



ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

(Operations Department (Marketing), RTC House, Vijayawada)

No.M1/535(16)/2022-OPD(M)

Date: 29.09.2022.

CIRCULAR No: 24/2022 – OPD(M), Dated: 29.09.2022

Sub: **Sabarimala Special Operations** – Operation of buses to Sabarimala for the year 2022-23 – Instructions issued - Reg.

Ref: Circular No.19/2022-OPD(P), Dt.01.08.2022, on revision of special hire tariffs.

Corporation has been operating special buses to Sabarimala every year, to cater to the needs of pilgrims. The temple authorities of Sabarimala as usual have released the Calendar of dates of various Poojas, Makaravilakku day for the year 2022-23 also.

Every year, Corporate Office is communicating the special hire tariffs for buses operating on special hire basis to Sabarimala. Further, vide circular cited at reference Corporation has recently revised the special hire tariffs w.e.f., 01.08.2022 in view of steep hike in HSD oil prices and other cost components.

Now with the concurrence of FA&CAO, the competent authority has accorded approval to adopt the special hire rates communicated vide circular cited at reference for Sabarimala also. Therefore, the Sabarimala special hire rates for the year 2022-23 are furnished below:

Sl No	Type of Bus	Revised special Hire Tariff per Km (Rs.)
1	Amaravati	120.00
2	Garuda	89.00
3	Indra	79.00
4	Super Luxury	57.00
5	Ultra Deluxe	61.00
6	Express	62.00
7	Palle velugu	52.00
8	Ultra Palle velugu	62.00
9	Sapthagiri Express	62.00

In addition to the special hire charges, 18% GST is to be collected from the hirer.

During 2021-22, many private buses operated to Sabarimala from various places of AP. Such a huge traffic can't be left un-catered and it is the endeavor of APSRTC to capture the market as much as possible. Given the large market potential, RTC has to target at least 30% market share this year.

Target number of buses to be operated by each district for the year 2022-23 is also filed at Annexure A. Therefore, all field managers are advised to put all out efforts to operate the target number of buses to Sabarimalai for the year 2022-23. In this regard, DPTOs are advised to take initiative to operate more Sabarimala specials duly conducting meetings with Guruswamys/ ATB agents.

The existing commission rate @ Rs 2000/- per bus irrespective of no. of days operation (contract period should be minimum 5 days) to the ATB Agents/ RTC Nesthams/ Guru Swamys for booking of Sabarimala specials & permitted to allow upto seven persons in the form of cooks/ Manikantas/attendant, etc., at free of cost, in addition to the seating capacity of the bus shall continue. The marketing strategies to be adopted are furnished at Annexure B.

Clearance of outstanding amount:

All the DPTOs shall ensure that the pending suspense/ outstanding amounts of the advances drawn in earlier years shall be cleared before the commencement of Sabarimala special operations for the year 2022-23.

Further, the recovery/ clearance of suspense shall be done in the month of January 2023, for the current year drawals.

Type wise performance:

All DPTOs shall send the type wise performance of Sabarimala special operations along with vehicle wise profitability in the following proforma to this office every Monday as per Proforma 1 & consolidated performance statement after completion of Sabarimala specials as per Proforma 2 to this office through email to dyctmmktgap@gmail.com by 31.01.2023 without fail:

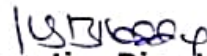
Proforma 1

S N o	Depot	Type of bus	Vehicle no.	Date		Place		Operated Kms	Earning (Rs)	EPK (Rs.)	EPB (Rs.)
				From	To	From	To				
1	2	3	4	5	6	7	8	9	12	13	14
Dist.											

Proforma 2

S N o	Depot	No. of buses	No. of bus days	Optd kms	Earnings (Rs.)	EPK (Rs.)	EPB (Rs.)	KMPL	CPK (Rs.)	PPK (Rs.)	Profit/ Loss (Rs.)
1	2	3	4	5	6	7	8	9	12	13	14
Dist.											

All the Field Managers shall bestow their personal attention to book maximum number of buses during Sabarimala operations for the year 2022-23 duly giving wide publicity through print and electronic media.


Executive Director (O)
 29/09/2022

Copy to:

Director (V&S), ED(A), ED (E) & FA&CAO for information.

All ED Zones for information

All HODs for information and necessary action.

All DPTOs, Dy. CTMs, Dy.CAO/AOs for information and necessary action.

OSD to VC & MD for information.

All DMs/ ATMs/ Bus station Managers for necessary action.

Details of District wise Target number of buses for 2022-23

No	District	No. of buses
1	Srikakulam	6
2	Vizianagaram	3
3	PPM Manyam	5
4	Visakhapatnam	50
5	Anakapalli	14
6	Alluri Seetha Ramaraju	1
7	East Godavari	15
8	Konaseema	15
9	Kakinada	10
10	West Godavari	5
11	Eluru	4
12	Krishna	5
13	NTR	7
14	Guntur	5
15	Palnadu	6
16	Bapatla	4
17	Prakasam	5
18	SPS Nellore	37
19	Tirupati	120
20	Chittoor	30
21	Anamaiah	5
22	YSR	20
23	Kurnool	6
24	Nandyal	8
25	Anantapur	8
26	Sri Satya Sai	6
	Total	400

bae

Marketing Strategies for 2022-23

S. No.	Description	Details
1	Minimum Chargeable Kms / day	420 Kms
2	Tariff calculation	24 Hrs counting system to be adopted. Any spill over up to 12 hrs beyond completed days (24 hrs), shall be allowed free of special hire charges. If the spill over is more than 12 hrs, special hire charges shall be levied for additional hrs above free
3	Buses booked by Guruswamys, RTC Nesthams along with ATB Agents	To allow Guruswamys to book the Buses for Sabarimala on Commission basis along with ATB Agents.
4	Payment of commission	To pay commission @ Rs. 2000/- per bus irrespective of number of days (minimum contract period is 5 days) of operation to the ATB Agents / RTC Nesthams / Guru Swamys.
5	Free travel for cooks/ Manikantas/ attendant for handling luggage	To allow upto seven (7) persons in the form of cooks/ Manikantas/ attendant (for handling luggage), etc., at free of cost, in addition to the seating capacity of the bus.
6	Audio, Video & luggage facility in buses	To permit the unit officers to hire Audio and Video facilities in all special buses booked for Sabarimala, if it is not available in the buses. The last two seats may be removed if required, to carry the passengers' luggage safely.
7	Provision of miscellaneous imprest	Rs. 1,000/-
8	Provision of HSD OIL imprest	Rs. 50,000/-

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