

**ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION**

Operations Department (Marketing), RTC House, Vijayawada

No: M1/535(25)/2023-OPD(M)

Dt: 01.11.2023.

To  
The Executive Director (Zones) &  
All the District Public Transport Officers,  
APSRTC.

**Sub: Temple Tourism: Karthika masam -2023** – Organizing Temple tourism Tours / Trips ie., 'Pancharamalu' specials etc., to the temples of Lord Shiva during Karthika masam – Issue of instructions - Reg.

\*\*\*

Karthika masam is considered as one of the most auspicious and sacred Telugu months for the Hindus wherein Lord Shiva is worshipped throughout the month.

During this month, APSRTC operates special Tours connecting connecting important shrines of Lord Shiva like Pancharamalu etc.

Taking this as an opportunity and also to cater to the travel needs of pious devotees to the shrines of Lord Shiva, every year APSRTC is operating Special Trips/Tours

This year Karthika masam commences from **14<sup>th</sup> November,2023** (Tuesday) and ends on **12<sup>th</sup> December, 2023** (Tuesday). Hence all DPTOs are hereby informed to explore the opportunities of market to operate large number of Special Trips/Tours connecting important shrines of Lord Shiva and 'Pancharamalu'.

During Karthika masam in the financial year 2022-23, 1862 specials were operated exceeding the target 1750 special buses and realised an amount of Rs. 599.59 lakhs. As there is positive response from pilgrims for the temple tourism services operated by APSRTC, this year it is decided to operate 2000 special buses during Karthika Masam'2023 from all the Districts. District wise targets for 2023-24 are mentioned hereunder:

No	District	Target buses	No	District	Target buses
1	SKLM	23	14	GNT	133
2	VZM	32	15	BPTL	95
3	PPM	6	16	PLND	174
4	VSP	35	17	PKSM	324
5	AKP	14	18	SPS NLR	33
6	ASR	1	19	TPT	6
7	EG	69	20	CTR	2
8	KKD	100	21	ANM	36
9	KNSM	96	22	YSR	32
10	WG	102	23	KRNL	56
11	ELR	67	24	NDL	150
12	KRI	120	25	ATP	37
13	NTR	212	26	SSS	45
<b>Total</b>			<b>2000</b>		

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

1. To adopt the special hire rates communicated vide circular no. 19/2022-OPD(P), Dt: 01.08.2022 for Karthika masam Special operations duly converting tariff into seat fare (excluding GST as these services are not operated as contract carriage) and collect Toll charges, levies, parking charges etc., as applicable as per the product operated.
2. After arriving fare for each seat, add 5% GST on total seat fare incase of AC product additionally.
3. No concessions and passes viz., child, Sr. citizen etc., shall be allowed in the buses of Karthika masam operations.
4. During karthika pournami, special buses shall be planned for operation as per demand to Tiruvannamalai (Arunachalam) as good response was observed for Pournami operations.
5. DPTOs shall conduct meeting with the DMs, Traffic Supervisors, and Maintenance Supervisors and plan to achieve set targets.
6. DMs shall plan day wise operation of additional buses & plan to operate maximum number of tour packages.
7. DPTOs of KKD, KNSM, WG, GNT & NDL districts are advised to coordinate with temple authorities/ EOs to assess the demand and also for hassle free darshan for the APSRTC bus passengers.
8. DPTOs shall arrange to publicize Karthika masam special operations and tour packages of Pancharamas special trips/tours through pamphlets and exhibit flexi banners at Bus Stations & at important traffic generating points.
9. The performance of Karthika maasam special operations in the form of soft copy through email to mail id [cmmktgap@gmail.com](mailto:cmmktgap@gmail.com) and certified hard copies to this office to reach by **15.12.2023** without fail.

Therefore, all EDs and DPTOs shall bestow their efforts to operate maximum number of Karthika masam special buses in the current year 2023-24 and exceed the targets duly giving wide publicity through print and electronic media.

  
Executive Director (O)

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