

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. M1/465(1)/2012-OPD(M)

OFFICE OF THE VC & MD
MUSHIRABAD:HYDERABAD

CIRCULAR NO. 32 /2012-OPD(MKTG), DATED 03.08.2012.

Sub: **Commuter Meets** - Organizing Commuter Meets at Depot / Region level -
Calendar for Commuter Meets(CCM)- Issuing of instructions - Reg.

Ref : 1. Cir No.69/2001-OPD(M), dated 15.12.2001.
2. Cir. No. 60/2002 - OPD(M), DATED 11-09-2002
3. Cir. No: 10/2011-OPD(CSC) dt. 05-03-2011

I. INTRODUCTION:

Instructions were issued through the circular cited at 3rd reference advising all the Depot Managers and Regional Managers to ensure that "Customer Meets" are organized once 2 months at depot level and once in 4 months at regional level to have a direct dialogue with the passengers to gauge public perception of the quality of services of the depot/region and to take corrective steps wherever necessary to improve the public patronage to increase Occupancy Ratio. Apart from this, the Organisation has facilitated the passengers unable to attend the commuters meet to contact the Depot Manager / Regional Manager to express their grievances / complaint(s) /representations/ suggestions through "Dial your RM/DM" programme which is being conducted every month.

II. PRESENT SCENARIO:

But it is a matter of great concern to notice that the Circular instructions are not being followed by the Depot Managers and Regional Managers in true spirit.

It is observed that DMs and RMs are not paying much attention to conduct Commuter meets at specified intervals. Even in few regions where commuter meets were conducted the response is lukewarm from the passengers. Further advance notification on conducting commuters' meet through print and electronic media is not being given and replies to the complaints/representations received during the commuter meets are not being given in time. This apathetic attitude is defeating the very purpose of conducting commuter meets to improve the quality of our services and to enhance the commuters' satisfaction.

III. STRATEGIES:

In the present day highly competitive environment of road transport market, in the light of buyers' market prevailing upon the market forces conducting commuter meets at regular intervals as stipulated is need of the hour to meet the challenges to attract more passengers into our fold from other modes of transport with increased quality of our services duly adopting a calendar for commuter meets with the following strategies:

- 1) DMs and RMs should conduct commuters' meets once in 2 months at depot level and once in 4 months at regional level respectively without any violation with the following Calendar for Commuter Meets (CCM)

During a financial year 6 depot level meets shall be conducted with 1st meet in Apr, 2nd in June, 3rd in Aug, 4th in Oct, 5th in Dec and 6th in Feb (or) 1st meet in May, 2nd in Jul, 3rd in Sep, 4th in Nov, 5th in Jan and 6th in Mar.

During a financial year 3 regional level meets shall be conducted with 1st meet in Apr to July, 2nd in Aug to Nov and 3rd in Dec to Mar with a periodicity of 1 meet for every four months.

- 2) Advance notification on the date of commuters' meet shall be given with wide publicity
- 3) Warm reception shall be extended to all the attendees ensuring that cross section of the society, opinion makers, reporters from print & electronic media, regular travelers in reasonable size will attend the meet
- 4) Under any circumstances commuters' meet for the name sake with single digit attendees in a room shall not be ventured to
- 5) DY.CTM and RM shall participate in at least 2 commuter meets organized at depot level
- 6) Executive Director (Zone) shall participate in at least one depot level commuter meet in each region and 2 regional level commuter meets in the zone
- 7) A separate manuscript register shall be maintained at depot and regional office to record the proceedings of the commuter meets with action taken particulars on the complaints/representations received in the meets.
- 8) DY.CTM, RM and ED(Zone) shall inspect this Commuter Meets Register(CMR) during their inspections/visits to the depots/regions and suggest appropriate steps to make the meets meaningful and fruitful.
- 9) After completion of the commuter meet a media release shall be issued with details of complaints/representations/suggestions received during the meet to build confidence among the commuters that these meets are being conducted not as a routine but with a purpose to improve commuters' satisfaction
- 10) Print & electronic media, local TV channels shall be used effectively to publicise the commuter meets and as tool to reach the commuters in true spirit
- 11) Current meet shall begin with reading out brief details of the minutes of the previous meet to ensure continuity of meets and to avoid repetition and redundancy of issues.
- 12) Details of various marketing products, new services introduced, new facilities provided to the passengers shall be explained during the meets to bring awareness among them
- 13) An appeal shall be made during the meets to desist from travelling in illicit and other modes of transport and to prefer our buses
- 14) Margin Per Bus Per Day of various routes shall be revealed in the meets emphasizing the thrust being given by the corporation to operate many services/trips to facilitate them even though the gap between the revenue and expenditure is mounting
- 15) Acknowledgements/replies to the complaints/ representations/ suggestions received shall be given within 3 days of the meet
- 16) Appropriate action shall be taken on the proceedings of the meeting
- 17) These meets shall be organised in a thorough business like and professional manner keeping in mind their significance
- 18) The perception of the passengers and the tone of the commuters' meet shall be communicated to the staff of the depot through gate meetings to enlighten them on field realities to bring the desired changes in their mindset seeking their co-operation

in changing of schedules/trips to facilitate the passengers, so as to increase patronage.

- 19) These meets shall be conducted with an open and empathetic mind without any inhibitions over passengers' ire and criticism that may arise on our services.
- 20) DMs and RMs shall bear it in mind that these meets develop two-way communication between the user and the service provider to exchange opinions/views for further betterment.
- 21) Regional Managers shall submit the details of commuter meets conducted in the Depots in the following format and to be sent to the corporate office by 5th of every month. (since one Depot level meet has to be conducted once in two months, "NIL" can be shown against the Depot where commuter meet was not conducted during the particular month)

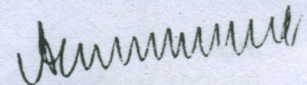
**STATEMENT SHOWING THE DEPOT LEVEL COMMUTER MEETS CONDUCTED
IN THE REGION FOR MONTH YEAR**

SL NO	Name of the Depot	Place & Date	COMPLAINTS				REPRESENTATIONS				SUGGESTIONS		
			Received	Solved	Pending	Not Actionable	Received	Solved	Pending	Not Actionable	Received	Implemented	Pen ding
1	Depot...					
2	Depot												
REGION TOTAL													

Like wise Regional level Commuters meet details shall also be submitted within a week after completion of meeting in the above proforma.

All the DMs and RMs are therefore, advised to comply with the above guidelines and take necessary action accordingly to conduct commuter meets as live tool to know the perception of the passengers and as an opportunity to understand their problems, to improve rapport with them, to enhance their satisfaction with timely actions to win their hearts and to increase Occupancy Ratio. Any violation of these instructions will be viewed seriously.

Please acknowledge.



**VICE CHAIRMAN &
MANAGING DIRECTOR**

To

**All Regional Managers,
All Depot Managers**

Copy to:

The Director (V&S), FA& CAO, ED (O, MIS & AM), ED (E, IT & HRD), ED (Medical) & Secy to Corporation & ED (A & P) for information.

All EDs of Zones for information and necessary action.

All HODs for information.

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

The Principals of all Transport Academies and ZSTCs for information.

All ATMs of Bus stations & All traffic In-charges and BSMs for necessary action.

All CRCs for necessary action.