

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

O/o the VC & MD, Musheerabad,
No:M/561(1)/99-OPD(M) Hyderabad

CIRCULAR NO.70/99-OPD(MARKETING) DATED 27.12.1999

Sub : MARKETING STRATEGIES - Register on "Status on Marketing Schemes and Corporate Communications" at Depots, Regions and Zones- Reg.

PREAMBLE

Publicity in the competitive environment is essential to attract and stay on the top-of-mind of the clientele. Various Marketing and passenger friendly Schemes were introduced and periodical publicity is being organised through Pamphlets, Posters, Banners, Painting on mobile media etc. The desired effect of publicity will be realised only if the required periodicity is maintained. Though some publicity measures are taken up on and off, they are not at required and desired levels. Also, it is observed that there is no systematic data bank maintained in this regard.

To streamline the periodicity on publicity and to maintain data for review on Marketing Passenger Friendly Schemes, Corporate Communications and to build data on concessional Bus passes issued to students and other categories, a Register nomenclatured as "Status on Marketing Schemes and Corporate Communications" is designed for maintaining at all Depots, Regions and Zones.

SALIENT FEATURES :

The Register comprises of three segments viz., Marketing Schemes, Corporate Communications and Data Bank on Concessional Bus Passes issued to Students and others.

(a) Marketing Schemes like JET Tickets, Authorised Ticket Booking Agency System, Return Journey Tickets, Monthly Season Tickets, Reservation of seats on Telephone and Door Delivery, Tirupati and Tirumala Link Tickets and TREATS Scheme etc are brought under format to record and review their performance periodically.

(b) Circulars issued on Publicity through Painting on Buses, Display of Boards and Banners in Bus Stations, Distribution of Pamphlets, Advertisements through CCTV and Public Address System, Cinema Slides in Theaters, Local News Papers and organising Commuter Meets etc., are summarised under "Corporate Communications", duly defining the periodicity.

(c) To capture the data on Monthly Concessional Passes issued to Students, Physically Handicapped, Journalists and other Commuters, formats are designed for monthly record and review.

MAINTENANCE OF THE REGISTER AND REVIEW OF THE PERFORMANCE:

AT DEPOTS :

The Chief Inspector/Sr Traffic Inspector of the Depot shall be the custodian of the Register and shall ensure the maintenance of the Register and put up to Depot Manager for periodical review on the progress and performance of the Marketing Schemes, Publicity and review on Bus Passes issued.

AT REGIONS :

The Dy Chief Traffic Manager (D) of the Region shall be the custodian of the Register and shall ensure maintenance of the Register and put up to Regional Manager for periodical review. The Review of the performance and progress of Marketing Schemes and Corporation Communications shall be included as a permanent Agenda Item in the review meetings of DMs and CIs with Regional Manager and Dy Chief Traffic Manager (D).

AT ZONES :

The Dy Chief Traffic Manager (M&C) of the Zone shall be the custodian of the Register. He shall ensure maintenance of the Register at Zonal Office and put up the information to Executive Director, Zone for periodical review in all the Meetings held with Regional Managers and Dy Chief Traffic Managers (Operations) of the Regions. A permanent item in the Agenda for reviewing the performance and progress of the Marketing Schemes and Corporate Communications shall be incorporated in all such meetings.

PRINTING AND SUPPLY :

The Registers designed separately for District and City Depots, Regions and Zones are printed at Printing Press, Miyapur and stocked at Central Stores, Miyapur.

The Dy Chief Traffic Manager (M&C) of the respective Zones shall arrange to collect the Registers for Depots, Bus Stations manned by ATMs, Regions and Zone as per the requirement through a special messenger with a written requisition and ensure distribution accordingly.

CONCLUSION :

It is a maiden attempt to bring the consolidated information on the performance of Marketing Schemes and aimed to create an awareness among the cadres of Front Line Traffic Supervisors of the Depots, who are ultimately instrumental in implementing the Marketing Schemes effectively.

Though periodicity was prescribed for publicity measures, the same is not adhered resulting in nominal impact on the minds of the target group. Installing and executing a clear publicity programme and maintaining the information through the Register will certainly improve the awareness on the schemes at all levels.


The category-wise concessional passes issued to Students and others at Depots is summarised to know the monthly sales and earnings realised on the various concessions in vogue besides vigil on the Bus Pass sections.

All the Units shall implement the Registers with effect from 01.01.2000 and report compliance.

Acknowledge the Circular.

SD/-
VICE CHAIRMAN &
MANAGING DIRECTOR

ATTESTED


CHIEF TRAFFIC MANAGER (O)

To
All Depot Managers

Copy to

FA, CAO for information
All EDs and RMs for information
Chief Auditor for information.
All Dy CTMs (M&C) of Zones and
All Dy CTMs (O), Regions for information & necy action
All Dy CAOs/AOs of all Zones and Regions for information
All ATMs of the Bus Stations
All Officers other than above.
Traffic Incharges of all Depots