

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/533(3)/12-OPD (M)

Office of the VC&MD,
Musheerabad, Hyderabad-624

CIRCULAR NO. 1/2013 -OPD (MARKETING) DATED 02.01.2013

Sub: **TAYL TICKETS**- Introduction of common TAYL ticket in Greater Hyderabad Zone, Vijayawada, Visakhapatnam and Warangal Regions - and other measures to increase sale of TAYL Tickets - Reg.

- Ref : 1. Circular No:16/2005-OPD(M), dated 09-06-2005.
2. Lr. No: MKTG/535(TAYL)/2011-OPD(M) dated 02-04-2011
3. Circular No: 37/2012-OPD(P) dated 23-09-2012

I. PRESENT SCENARIO:

Hyderabad, Vijayawada, Visakhapatnam and Warangal are important cities where city buses are under operation which attracts tourists, visitors and public who come to these cities for their needs and different works. TAYL tickets were launched to enable the public to perform unlimited journeys for one whole day in these cities by purchasing a single ticket.

In spite of various steps taken the sale of TAYL tickets has not been increased to the expected level in Hyderabad City Zone as well as in other Regions where city buses are under operation, which is causing much alarm.

Conductors performing permanent duties in Ordinary services and on rotation are carrying only Ordinary TAYL tickets. The passengers who purchase ordinary TAYL has to continue his / her journeys in ordinary services only throughout the day. If he / she wants to travel by Metro buses he / she has to purchase combination ticket (Rs 7/-) for each journey they perform, which is not passenger friendly.

Conductors are unwilling to carry both the TAYL tickets (Ordinary & Metro) in their trays due to fear of losing ticket blocks.

Subsequently to motivate conductors to increase the sale of TAYL tickets rate of commission has been increased from Rs 0.25 Ps to Rs 0.50 Ps up to sale of 5 tickets per duty and Rs.1.00 commission per ticket for the tickets sold more than 5 against the flat rate of Rs 0.25 Ps irrespective of sale of number of tickets vide reference 2nd cited in Hyderabad City only (in view of its fleet strength) without any change in rate of commission in other cities.

Tariff of TAYL tickets has been revised as Rs. 50/- for TAYL(ORD) and Rs.60/- for TAYL(METRO) in Hyderabad, Visakhapatnam, Vijaywada and Warangal city operations vide reference 3rd cited.

II. MODIFICATIONS FOR "TRAVEL AS YOU LIKE TICKETS"

To increase sale of TAYL Tickets, the following measures have been approved by the competent authority.

1. CIRCULATION OF SINGLE TAYL :

To eliminate Ordinary TAYL at all HC, SC, VSP, KRI & WL Regions and to circulate only Metro TAYL with a tariff of Rs.60/-, which can facilitate passengers to travel in all types of buses (except AC buses).

2. PAYMENT OF UNIFORM "INCENTIVE" AT ALL CITY DEPOTS :

To extend payment of incentive on sale of TAYL tickets to the conductors at VJA, VSP & WL Regions as being done at Greater Hyderabad Zone i.e., to pay 0.50Ps per ticket upto sale of 5 TAYL tickets and Rs 1.00 per ticket for over and above 5 tickets, per duty.

3. FELICITATION WITH CASH AWARDS TO CONDUCTORS:

To introduce 3 cash awards @ Rs. 300/- , Rs. 250/- and Rs. 200/- for the 1st ,2nd and 3rd best conductors at each Depot, whose monthly sale of TAYL tickets is more than 125 at VSP, VJA & WL Regions also as being done at Greater Hyderabad Zone to motivate conductors to boost up the sale of TAYL tickets.

4. COMBI TICKET FACILITY TO TAYL TICKET HOLDERS :

TAYL ticket holders shall be permitted to travel by AC buses with a combi ticket @ Rs.20/- per each journey as being done for existing GBT holders.

5. DAILY TARGET FOR SALE OF TAYL TICKETS :

Target of sale of 5 TAYL Tickets per service / day has been fixed in all city bus operated depots uniformly and which can be achieved with a little extra effort by the Conductors of City services.

III. PRINTING OF TAYL TICKETS :

1. Since only one TAYL of Rs.60/- would be in circulation, the suffix word METRO shall be deleted.
2. The existing ORD TAYL stock available on hand (at Depots / Stores) shall be over stamped with Rs.60/-.
3. Instructions for validity of travel shall be stamped as **"Valid by all Non-AC City services" (Ordinary, Metro Express & Metro Deluxe) on both ORD & METRO TAYL ticket stock on hand till new stock is supplied.**
4. Next printing consignment shall be made duly deleting the word METRO and incorporating the validity of travel as "Valid by all Non- AC City services" (Ordinary, Metro Express & Metro Deluxe).
5. The size of TAYL ticket has to be reduced to normal ticket size with increased GSM, to enable the conductors to keep them in their trays and to handle easily and for easy identification by the service conductors / checking staff.

IV. MEASURES TO BE TAKEN TO INCREASE SALE OF TAYL TICKETS :

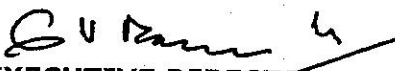
The following steps are advocated to increase the sale of TAYL tickets:

1. The revised commission rates have to be popularized among the conductors to earn more commission on increased sale of TAYL tickets per duty.
2. Three (3) TAYL cash awards scheme shall be publicized aggressively to enthuse conductors strive hard to sell more than 125 TAYL tickets per month to get eligibility to achieve the awards
3. Periodical gate meetings shall be conducted to focus on sale of TAYL tickets.
4. It should be ensured that TAYL tickets are made available with all conductors in all shifts.
5. Display of stickers inside all city buses with TAYL tariff and information that TAYL tickets are available with the on-duty conductor in the bus, shall be ensured.
6. Banners shall be displayed at all bus stations and other important traffic generating points indicating the details of TAYL tickets.

7. Conductors who sell less number of TAYL tickets shall be counseled by Depot Manager / Traffic supervisor/ on duty controller / ADC at Earnings section after completion of duty.
8. Top 5 and bottom 5 conductors in sale of TAYL tickets during the previous month shall be displayed at the City Depots.
9. No. of TAYL tickets sold by the depot for the day and up to the day shall be displayed on a black board to bring awareness among the staff of the depot with details of target for the day and up to the day and variance over target for the day and up to the day.
10. Review of sale of TAYL tickets by the depot against the target shall be reviewed by DyCTM, Regional Manager, Executive Director (Zone) during their periodical meetings as one of the agenda item
11. Conductors who have sold highest number of TAYL tickets during the previous month shall be felicitated in the depot during the function organized to present monthly best conductors/drivers awards duly displaying their photos on a flexi banner to motivate them and to bring competitive spirit among other conductors.
12. The additional revenue generated through TAYL tickets profitability of the City Depots can be increased with little extra effort. Hence Field Managers have to concentrate on sale of TAYL Tickets.

The above modified guidelines shall come into force w.e.f., 08.01.2013. This has the concurrence of FA & CAO.

Please acknowledge.


EXECUTIVE DIRECTOR
(O, MIS & AM)

To

All Regional Managers,

Copy to:

The Director (V&S), FA & CAO, ED (E & IT), ED (Medical & HRD) and Secy to Corporation & ED (A & P) for information.

All EDs of Zones for information and necessary action.

All HODs for information.

CE(IT) for carrying out necessary software modifications.

WM/ BBW, Miyapur for necessary action.

All Dy.CTMs, DVMs, Dy.CAO/AOs for necessary action.

The Principals of all Transport Academy's and ZSTCs for information.

All DMs/ ATMs of Bus stations & All traffic In-charges and BSMs for necessary action.