/c Head No. 9219 (Clerical/Service Charges).

10) The Deputy Chief Traffic Manager has to verify the details furnished by the applicant and thereupon arrange to prepare the card duly filling up all the columns, affix his signature with stamp at two places i.e. at "Signature of the issuing authority" column and on photograph and get it laminated to avert any scope for tampering. The original applications shall be retained at Dy Chief Traffic Manager's Office as a permanent record for reference and to process future insurance claims received, from members.

11) The card shall be signed by Dy Chief Traffic Manager only. (DY Chief Mechanical Engineer in case of non-availability of DY Chief Traffic Manager) No other person below his rank is delegated to sign under any circumstances.

12) On completion of the validity period of the card, the customer has to purchase a fresh card as there is no provision for renewal.

13) A manuscript register in the following proforma shall be maintained by Depot for issuing cards duly entering all details of the card holders and obtain their acknowledgement.

S.NO	NAME OF THE CARD HOLDER	ADDRESS & TEL NO	DATE OF RECEIPT OF APPLICATION
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CARD NO	DATE OF ISSUE OF CARD	VALIDITY OF CARD	ACKNOWLEDGEMENT OF CARD HOLDER	RE-MARKS
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14) While collecting the application, alongwith card price, care shall be taken to ensure that all the details are correctly furnished. Such details furnished by the applicants shall be stored in Computer.

15) At the end of every week (on Monday), the details of cards sold and the list of card holders as per the proforma given here-under shall be sent by Dy Chief Traffic Manager through FAX (No.7600725) to the Dy Chief Traffic Manager (Marketing) Head Office for record and onward transmission to The Oriental Insurance Officials at Hyderabad. A copy of the same shall also be sent through Dak.

SL NO	DATE	STOCK OF BLANK 'CAT' CARDS	NO.OF CARDS ISSUED	NAME OF THE CARD HOLDER & FATHER'S NAME
(1)	(2)	OPENING-CLOSING	(5)	(6)

AGE	CAT CARD NO.	ACTUAL DATE OF DELIVERY OF THE CARD TO THE MEMBER	VALIDITY OF THE CARD FROM - TO	REMARKS	
(7)	(8)	(9)	(10)	(11)	(12)

16) Insurance claims received, if any, by Deputy Chief Traffic Manager shall be scrutinised and sent to Dy CTM-Marketing, Head Office alongwith the documents as prescribed by the Insurance Company,

17) Brief details of the scheme, method of calculation of concessional fare etc., shall be informed to operating staff by way of exhibiting on Notice Boards, incorporating instructions in MTD 141 cards, conducting Gate meetings, educating in training classes at ZSTC etc.

18) Concessional Card holders are allowed to purchase tickets at Authorised Ticket Booking Counters also. The procedure in issuing Concessional Ticket is to be explained thoroughly before entrusting this task to the Agents by the Dy Chief Traffic Managers concerned. Commission shall be allowed to Authorised Ticket Booking Agents as per the slab communicated earlier on actual fare i.e. after deducting 10% concession.

V) INSURANCE CLAIMS SETTLEMENT -

In case of death of card holder while travelling in our bus, the Depot Manager concerned has to inform the details to the Regional Dy Chief Traffic Manager. Thereupon, Dy Chief Traffic Manager, who has issued the card shall arrange to record all the details. Such records are to be forwarded to Dy Chief Traffic Manager (MKTG) after verification duly certifying the genuineness of claim. In turn the Dy Chief Traffic Manager (MKTG) will process the case to Insurance Company to settle the claim. After receipt of insurance amount, the same will be intimated to the Dy Chief Traffic Manager concerned to arrange to issue cheque to the assignee through the DM of the depot where the card was issued duly following the procedure adopted in paying compensation in accident cases.

PROCEDURE FOR CALCULATING CONCESSIONAL FARE:

1. 10% concession on the fare shall be extended to the Card holder and 90% of the fare has to be collected. That is tickets worth 90% of normal fare only should be issued. 24

2. After calculating concessional fare, if it does not fit into the existing fare structure, the next slab of fare is to be charged.

For example, in case of a card holder travelling for a distance of 50 Kms. in ordinary service :

Normal fare is:	Rs.15.00 ps
Concession (10%)	1.50
	<hr/>
	13.50
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As there is no fare slab of 13.50, Rs 14.00 has to be collected.

VII) CHECKING :

Checking officials of all the Head Quarters Squad and its branches, Zonal Squads and Regional Squads are to be explained thoroughly about the scheme and its administering procedure by concerned Dy Chief Traffic Managers under whom the Squads are functioning.

VIII) PUBLICITY

As the proposed scheme is a maiden one and no other STU has introduced such type of scheme, vigorous pre/post-launch publicity measures have to be taken up to reach the target group. Following publicity programme is suggested.

1) Publicity by Regional Managers :

a) Pamphlets shall have to be printed, distributed and delivered to house-holds through daily newspapers.

b) Pamphlets may be stapled to advance reservation tickets while handing over to the passengers.

2) Publicity by Depot Managers :

a) All the Depot Managers and Asst Traffic Managers of Bus Stations are advised to arrange to exhibit boards on the scheme in the Bus Stations and Depot premises under their control.

b) The Depot Managers of Hyderabad City Region, City Depots of Vijayawada and Vizag Regions shall arrange to exhibit the publicity boards at all City bus terminals for a wider reach of the message.

c) The Depot Managers and Asst Traffic Managers of Bus Stations shall arrange to display Banners at conspicuous places in Bus Stations and Depot premises at conspicuous places.

IX) POST-LAUNCH PUBLICITY :

After launching the scheme, aggressive publicity has to be taken up at frequent intervals through exhibiting slides in the Cinema theaters, painting on the buses, exhibiting boards and banners in all Bus Stations and Depot premises.

X) INTER-ACTIVE SESSIONS:

1. The operating crew are to be explained about the details of this scheme by Depot Manager personally in the gate meetings. So also the booking clerks manning advance reservation counters, despatch controllers/TIs etc. should also be informed and educated about the scheme.

2. The Principals of ZSTC shall arrange to explain and educate all the Trainees (Conductors, Drivers, Mechanics etc) about the scheme.

3. The checking officials are to be made fully aware of the scheme duly explaining the details to them by Dy Chief Traffic Manager/Dy Chief Traffic Manager (M&C) and Asst Traffic Manager(HES).

LAUNCHING OF THE SCHEME :

The scheme will come into force with effect from 01.01.2000.

The Regional Managers shall organise a small launching function inviting local VIPs, Press persons, Passengers Associations etc. by incurring an expenditure not exceeding Rs.1000/-

This has the concurrence of Financial Adviser.

Please acknowledge.

Sd/-
V. APPARAO,
VICE CHAIRMAN &
MANAGING DIRECTOR

Encl : Model "CAT" Card & Fare Table.

To

All Regional Managers &
Dy Chief Traffic Managers

Copy to :

FA, CAO, EDs of Zones, Director (V&S), ED & Secy to Coron., ED(A), ED(E), ED(MIS), ED(M) and all HODs, for information

All Dy CTMs (M&C) of Zones

All Principals of ZSTCs, Principal, Transport Academy for information and neccy action.

Works Manager, Printing Press, Controller of Stores, BBU, Miyapur for information and necessary action.

All the Controllers of Stores for info & neccy action.

All Dy CADs/AOs of all Zones and Regions for info

All Depot Managers, all ATMs of Bus Stations, ATM (HES) Traffic Incharges of all Depots for information and necessary action.

// ATTESTED //

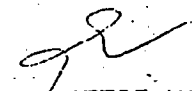

CHIEF TRAFFIC MANAGER (O)

TABLE SHOWING THE 10% PROPOSED CONCESSION AT VARIOUS SLABS

DIST- ANCE IN KMS	ORDINARY					
	AS PER B.F.	FARE AFTER CONCE- SSION	NET BENEFIT	ROUNDED OFF TO NEXT FARE STRUCTURE	ACTUAL BENEFIT	% OF CON- CESSION EXTENDED
50	15.00	13.50	1.50	14.00	Rs. 1.00	6.67
55	16.50	14.85	1.65	15.00	Rs. 1.50	9.09
60	18.00	16.20	1.80	16.50	Rs. 1.50	8.33
65	19.50	17.55	1.95	18.00	Rs. 1.50	7.69
70	21.00	18.90	2.10	19.50	Rs. 1.50	7.14
75	22.50	20.25	2.25	21.00	Rs. 1.50	6.67
80	24.00	21.60	2.40	22.50	Rs. 1.50	6.25
85	25.50	22.95	2.55	24.00	Rs. 1.50	5.88
90	27.00	24.30	2.70	25.50	Rs. 1.50	5.56
95	28.50	25.65	2.85	27.00	Rs. 1.50	5.26
100	30.00	27.00	3.00	27.00	Rs. 3.00	10.00
105	31.50	28.35	3.15	28.50	Rs. 3.00	9.52
110	33.00	29.70	3.30	30.00	Rs. 3.00	9.09
115	34.50	31.05	3.45	31.50	Rs. 3.00	8.70
120	36.00	32.40	3.60	33.00	Rs. 3.00	8.33

DIST- ANCE IN KMS	EXPRESS					
	AS PER B.F.	FARE AFTER CONCE- SSION	ROUNDED OFF TO NEXT RUPEE	ACTUAL BENEFIT	% OF CON- CESSION EXTENDED	
50	18.00	16.20	17.00	Rs. 1.00	5.56	
70	25.00	22.50	23.00	Rs. 2.00	8.00	
90	32.00	28.80	29.00	Rs. 3.00	9.38	
110	39.00	35.10	36.00	Rs. 3.00	7.69	
130	46.00	41.40	42.00	Rs. 4.00	8.70	
150	53.00	47.70	48.00	Rs. 5.00	9.43	
170	60.00	54.00	54.00	Rs. 6.00	10.00	
190	67.00	60.30	61.00	Rs. 6.00	8.96	
210	74.00	66.60	67.00	Rs. 7.00	9.46	
230	81.00	72.90	73.00	Rs. 8.00	9.88	
250	88.00	79.20	80.00	Rs. 8.00	9.09	
270	95.00	85.50	86.00	Rs. 9.00	9.47	
290	102.00	91.80	92.00	Rs. 10.00	9.80	
310	109.00	98.10	99.00	Rs. 10.00	9.17	

TABLE SHOWING THE 10% PROPOSED CONCESSION AT VARIOUS SLABS

LUXURY					
DIST- ANCE IN KMS	AS PER B.F.	FARE AFTER C	ROUNDED OFF TO NEXT RUPEE	NET BENEFIT	% OF CON- CESSION EXTENDED
50	21.00	18.90	19.00	Rs. 2.00	9.52
70	30.00	27.00	27.00	Rs. 3.00	10.00
90	38.00	34.20	35.00	Rs. 3.00	7.89
110	47.00	42.30	43.00	Rs. 4.00	8.51
130	55.00	49.50	50.00	Rs. 5.00	9.09
150	63.00	56.70	57.00	Rs. 6.00	9.52
170	72.00	64.80	65.00	Rs. 7.00	9.72
190	80.00	72.00	72.00	Rs. 8.00	10.00
210	89.00	80.10	81.00	Rs. 8.00	8.99
230	97.00	87.30	88.00	Rs. 9.00	9.28
250	105.00	94.50	95.00	Rs. 10.00	9.52
270	114.00	102.60	103.00	Rs. 11.00	9.65
290	122.00	109.80	110.00	Rs. 12.00	9.84
310	131.00	117.90	118.00	Rs. 13.00	9.92

HI-TECH					
DIST- ANCE IN KMS	AS PER B.F.	FARE AFTER C	ROUNDED OFF TO NEXT RUPEE	NET BENEFIT	% OF CON- CESSION EXTENDED
50	25.00	22.50	23.00	Rs. 2.00	8.00
70	35.00	31.50	32.00	Rs. 3.00	8.57
90	45.00	40.50	41.00	Rs. 4.00	8.89
110	55.00	49.50	50.00	Rs. 5.00	9.09
130	65.00	58.50	59.00	Rs. 6.00	9.23
150	75.00	67.50	68.00	Rs. 7.00	9.33
170	85.00	76.50	77.00	Rs. 8.00	9.41
190	95.00	85.50	86.00	Rs. 9.00	9.47
210	105.00	94.50	95.00	Rs. 10.00	9.52
230	115.00	103.50	104.00	Rs. 11.00	9.57
250	125.00	112.50	113.00	Rs. 12.00	9.60
270	135.00	121.50	122.00	Rs. 13.00	9.63
290	145.00	130.50	131.00	Rs. 14.00	9.66
310	155.00	139.50	140.00	Rs. 15.00	9.68

URGENT BUS MESSAGE

THE DEPOT MANAGER

DEPOT