



Despatched on

9.5.2017

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/437(08)/2017-OPD (M)

Office of the VC & MD
RTC House, PNBS, VJA.

CIRCULAR NO.11/2017 - OPD(M), Dated 03.05.2017.

SUB: ATB AGENTS: Procedure for appointing ATB agents - Issue of circular instructions - Reg.

- REF:**
- 1) Circular No. 19/2011-OPD (MKTG), dated 21.04.2011.
 - 2) Circular No. 11/2012-OPD (MKTG), dated 02.03.2012.
 - 3) Circular No. 4/2016-OPD (MKTG), dated 31.03.2016.
 - 4) Letter No. 437(05)/2017-OPD (M), dated 22.03.2017.

Introduction:

APSRTC is committed to provide consistently high quality of services and to continuously improve the services through a process of teamwork for the utmost satisfaction of the passengers and to attain a position of pre-eminence in the Passenger Bus Transport sector. It is operating 231 AC buses (4 Vennela, 42 Amaravati, 22 Garuda Plus, 41 Garuda, 93 Indra & 29 Metro Luxury AC) & 10752 non AC buses (1267 Super Luxury, 528 Ultra Deluxe, 2265 Express, 5433 Teluguvelugu, 55 Metro Deluxe, 434 Metro Express & 770 city ordinary) to cater to the needs of various categories of passengers. Advance reservation facility is provided for 4,505 services of different types of buses. APSRTC offers nearly 1.90 lakh seats daily for passengers through OPRS (Online Passenger Reservation System). Out of these, 38,280 seats per day on an average are booked through OPRS.

12,605 seats out of 38,280 seats are being booked by ATB agents. Hence, ATB agents play crucial role in sale of tickets through OPRS. There are 661 mandals in Andhra Pradesh state. 1389 number of ATB agents are appointed at various places pertaining to 301 mandals. There is no presence of ATB agent in the remaining 360 mandals. It is apparent that there is every need to improve existing network of ATB agents so as to maximize sale of seats through OPRS. The existing online ATB agents were appointed during 2012 as per circular vide reference 2nd cited and the procedure followed is explained below.

Existing Procedure to appoint ATB agents:

- ATB agents are appointed duly inviting applications from the interested candidates.

- As soon as the application forms on white paper are received from the interested people, the Regional Committee consisting of Dy.CTM/DVM, Dy.CAO/AO of the region, DM/ATM concerned as members shall inspect and finalize the points where the agency will be opened.
- Dy.CTM/DVM will be the Chairman of the appointing committee with Dy.CAO/AO of the Region & DM/ATM concerned as members and process the committee proceedings for approval to Regional Manager.
- Regional Manager shall approve the committee proceedings and shall then enter into agreement with the new online ATB agent after collecting the non refundable allotment fee as applicable.

Contract period of existing ATB agents:

- The initial period of agreement with online ATB agents is five years and this can be extended every year, basing on the performance of ATB agent with the approval of Executive Director (Zone) on recommendation of the Regional Manager.
- The period of agreement for majority of the agents will be completed during March/April'17.

- All Regional Managers were requested to arrange for extending validity of login credentials for these ATB agents for a period of one month on adhoc basis as per letter under reference 4th cited.

In review of customer's "Increased use of internet through PC, mobile phone etc., representation from the association of the ATB agents and also in view of low network of ATB agents", a committee comprising DyCTM/EG, Dy CTM/VZM, DyCTM/MTM, DyCTM/SKLM, DyCTM/VSP(R), DyCTM/WG & DyCAO (SPA & CE) is constituted to study terms & conditions governing appointment of ATB agents. The committee submitted its recommendations.

After examining recommendations of the committee and conducting detailed discussions with other officials, it is decided to extend period of agency of **existing ATB agents** beyond initial five years period by **another three years without collecting any additional fee or deposit with the same terms & conditions**. Hence, all Regional Managers are advised to act accordingly duly making supplementary agreement with these ATB agents.

Further the following **guidelines applicable for appointing new ATB agents** are issued.

Qualification of applicant:

Must be Indian national of age 18 years & above. For age proof, the applicant shall submit copy of SSC/passport/birth certificate/driving license/voter Identity Card/Aadhar card. For identity proof, the applicant shall submit copies of PAN card & Aadhar card.

2) Criterion for appointing ATB agent :

- a) At locations other than bus stations : Through open Invitation.
b) At Bus stations : Whoever offers to pay highest License fee per month

3) Process for appointing ATB agent :

- i. Application form on white paper from interested person shall be obtained.
- ii. Regional committee comprising DyCTM/DVM, DyCAO/AO of Region & DM/ATM concerned shall inspect and finalize the points where the agency is to be opened.
- iii. The committee headed by DyCTM/DVM shall submit the proceedings for approval of Regional Manager.
- iv. Regional Manager shall approve the proceedings and shall enter into agreement with the new online ATB agent duly collecting non-refundable allotment fee applicable.

4) Allotment fee :

Each applicant has to pay non-refundable allotment fee at the time of appointment as mentioned below.

PLACE	ALLOTMENT FEE
Vijayawada, Tirupathi, Rajamahendravaram, Visakhapatnam & Guntur.	Rs. 5,000/-
Hyderabad, Chennai & Bengaluru.	Rs. 5,000/-
At any place other than the above places of Andhra Pradesh & Inter states.	Rs. 1,000/-

5) Period of agency :

Initial period of agreement will be for five years and this can be extended upto three more years based on the performance of the agent without collecting any additional fee. Regional Manager concerned shall have the authority to extend the period.

6) Sale of tickets:

The agent can sell tickets through top-up system i.e., on prepaid basis. Booking of tickets is allowed up to Rs. 100/- balance available to the credit of the agent. The agent can sell the tickets to customers by collecting cash or by transfer of money through Net banking, Debit/Credit card.

7) Ensuring prompt top-up :

An alert message will automatically be displayed on the computer monitor of individual agent as well as that of IT department, whenever the balance amount falls below Rs.2,000/- to facilitate timely top-up.

8) Rate of commission :

Present commission applicable is 5% on basic ticket amount for non AC services & 7% on basic ticket amount for AC services. These rates are subjected to revision, as decided by the corporation.

9) Commission for boarding point agent :

A commission of @ Rs.1/- per passenger shall be paid to ATB agent if the Passenger has his/her point as boarding place as per the ticket obtained through OPRS for having provided facilities/services like "Seating facility, drinking water, attending enquires, public address system & assistance to passengers while boarding". This commission will be paid at the end of the month. Certain ATB agents located in twin cities of Hyderabad were identified previously to become eligible for receiving the above commission, subject to random verification by DyCTM & ATM concerned. This facility can be adopted for ATB agents located in other cities/towns of AP, on need basis. Regional Managers have to send particulars of ATB agents identified for the purpose of receiving the above commission to OPD for approval.

10) Commission on issue of auxiliary way bill :

An amount of Rs.1/- per each auxiliary waybill issued by ATB agent at origination point & intermediate way bill point shall be paid to him/her as commission. This commission amount payable will be credited to the top-up amount of respective ATB agent on next day.

11) Communication channel :

CUG SIM cards were already issued to the boarding point agents notified in twin cities of Hyderabad so as to contact service crew, depot supervisors for complaints, cancelations, late arrivals etc. Monthly rental charges shall be borne by the corporation. The cost of making phone calls to non CUG SIMs shall be borne by the agent concerned. The above system can be adopted at other cities/towns of AP, on need basis, subjected to approval of OPD.

12) Cap on number of agents :

Any member of ATB agents can be allowed irrespective of the distance between ATB agents & APSRTC reservation counters subject to approval of Regional Managers.

13) Other activities of ATB agents :

Allowed to carry out other business.

14) Sale of marketing products :

ATB agent can sell preprinted Navya Cat Cards, Vanitha Family Cards & Vihari cards on prepaid basis on payment of commission @ Rs.10/- each. **This option is applicable to existing ATB agents also.**

15) Termination of agency :

- i) If the agent fails to book a single ticket consecutively for a period of 60 days, the agency shall be terminated without any prior notice. This shall be executed by IT department duly blocking login credentials of the agent concerned. If the agent wishes to continue business, Rs.1,000/- shall be collected as penalty and login credentials can be released by IT department based on the permission of Regional Manager.
- ii) In case of second instance of above delinquency on the part of ATB agent, the agency can be awarded afresh duly collecting penalty of Rs.2,000/- as well as applicable non refundable allotment fee based on request of the agent. Login credentials can be released by IT department based on the permission of Regional Manager.
- iii) In case of third instance of such delinquency, the agency will be terminated permanently.

Approved format of agreement to be utilized while appointing new ATB agent is enclosed herewith.

The above instructions will come into force with immediate effect. This has approval of competent authority with concurrence of FA please.

Encl : As above.


Executive Director (O & M)

- 65 Copy to: ED (A&P), ED (E&IT), ED (C&P), FA & CAO for information.
- 61 Copy to: OSD to VC & MD for information.
- 64 Copy to: All ED (Zone) s for information & necessary action.
- 62 Copy to: All Regional Managers for information & necessary action
- 60 Copy to: All HODs for information.
- 26 Copy to: All Dy. CTMs, Dy. CTM (M) (Zone) s, Dy CTM (COMM), DyCME (COMP-I), DyCME (COMP-II) Dy. CAO/AOs for information & necessary action.
- 67 Copy to: All Dy. CTM/ATMs of Bus Station, all Bus Station Managers for information & necessary action.
- 64 Copy to: All Depot Managers for information & necessary action.