

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

O/o the VC & MD,
RTC House, VJA,
Date:07.11.2023.

M1/535(26)/2023-OPD(M)

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

SUB: **Passenger Gift Scheme:** - Implementation of Passenger Gift Scheme in loss making routes – Reiteration of instructions - Reg.

REF: Circular No. 15/2011-OPD(M), Dt: 23.03.2011, Instructions on GIFT Scheme.

APSRTC is operating 10,105 schedules, out of which 4,804 (48%) are Pallevelugu schedules. Most of the Pallevelugu services are operated on rural interior routes, where huge competition is being experienced with Autos plying. Passengers are risking their lives while travelling in heavily loaded Autos.

In order to attract the rural passengers to travel by the Corporation buses, one market scheme by name "Travel in APSRTC buses and Win prizes (Gift Scheme)" was implemented and detailed guidelines were issued through circular cited above.

On verification, it is observed that, Gift scheme has been discontinued at many depots/ districts in the recent few years. This subject was discussed in the meeting of DPTOs held on 25.10.2023 and VC & MD ordered to implement the scheme in true spirit with immediate effect. In this connection, the salient features of the scheme are reproduced below.

1. Minimum four routes shall be selected by each depot from among heavy loss making routes, for implementation of Passenger Gift Scheme.
2. The scheme shall be conducted in two spells in a month (i.e., 1-15 & 16-30/31) and lucky dip be conducted on 17th for first spell and on 3rd of next month for second spell. Five Gifts should be given to passengers travelled by APSRTC buses in each spell by drawing Lucky Dip on each route.
3. The DMs should scout for sponsors for the Gift Scheme among wide spectrum of business/commercial/educational & voluntary Organizations. After exhausting all efforts to get sponsors for implementation of the Scheme, gifts may be purchased in terms of DoP, Section 13, item no.4.
4. The methodology for implementation of Gift scheme communicated through circular cited at reference shall stands good.

Further, performance of the routes in which gift scheme is implemented shall be submitted by the DPTO for all the depots, as per the following pro-forma by 7th of every month through email id: cmmktgap@gmail.com

S. No	Depot	Route	No. of Buses operated	Performance									No. of Gifts given
				Before Implementation for & up to the month			After implementation for & up to the month			Variance for & up to the month			
				EPK	OR	VU	EPK	OR	VU	EPK	OR	VU	
1	2	3	4	5	6	7	8	9	10	11	12	13	14

For success of this scheme wide publicity shall be given by (a) exhibiting flexi banners at bus stations, (b) publicity through print & electronic media, (c) announcements through public address system in bus stations and (d) announcement through crew in buses, etc. to create awareness among the public about the Gift scheme.

Hence, all DPTOs and DMs are requested to bestow their personal attention, implement Gift scheme in true spirit. The Gift Scheme shall be implemented from 15.11.2023 for one-year period continuously


Executive Director (O)

Copy to All Officers of the Corporation.