

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/743(1)/11-OPD (M)

O/o the VC & MD,
Musheerabad, Hyderabad-624.

CIRCULAR NO.15/2011 – OPD (MKTG) DATED 23.03.2011.

SUB: **TRAVEL IN APSRTC BUSES AND WIN PRIZES (GIFT SCHEME)** --
Implementation of Gift Scheme in loss making Pallevelugu routes --
Reg.

INTRODUCTION

In view of fare hike w.e.f 07.01.2010, the Occupancy Ratio of the Corporation has come down by 6% to 7%. Market surveys conducted in all the zones revealed that there is heavy deflection of passengers especially in the short distance (Pallevelugu) routes. To retain the customers and recapture those market segments, it is quite essential to introduce appropriate Marketing Strategies for the retention and recapture of the Market Share.

As the ordinary moffusil services constitute nearly 60 % of the Corporation's total services, there is a cohesive need to improve the Occupancy Ratio of the ordinary services. The main reason for the low performance of the Ordinary Services is operation of private vehicles illegally on the Corporation's notified routes.

Therefore, it is decided to implement the Gift Scheme in selected Pallevelugu bus routes (loss making routes) of all the Depots of the Corporation.

OBJECTIVE:

To increase the Market Share of APSRTC Buses, thereby improving the Occupancy Ratio.

SELECTION OF DEPOTS AND ROUTES:

Minimum four routes from each Depot have to be selected for implementation of GIFT SCHEME by the Depot Manager. The criterion to select routes for implementation of the GIFT SCHEME is given below:

- Loss making routes.
- Bangaru Ganulu.
- Routes in which illicit operation is heavy.

The RMs shall approve the selected routes for GIFT SCHEME. RMs may increase the no. of routes depending upon the illicit operation on the route.

METHODOLOGY:

- Under the GIFT SCHEME, passengers travelling on a selected route in a block period of 15 days will be eligible to participate in a lucky dip to be conducted at the end of the fortnight and can win attractive prizes.
- The Gift Scheme shall be conducted in two spells in a month (i.e. 1-15 & 16-30/31 of the month). The lucky dip for first spell has to be conducted on 17th and for 2nd spell, it has to be conducted on 1st of next month.
- For each spell, five Gifts should be given in each selected route.
- Sealed boxes should be kept inside the buses (behind the Driver Cabin) for deposition of tickets. The passengers shall be requested to deposit their tickets in

the box with the details of name, address, phone number written on the rear side of the ticket.

- The ticket dump of the route corresponding to the Gift scheme period has to be taken in advance and it should be ensured that the tickets pertain to the particular period only and to the concerned route and Depot.
- A local VIP has to be invited for taking the Lucky Draw and local Press has to be invited invariably. The date and time of lucky draw is to be declared in advance through print & electronic media. After taking the draw, the result has to be announced openly and the gifts may be presented by the VIP to the winners if available. The details of the winners have to be published in the local media. A register shall be maintained at depots duly mentioning the winners name & address and also the performance of the route.
- The Field managers should scout for sponsors for the Gift Scheme from among wide spectrum of business/commercial/educational & voluntary Organizations. After exhausting all efforts to get sponsors for implementation of the Scheme, the DM may purchase gifts **as per the Delegation of Powers, Section 13, item no. 4.**
- A register with the details of the implementation of the Scheme shall be maintained by the Traffic Department with the following details as per Annexure-B.
- After conducting the draw twice a month, a note must be sent to Secretary to Corporation and ED (O&MIS) through RM with brief details of the routes and photographs for featuring in RTC Prasthanam . The Secretary to Corporation shall choose five best items received and publish in Prasthanam.

PERIOD OF OPERATION OF GIFT SCHEME:

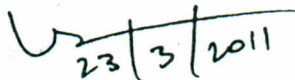
The GIFT SCHEME shall be operated from 1st April 2011.

PUBLICITY:

- Banners have to be prepared with the details of Route, Duration of the Gift Scheme, The place, time & date of conducting of lucky draw.
- Banners have to be displayed at both the terminal points, enroute points and **on every bus operated on the route.**
- Press release has to be issued periodically regarding the Gift Scheme details.
- The Gift Scheme must be made known to the passengers by vigorous publicity in local press/electronic media and through banners, posters, mike announcements at bus stations and traffic generating points and inside/outside the buses.
- A board shall be exhibited inside the bus beside the dip box indicating the names of winners of the previous dip with date to win the confidence of the public in the Scheme.

The RMs are requested to furnish the performance of Routes after implementation of Gift Scheme in the proforma enclosed at Annexure-A to the Executive Director (O&MIS) by 7th of every month.

Encl: Annexure-A & B


23/3/2011

VICE CHAIRMAN & MANAGING DIRECTOR

To
All Regional Managers

Copy to
 Dir (V&S), FA, CAO, All EDs, HODs for favor of information
 All DVMS, Dy CTMs, ATMs (HO&B/Stns) for information
 Dy. CAOs / AOs for necessary action
 All DMs for operating GIFT scheme
 All Traffic In charges for information & necessary action.

ANNEXURE-A

S.No	Depot	Route	No. of Buses	Performance								
				Before Implementation for & upto the month			After implementation for & upto the month			Variance for & Upto the month		
				EPK	OR	VU	EPK	OR	VU	EPK	OR	VU
1	2	3	4	5	6	7	8	9	10	11	12	13

No. of Gifts given & items	Address of the Winner	Name of Sponsor / Amount of Corporation	Remarks
14	15	16	17

ANNEXURE-B

1. Serial No.
2. Route.
3. Time period
4. Name of the sponsor
5. Date of Dip 6. Witness and their signatures
7. Gift details 8. Name & Address of the winners
9. Details of handing over of gifts
10. Performance of the service before and after implementation,
11. Remarks
12. Signatures of APSRTC Officials.