

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/533(1)/15-OPD (M)

Office of the VC&MD,
Musheerabad, Hyderabad.

CIRCULAR No: 05/2015 -OPD (MARKETING), DATED: 05.10.2015

Sub: **Sabarimalai Special Operations** - Operation of buses to Sabarimalai for the year 2015-16 - Instructions issued - Reg.

Ref: Circular No.27/2014-OPD(M), dt.19.09.2014.

1. Corporation has been operating considerable number of buses to Sabarimalai every year, to cater to the needs of pilgrims. Details of Region wise number of buses operated to Sabarimalai, for the last 5 years are furnished below:

SL NO	REGION	NO. OF BUSES OPERATED				
		2010-11	2011-12	2012-13	2013-14	2014-15
1	KDP	31	49	31	23	11
2	ATP	15	9	6	5	4
3	KRNL	10	11	6	7	4
	KDP ZONE	56	69	43	35	19
4	NLR	31	49	37	33	20
5	PKM	3	6	2	2	1
6	CTR	109	263	278	152	120
	NLR ZONE	143	318	317	187	141
7	KRI	10	18	7	5	5
8	GNT	17	15	2	7	2
9	WG	3	17	10	6	9
	VJA ZONE	30	50	19	18	16
10	NEC	14	33	31	10	8
11	VSP	67	69	70	34	15
12	EG	24	35	16	9	12
	VZM ZONE	105	137	117	53	35
	CORPORATION	334	574	496	293	211

2.SPECIAL HIRE TARIFF:

A Video Conference was conducted by ED(O,M&C) & Projects with all RMs /ED(Zone)s regarding operation of special buses to Sabarimalai for the year 2015-16, on 14.09.2015.

During the Video Conference, most of the RMs/ED(Zones) expressed to continue the existing Sabarimalai Special Hire rates for special operations for the year 2015-16 also. Further, CTR region has received recently new Sapthagiri Deluxe buses under JNNURM Scheme.

Therefore, VC&MD has accorded approval, with the concurrence of FA&CAO, to continue the existing Sabarimalai Special Hire rates communicated, vide Cir No. 27/2014-OPD(M) dated 19.09.2014 and to fix Rs 40/- per Km as Sabarimalai special hire rate of Sapthagiri Deluxe bus, for the Sabarimalai special Operations for the year 2015-16, as furnished below:

SL NO	Type of Bus	Special Hire Tariff per Km (Rs.)
1	Super Luxury	42.00
2	Deluxe	41.00
3	Express	45.00
4	Pallevelugu	38.00
5	Sapthagiri Express	38.00
6	Sapthagiri Deluxe	40.00

3. TARGET NUMBER OF BUSES TO BE OPERATED:

During the video conference, target number of buses to be operated for the year 2015-16 are finalized in consultation with the concerned RM/ED(Zone)s which are as furnished below:

Region	KDP	ATP	KRNL	NLR	PKSM	CTR	KRI	GNT	WG	NEC	VSP	EG	TOTAL
Target no. of buses	15	10	10	35	5	200	20	5	12	10	70	15	407

Therefore, concerned field managers are advised to put all out efforts and operate the target number of buses to Sabarimalai for the year 2015-16.

4. MARKETING STRATEGIES:

To attract more Sabarimalai pilgrims to book the APSRTC special buses, VC&MD has accorded approval, with the concurrence of FA&CAO, to implement the following marketing strategies:

(i) MINIMUM CHARGEABLE KMS 420 ONLY:

Minimum chargeable Kms per day shall be fixed as 420 (instead of 480, as per special hire circular no. 41/2012-OPD(P), dated 20.10.2012) exclusively for Sabarimalai Special Hire Operations for the year 2015-16.

(ii) BUSES TO BE BOOKED BY GURUSWAMYS, RTC NESTAMS ALONG WITH ATB AGENTS:

Guruswamys as well as RTC Nestams are allowed to book the Buses for Sabarimalai on Commission basis along with ATB Agents.

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(iii) PAYMENT OF COMMISSION:

Commission shall be paid at the rate of Rs. 300/- per bus per day irrespective of number of buses booked for the year 2015-16 to the ATB Agents/RTC Nesthams/Guru Swamys. Further, commission shall be paid on pro-rata basis for less than 24 hours operation, on the beginning and concluding day of the journey period.

(iv) FREE TRAVEL FOR COOKS:

Two cooks are allowed to travel, at free of cost, in addition to the seating capacity of the bus, in the buses under taken for Sabarimalai special operations.

(v) FREE TRAVEL FOR MANIKANTAS:

"Two Manikantas" (less than 10 years of age) are allowed to travel at free of cost, in addition to the seating capacity of the bus.

(vi) FREE TRAVEL TO ONE ATTENDANT FOR LUGGAGE:

One attendant is allowed for luggage to travel, at free of cost, in addition to the seating capacity of the bus.

(vii) AUDIO, VIDEO AND LUGGAGE FACILITY IN BUSES:

Unit officers are permitted to hire Audio and Video facilities in all special buses booked for Sabarimalai, if it is not available in the buses. The last two seats may be removed, if required, to carry the passengers luggage safely.

5. PROVISION OF IMPRESTS:

VC&MD has accorded sanction, with the concurrence of FA&CAO to provide the following imprest amounts:

(A).PROVISION OF IMPREST OF RS.1000/- PER BUS:

Miscellaneous imprest of Rs.1000/- per bus shall be provided to meet incidental expenditure such as Mechanical failures, tyre punctures etc., and on official Telephone calls.

(B).HSD OIL IMPREST:

An amount of Rs. 20,000/- shall be provided as HSD oil imprest.

6. POOLING OF NEW SUPER LUXURY BUSES TEMPORARILY:

VC&MD has accorded approval to the following plan for pooling of new Super Luxury buses temporarily for operation to Sabarimalai:

SL.No.	Month	Number of Super Luxury Buses	Allotted to Zone
1.	Oct'15	6 Buses	VZM Zone
2.	Nov'15	20 Buses	
3.	Dec'15	22 Buses	NLR Zone
4.	Jan'15	16 uses	

7. CLEARENCE OF OUTSTANDING AMOUNT:

All the Regional Managers shall ensure that the pending suspense/ outstanding amount of the advances drawn in earlier years are cleared before the commencement of Sabarimalai special operations for the year 2015-16.

Further, the recovery/ clearance of suspense shall be done in the month of January 2016, for the current year draws also.

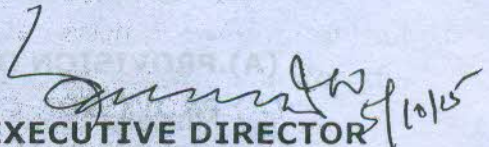
8. TYPE WISE PERFORMANCE:

All RMs shall send the type wise performance of Sabarimalai special operations along with vehicle wise profitability in the following proforma to this office by 31.01.2016 without fail:

Sl No	Depot	Type of bus	Number of buses	Number of bus days	Operated kms	Earnings (Rs.)	EPK (Rs.)	EPB (Rs.)	CPK (Rs.)	PPK (Rs.)	Profit /loss (Rs.)
1	2	3	4	5	6	7	8	9	10	11	12
Region											

All the Field Managers shall bestow their personal attention to book maximum number of buses during Sabarimalai operations for the year 2015-16, duly giving wide publicity through print and electronic media.

Please acknowledge.


EXECUTIVE DIRECTOR
(O,M&C)&Projects

Copy to:

- All ED Zones for information
- Director (V&S), ED (O,M&C) & Projects, ED (E &IT) ,ED(A & P), FA & CAO for information.
- All RMs for information and necessary action.
- All HODs for information/
- OSD to VC & MD for information.
- All Dy.CTM, Dy.CAO/AOs for information and necessary action.
- The Principals of Transport Academy and ZSTCs for information.
- All DMs/ ATMs/ Bus station Managers for necessary action.