ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

utilized at "Prayancekula Seva Kendram" points as identified by the Regional Managers

No. M2/541(5)/06-OPD (M)

fimilities at regional level. They may be

Office of the VC&MD, na guibeexa ton yd berusorg ed yam ameti suoenalleesiM bu Musheerabad, Hyderabad.

CIRCULAR NO -2572011-OPD (MKTG) DATED 30.05.2011

Sub: PRAYANEEKULA SEVA KENDRAM: Introduction of "A.P.S.R.T.C. PRAYANIKULA SEVA KENDRAM" at important Traffic Generating Points -Instructions issued – Reg.

per point "

6. Identification of "Prayaneekula Seva Kendram" at each region.

1) Circular No. 06/07-OPD (MKTG) Dt. 05.02.2007 Ref:

2) Circular No 40/2010-OPD(M) Dated 31.12.2010 stuor to notificated (b e) Sale of Marketing products like CAT Cards, Vanita Cards, JHTs etc.,

1. Introduction:

As a step forward in creating passenger amenities, it is decided to introduce "Prayaneekula Seva Kendram" points, at the important traffic generating points within the town limits & at outskirts. The points may be located:

- Within the town,
- On the outskirts of town,
- At major points passenger guides shall be dept canoisonuj siftart trafformi tAns no two
 - At enroute points located in major villages where more number of passengers board At other points Passenger Guides shall be deployed in split duties.

Every Prayaneekula Seva Kendram to be provided with home guard

2. Necessity to develop "Prayaneekula Seva Kendram"

7. Launching of "Prayaneckula Seva Kendram" points. The traffic generated at these points is deflected to other modes of transport due to lack of timely information about arrival of buses, leading to loss of revenue to the Corporation. To plug this loss "Prayaneekula Seva Kendrams" have to be developed. This loss "Prayaneekula Seva Kendrams" have to be developed.

3. Objectives:

- To retain passengers by informing them about arrival of buses in advance (ABAIS)
- To drive away illicit vehicles from parking near Traffic Generating Points.
- To provide information to passengers about bus timings and Marketing Schemes.

4. Infrastructure to be provided at "Prayaneekula Seva Kendram":

The following infrastructure is to be provided at the identified points.

- a) A make shift tent of 10' X 10' size with Marketing Schemes painted on it.
- All DVMs, Dy CTMs, Dy CAOs, Principals, Dy CMEs for information and another lies (dn.
- c) Megaphone DMs, AOs & POs for information and necessary action.
- d) Whistle, Hat & Stick to the passenger Guide and at the Depote of the
- e) Seating arrangement for Passengers (10 chairs)
- f) Drinking water to be supplied with the help of sponsors.

Cell phone are already purchased & supplied to the regions under the ABAIS scheme and Megaphones are also purchased by constituting committees at regional level. They may be utilized at "Prayaneekula Seva Kendram" points as identified by the Regional Managers.

"Tent, Chairs and Miscellaneous items may be procured by not exceeding an amount of Rupees 6,000/- per point"

5. Duties of Passenger Guide at "Prayaneekula Seva Kendram"

- a) Receipt of information from other points
- b) Passing of information to the next point (ABAIS)
- c) Advance announcement of arrival of bus MA 090-70/00 .ou results (1
- d) Distribution of route time table cards to the commuters. (2) Office of the commuters (2)
- e) Sale of Marketing products like CAT Cards, Vanita Cards, JHTs etc.,

6. Identification of "Prayaneekula Seva Kendram" at each region.

A) No of Prayaneekula Seva Kendrams: As a step forward in creating passenger amenites it is decided to intro

2 or 3 in each Depot jurisdiction, 4 to 5 in District head quarters and 2 to 3 in revenue division head quarters.

B) Man Power:

At major points passenger guides shall be deployed in UP and Down directions in two two two passents located in major villages where more number of passentials board.

2. Necessity to develop "Prayaneekula Seva Kendram"

- > At other points Passenger Guides shall be deployed in split duties.
- > Every Prayaneekula Seva Kendram to be provided with home guard.

7. Launching of "Prayaneekula Seva Kendram" points. The traffic generated at these points is deflected to other modes of transport due to lack of

Identification of a minimum of 600 points, procurement of infrastructure and deployment of Passenger guides duly giving necessary training to them shall be completed by 15th Jun'! and be implemented from 16.06.2011, simultaneously throughout the state.

**MAMAIAHO 30IV cit vehicles from parking near Traffic Generating Points.

***SOTO33IIG DAIDANAM: tion to passengers about bus timings and Marketing Schemes.

4. Infrastructure to be provided at "Prayaneekula Seva Kendram":

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CTRSCA

The following infrastructure is to be provided at the identified points.

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Director (V&S), CAO, FA, & all EDs & HODs for information 01 to the third exam A (a All DVMs, Dy CTMs, Dy CAOs, Principals, Dy CMEs for information and necessary action.

DMs, AOs & POs for information and necessary action.

All Traffic Incharges of the Depots, Bus Stations for necessary action. Stationary arrangement for Passengers (10 chairs)

f) Drinking water to be supplied with the help of sponsors