

# ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION



No.M/533(4)/2013-OPD (M)

OFFICE OF THE VC & MD  
MUSHEERABAD: HYDERABAD-624

## **CIRCULAR NO. 43/2013 -OPD (MARKETING) DATED 15.10.2013**

Sub: **KARTHIKA MAASAM SPECIAL OPERATIONS** – Organizing Special Tours/Trips to all Temples – duly giving significance to Shiva Kshetras – Instruction issued – Reg.

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### **INTRODUCTION:**

Karthika Maasam is an auspicious month for devout Hindus. Karthika Maasam begins on the day of Deepavali and continues for a month. **This year the Karthika Maasam Starts from 3<sup>rd</sup> November and ends on 2<sup>nd</sup> December.** During this month, most of the Hindus offer Pujas at various Shiva shrines. Many major festivals are celebrated during Karthika Maasam. Karthika Somavara vratam is an auspicious vratam dedicated to Lord Shiva. Every year Corporation is operating special buses to all Shiva Temples during the Karthika Maasam catering the needs of pilgrims.

### **PLANNING:**

Taking this as an opportunity and to enable devotees desirous of visiting Shiva shrines, Regional Managers are exhorted to explore the avenues for operating Special Trips and Special buses connecting important shrines of Lord Shiva and to operate buses in large numbers. The circuits may also be planned.

The envisaged plans of trips, buses and fare with value addition and also designs of tour packages (1 day, 2 days, 3 days etc) be undertaken well in advance. The same shall be informed to this office .

The instructions given below shall be scrupulously followed while planning and operation of special buses during Karthika Maasam:

1. Regional Managers shall conduct meeting with the DMs, Traffic Supervisors, Maintenance Supervisors and CRCs and set targets well in advance of commencement of Karthika Maasam.
2. The planning of trips, buses and fare with value additions and design of tour packages shall be done in advance.
3. DMs, Traffic Incharges and CRCs shall put in an enthusiastic effort in attracting the devotees to utilize the facilities provided by APSRTC.
4. The trips and number of buses operated to the Shiva Shrines should be meticulously planned basing on the popularity of the place.

5. Regional Managers shall plan for the buses, if a depot in the region requires more number of buses for special operations, the RM shall plan and arrange to allot buses from other depots in the region temporarily.
6. DMs shall conduct Mandal level press meets as well as at important places to make devotees aware of the special operations.
7. Basing on the demand, the Depot Managers shall plan for operating extra trips in advance.
8. Regional Managers should ensure to publicize Karthika Maasam special operations through attractive pamphlets, flexi banners exhibited at all Bus Stations and at important traffic generating points and through print & electronic media.
9. All RMS, Dy CTMs, Depot Managers, Supervisors and CRCs are advised to take special attention in operating buses and booking of seats. The best Officers, Supervisors, CRCs shall be appreciated.
10. Special services shall be planned keeping in view the profitability of the actual scheduled service.
11. The performance of Karthika Maasam Special operations shall be sent to this office by 09.12.2013 without fail.

**PUBLICITY:**

To market the special trips and special hire services, wide publicity shall be given through Colourful Pamphlets, Posters, Banners as well as Print & Electronic Media.

Therefore all RMs are advised to pay personal attention and achieve good results during this KARTHIKA MAASAM.

Please acknowledge.

Sd/-  
**VICE CHAIRMAN &  
MANAGING DIRECTOR**

To  
All Regional Managers  
All Deputy Chief Traffic Managers/ Divisional Managers  
All Depot Managers

**Copy to:**

Director (V&S), FA & CAO, ED (O, MIS & AM), ED (E & IT), ED (A & P), & ED (Medical & HRD) and Secy to Corporation for information.  
All ED (Zones) & HODs for information  
All Dy.CAOs / AOs & Dy.CPMs / POs for information.  
PO (Training) to include in the Monthly index of circulars  
All Traffic Incharges, Bus Station Managers and all Squad Incharges for necessary action.

**// ATTESTED //**

  
**CHIEF MARKETING MANAGER**