



ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

(O/o the VC & MD, Marketing section, RTC House, PNBS, VJA)

No: M/290(01)/2021-OPD(M)

Dt: 24.09.2021.

To

The Regional Managers,

A.P.S.R.T.C.

Sub: **Karthika Maasam Special Operations-2021** - Organizing Special Tours/Trips to all Temples and Pancharamas during Karthika maasam- Issue of instructions - Reg.

Every year, APSRTC is operating special buses to Shiva shrini and to Pancharamas. This year Karthika Maasam will start from **5th November to 4th December**. During Karthika Masam, Shiva devotees will pay their devotions to Lord Shiva.

Taking this as an opportunity and to enable devotees desirous of visiting Shiva shrines and Pancharamas, Regional Managers are advised to explore the opportunities of market for operating Special Trips/Tours connecting important shrines of Lord Shiva & Pancharamas and to operate buses in large numbers.

During 2019-20, APSRTC has operated 1634 special buses during Karthika Masam and realized Rs 3.69 crores. In view of Covid scenario, during 2020-21, 177 buses operated and realized Rs 44.36 lakhs only. Region wise targets for operation of special buses during Karthika Masam are annexed.

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

1. RMs shall conduct meeting with the DMs, Traffic Supervisors, and Maintenance Supervisors and plan to achieve set targets.
2. DMs shall plan day wise operation of additional buses & plan to operate maximum tour packages.
3. RMs of EG, WG, GNT & KRNL regions are advised to coordinate with temple authorities/ EOs to assess the demand.
4. RMs shall arrange to publicize Karthika Masam special operations and tour packages of Pancharamas special trips/tours through pamphlets & exhibit flexi banners at Bus Stations & at important traffic generating points.
5. The performance of Karthika Maasam Special operations shall be sent to this office **on or before 10.12.2021** without fail.

Therefore, all Regional Managers are advised to pay personal attention and achieve best performance during this Karthika Masam.

Encl: As above.

Copy to: ED (A), ED (E), FA & CAO for information.

Copy to: ED (Zones) for information and n/a.

Copy to: All Dy CTMs for necessary action.

Executive Director (O)

Region wise target number of buses during 2021-22

SL NO	REGION	No. Of buses operated during 2019-20	No. Of buses operated during 2020-21	Target no.of buses for 2021-22
1	NEC	60	1	50
2	VSP	295	8	250
3	EG	259	12	250
4	WG	146	8	200
5	KRI	227	17	250
6	GNT	289	61	300
7	PKSM	131	0	50
8	NLR	8	1	50
9	CTR	0	0	50
10	KDP	61	7	100
11	KRNL	142	27	150
12	ATP	16	35	50
CORPORATION		1634	177	1750