

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION



No.M/543(1)/2012-OPD (M)

OFFICE OF THE VC & MD
MUSHEERABAD: HYDERABAD-624

Circular No.5/2013-OPD (Mktg) Dated 06.03.2013

Sub: CONCESSIONAL CARD – Introduction of **VIHARI CARD** valid in all types of services except AC buses with a validity of 7 days – Reg.

1. INTRODUCTION:

JET and JHT were introduced on 15th Aug 1997 on the eve of Golden Jubilee of Indian Independence. Further, for the benefit of the Interstate travelling passengers IJHT was introduced.

Couple Gift Card has been introduced w.e.f., 06.02.2007. The Couple Gift Card is aimed to introduce the Gifting of bus tickets to offer a safer, reliable and cheaper mode of transport to the loved one's.

Though these Schemes gained popularity, of late number of complaints were received from the passengers utilizing these Schemes. The popularity of Couple Gift Card is also substantially reduced. Therefore, there is every need to revise these Schemes and introduce a better Card / Scheme to attract passengers.

2. OBJECTIVE:

The sales of JHTs, IJHTs, CGCs are in negative trend and only JHTs are steadily maintained. Though the JHTs have become popular among the passengers they are facing lot of inconvenience while traveling. The following are some of the sample cases which have come to the notice of Marketing Department.

- Crew are not allowing JHT holders to travel in their buses, as they are not getting incentive.
- The incentive tokens of ₹ 2/- which were introduced to motivate the crew did not yield result.
- Though JHT holders travel in buses, this will not result in the earnings of the Depot. Therefore, the true OR of the service is not recorded. To avoid this, some of the Managers and Supervisors are discouraging crew in allowing JHT holders.
- This has resulted in complaints from passengers.

Therefore, to avoid such complaints, with an added facility to travel to interstate places also as value addition, a new card called "VIHARI CARD" is introduced duly dispensing the existing JHTs, IJHTs and CGCs.

3. SALIENT FEATURES OF VIHARI CARD:

- **Type Numbered:** VIHARI CARD shall be type numbered card and will have hologram.
- **Tariff:** Tariff of the Vihari card is fixed at ₹ 500/- .
- **Validity:** Valid for 7 days in all Intra and Interstate services (Non A/C) except Indra, Garuda, Garuda Plus and Vennela services (A/C) of APSRTC.

- **Concession:** The card holder is entitled for 50% concession in all types of services except AC buses during the validity period. Reservation of ticket is allowed at Bus Station and ATB counters in advance.
- There is no separate card for children. 50% concession on the applicable ticket fare (for adult/ child) shall be given to the Vihari card holder.
- **Cancellation of Vihari Card :** Cancellation of Vihari Card shall be allowed on surrendering the card at the place of purchase before 00.00 Hrs of the day prior to the day of the commencement of the validity of the card duly deducting 25% of the card value i.e., to refund ₹375/- only.
- The card can be purchased 7 days in advance.
- Existing cancellations rules shall be applied for cancellation of the tickets booked on the strength of Vihari Card.

4. ADVANTAGES:

- **APSRTC** can dispense with several denominations of JHTs, JJHTs (separately for Adults & Children) & CGCs on introduction of one all purpose card called "VIHARI CARD".
- Passenger complaints can be avoided completely.
- Instead of discouraging card holders (as in the present case), the crew will actively solicit card holders, as their incentive is not affected and on the other hand, the service earnings and OR would also improve.
- As TIMs are going to be introduced in all types of services shortly, the extent of concession given for Vihari card holders can be assessed at corporate level
- This single Card with 50% travel fare concession would motivate conductors / drivers to allow the Vihari card holders without any inhibition as atleast 50% of the fare is being paid by them for every journey. Hence there will not be any conductor/driver dissatisfaction with new VIHARI card.

5. COMMISSION PAYMENT TO ATB AGENTS AND RTC NESTAMS :

- ATB agents are allowed ₹10/- commission on sale of each VIHARI Card and they will be issued to ATB agents on pre-paid basis as being done presently.
- RTC Nestams are also allowed ₹10/- commission on sale of each VIHARI Card.

6. SOFTWARE MODIFICATIONS FOR BARAT:

To give 50% fare ticket to the VIHARI card holder, the software has to be modified in TIMs, ACTIS & BARAT programme and it will also useful to gauge usage of card by the intending passengers and also to improve the scheme further in future.

Regional Core Group Supervisors have to give the data of tickets sold to VIHARI card holders every month for a period of six months to review the performance of the scheme at corporate level.

7. PRINTING OF VIHARI CARD & TO OBSOLETE EXISTING STOCK OF JHT, IJHT AND CGC:

Vihari Card has been designed, printed and supplied to all the units.

The existing stock of JHTs, IJHTs and CGCs shall be made obsolete as per the procedure in vogue.

The existing JHTs, IJHTs & CGCs sold up to 07/03/2013 will be valid as per their validity periods i.e., for example the JHT sold with validity from 07//03/2013 is to be validated up to 13/03/2013, likewise IJHTs and CGC are also to be validated as per the eligibility.

8. COLLECTION & ACCOUNTAL OF VIHARI CARDS:

- The COS (Zones) shall collect **VIHARI CARDS** from COS / Miyapur duly placing special indent and arrange for distribution of the cards to the Depots under their control.
- Stock of **VIHARI CARD** has to be fed to the computer as done for all other type of concessional Cards.
- All other existing instructions in vogue such as lamination and issuing of the card on the spot to the customers are same as in the case of other Concessional cards.

9. LAUNCHING THE SALE OF VIHARI CARD:

The Regional Managers are advised to make necessary arrangements for launching the sale of **VIHARI CARD** on 08/03/2013 duly inviting local VIPs with pre and post launch publicity. The News Paper clippings pertaining to launching of VIHARI CARD shall be sent to the Executive Director (O, MIS & AM).

10. AWARENESS CAMPAIGN:

To make the crew aware of the introduction of VIHARI CARD, Field Managers are advised to distribute pamphlets duly explaining the salient features and terms & conditions of the VIHARI card among the crew.

There is scope for misuse of Vihari Card by taking 2 or 3 long distance reservations in advance and later resort to cancellation of Vihari Card, then try to travel with 50% concessional fare ticket without Vihari Card. To avoid such cases, operating crew must and should verify the auxiliary way and check the Vihari Card available with the passenger, otherwise collect the difference of fare on par with normal passenger, as being done presently for CAT Card holders.

Any complaints regarding not allowing Vihari Card will be viewed seriously and disciplinary action shall be taken.

11. TERMS AND CONDITIONS APPLICABLE FOR VIHARI CARD HOLDERS:

1. This card is invalid in the absence of signature of the card holder and issuing authority with seal.
2. This card is valid in all Intra and Interstate services except AC buses for 7 days up to 24hrs of the 7th day. For this purpose the issuing authority should ascertain the validity period from the traveler and fill up the appropriate column. The card can be purchased 7 days in advance.
3. Advance reservation of seat could be made at any RTC reservation counter or ATB counter on payment of 50% of the ticket amount. No other concession will be allowed on this card.
4. There is no separate card for children, 50% concession on the applicable ticket fare (for adult/ child) shall be given to the Vihari card holder.
5. Modifications of validity period/cancellation of the Vihari card are not allowed.
6. Un-authorized writing/alterations etc., result in confiscation of card and loses benefits entitled as card holder.

7. Vihari Card is not valid in special services operated with 1.5 times fare on special occasions / Jatharas.
8. Loss of Vihari Card entails in purchase of fresh ticket by paying difference of fare for the journey performing on par with the regular fare paying passenger.
9. The card is not transferable.
10. Corporation is not responsible for any claims in case of enroute failures/break downs etc., and non - operation of services for reasons beyond its control.
11. Cancellation of Vihari Card is allowed in emergencies on surrender of the original card at the place of purchase before 00.00 hrs of the day prior to the day of the commencement of the validity of the card. In such case, only 75% of the card amount i.e., ₹375/- will be refunded. Once the validity period/journey commences, no refund is allowed.
12. Existing cancellations rules shall be applied for cancellation of the tickets booked on the strength of Vihari Card.

12. PUBLICITY:

Therefore, all Field Managers are advised to undertake wide publicity through Press & Electronic Media on the introduction of VIHARI Card. Crew shall also be educated through gate meetings about the introduction of VIHARI card and its features to avoid ignorance of the crew resulting in public complaints.

The Flexi banners with tariff and salient features of VIHARI card shall be displayed at all the Bus Stations, Traffic generating points and Goodwill centres. Pamphlets explaining about the salient features with Tariff should be distributed among the passengers at all Bus stations, traffic generating points, etc. CRCs and RTC Nestams should be involved in giving wide publicity to the cards.

The performance of **VIHARI CARDS** shall be furnished along with other monthly periodicals to the Corporate Office by 10th of every month.


**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
CE (IT) with a request to arrange for software modifications for accountability of VIHARI card.
All Dy.CAOs / AOs & Dy.CPMs / POs for information.
WM/Printing Press/Miyapur for information and necessary action.
RAO/HO for information.
COS/(UPL, KRMR, VJA, VZM, KDP, NLR & TPT) with a request to collect the cards from COS/Miyapur
COS/Miyapur with a request to handover the cards to the zonal stores
All Principals, Transport Academy and ZSTC 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.