



ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/533(1)/16-M & C

Office of the VC&MD,
RTC HOUSE, VJA.

CIRCULAR No: 25/2016 – M & C, DATED: 20.09.2016

Sub: **Sabarimalai Special Operations** – Operation of buses to Sabarimalai for the year 2016-17 – Instructions issued - Reg. Ref: Circular No.05/2015-OPD (M), dt.05.10.2015.

1. Corporation has been operating considerable number of buses to Sabarimalai every year, to cater 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				
		2011-12	2012-13	2013-14	2014-15	2015-16
1	KDP	49	31	23	11	3
2	ATP	9	6	5	4	4
3	KRNL	11	6	7	4	5
KDP ZONE		69	43	35	19	12
4	NLR	49	37	33	20	19
5	PKM	6	2	2	1	0
6	CTR	263	278	152	120	91
NLR ZONE		318	317	187	141	110
7	KRI	18	7	5	5	7
8	GNT	15	2	7	2	0
9	WG	17	10	6	9	6
VJA ZONE		50	19	18	16	13
10	NEC	33	31	10	8	15
11	VSP	69	70	34	15	29
12	EG	35	16	9	12	22
VZM ZONE		137	117	53	35	66
CORPORATION		574	496	293	211	201

2.SPECIAL HIRE TARIFF:

A Video Conference was conducted by ED(O,& Projects) & ED (M & C) with all RMs /ED(Zone)s regarding operation of special buses to Sabarimalai for the year 2016-17 on 07.09.2016.

During the Video Conference, most of the RMs/ED(Zone)s suggested to increase Sabarimalai special hire tariffs for special operations for the year 2016-17 in view of increase in HSD cost and personnel cost so as to generate surplus.

Therefore, VC&MD has accorded approval, with the concurrence of CAO, to increase the Sabarimalai Special Hire rates for Sabarimalai special Operations for the year 2016-17, as furnished below:

SL NO	Type of Bus	Special Hire Tariff per Km(Rs.)
1	Super Luxury	45.00
2	Ultra Deluxe	44.50
3	Deluxe	44.00
4	Express	47.00
5	Telugu velugu	40.00
6	Sapthagiri Express	43.00
7	Sapthagiri Deluxe	44.00

3. TARGET NUMBER OF BUSES TO BE OPERATED:

During the video conference, target number of buses to be operated for the year 2016-17 are finalized in consultation with the concerned RM/ ED(Zone)s which are as furnished below:

SL NO	REGION	TARGET NO. OF BUSES TO BE OPERATED FOR 2015-16
1	KDP	15
2	ATP	10
3	KRNL	15
KDP ZONE		40
4	NLR	30
5	PKSM	5
6	CTR	200
NLR ZONE		235
7	KRI	10
8	GNT	5
9	WG	15
VJA ZONE		30
10	NEC	15
11	VSP	75
12	EG	30
VZM ZONE		120
CORPORATION		425

Therefore, concerned field managers are advised to put all out efforts and operate the target number of buses to Sabarimalai for the year 2016-17.

3. MARKETING STRATEGIES:

To attract more Sabarimalai pilgrims to book the APSRTC special buses, VC&MD has accorded approval, with the concurrence of 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. 17/2015-OPD(P), dated 12.12.2015) exclusively for Sabarimalai Special Hire Operations for the year 2016-17.

(ii) TARIFF FOR LESS THAN 24 Hrs. OPERATION:

Tariffs to be adopted during concluding day of special hire operation are furnished below a) Any spillover up to 12 hrs beyond completed days (24 hrs), shall be allowed free of special hire charges.

Ex: Total Journey time = 6 days, 8 hours.

Special hire charges to be collected = for 6 days only

b) If the spillover is more than 12 hrs, special hire charges shall be levied for additional hrs above free 12 hrs.

Ex: Total Journey time = 6 days, 14 hrs

Special hire charges to be collected = for 6 days, 2 hrs only.

Kms for additional 2 hrs is @ 420 kms per day.

(iii) 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.

(iv) PAYMENT OF COMMISSION:

Commission shall be paid at the rate of Rs. 500/- per bus per day irrespective of number of buses booked for the year 2016-17 to the ATB Agents/RTC Nest hams/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.

(v) 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.

(vi) 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.

(vii) FREE TRAVEL TO ONE ATTENDANT FOR LUGGAGE:

One attendant is allowed for handling 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.

(Viii) TARIFF FOR CHITTOR REGION:

Chittor Region is permitted to adopt flexible special hire tariff in Order to maximize revenue duly competing with private operators.

4. PROVISION OF IMPRESTS:

VC&MD has accorded sanction, with the concurrence of 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. 25,000/- to be provided against as HSD oil imprest.

6. POOLING OF NEW SUPER LUXURY BUSES TEMPORARILY:

Month wise plan of temporary pooling of new buses to Regions for operation to Sabarimalai 2016-17 will communicated later, after finalization.

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 2016-17.

Further, the recovery/ clearance of suspense shall be done in the month of January 2017, for the current year drawls 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 2016 – 17, duly giving wide publicity through print and electronic media.

Please acknowledge.


**EXECUTIVE DIRECTOR
(MARKETING & COMMERCIAL)**

Copy to:

All ED Zones for information

Director (V&S), ED (O & Projects), ED (E &IT) ,ED(A & P) & CAO for information.

All RMs for information and necessary action.

All HODs for information.

OSD to VC & MD for information.

All Dy.CTMs, 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.