

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.

ಕ್ರಮ ಸಂ.	ಇಲಾಖೆ	ಶಾಖೆ	ಕಡತ ಸಂಖ್ಯೆ	ವಿಷಯ	ಪ್ರಾರಂಭಿಕ ದಿನಾಂಕ	ವರ್ಗೀಕರಣ ಸೆಕ್ಷನ್ 4(1)(ಬಿ)(6)	ಷರಾ
1	M&CR	MKT	225	ಎರ್ ಸೆಲ್ ಬೂಸ್ಟರ್, ಟಿವರ್‌ಗಳನ್ನು ನಿಗಮದ ಬಸ್ ನಿಲ್ದಾಣಗಳಲ್ಲಿ ಅಳವಡಿಸುವ ಬಗ್ಗೆ.	6-2-2009	D	
2	M&CR	MKT	226	58 th UITP World Congress at Vienna	16-3-2009	D	
3	M&CR	MKT	227	ದೂರುಗಳು ಮತ್ತು ಕೈಗೊಂಡ ಕ್ರಮದ ಕಡತ.	11-04-2009	D	
4	M&CR	MKT	228	Organization of BRT Conference at Bangalore by UITP India Office.	15-6-2009	D	
5	M&CR	MKT	229	News Material for ASRTU News Bulletin	27-7-2009	D	
6	M&CR	MKT	230	ನಾಡಹಬ್ಬ ಮೈಸೂರು ದಸರಾ ಉತ್ಸವ -2009	26-8-2009	D	
7	M&CR	MKT	231	Pre -recorded message in premium services on the audio system	17-10-2009	D	
8	M&CR	MKT	232	Travelers Choice- Sarige Sourabha In-bus magazine	7-11-2009	D	
9	M&CR	MKT	233	Golden Peacock Award	2-12-2009	D	
10	M&CR	MKT	234	Increasing Accessibility to Ticket Booking	4-01-2010	D	
11	M&CR	MKT	235	Reservation of Hotels along with AWATAR Tickets. (Volume-II)	27-01-2010	D	
12	M&CR	MKT	236	Rajiv Gandhi National Quality Award-2009.	28-01-2010	D	
13	M&CR	MKT	237	National Awards- For Successful	28-01-2010	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

				Commercialization of Indigenous Technology.			
14	M&CR	MKT	238	Wayside Stoppage Places	4-01-2010	D	
15	M&CR	MKT	239	Package Tours	4-01-2010	D	
16	M&CR	MKT	240	Proposal for in Building Mobile Coverage Solutions.	19-01-2010	D	
17	M&CR	MKT	241	Proposed Patent and Trademark Applications.	1-02-2010	D	
18	M&CR	MKT	242	CAPAM International Innovation Awards programme-2010	04-02-2010	D	
19	M&CR	MKT	243	ITF/UITP AWARD for Outstanding Innovation in public Transport	09-02-2010	D	
20	M&CR	MKT	244	Proposal for e-ticket for Tamil Nadu, Karnataka & Maharashtra through EBL network by Easy Bill Ltd.	09-02-2010	D	
21	M&CR	MKT	245	Commuter Satisfaction Survey of Airavath (Volvo) Services.	10-02-2010	D	
22	M&CR	MKT	246	Design and Printing of Best Practice Brochure.	11-02-2010	D	
23	M&CR	MKT	247	Transport Directory	24-02-2010	D	
24	M&CR	MKT	248	Road Show to Market KSRTC Advertising Spaces.	25-02-2010	D	
25	M&CR	MKT	249	MOU with KSTDC.	12-03-2010	D	
26	M&CR	MKT	250	MOU with Jungle Lodges and Resorts Ltd.,.	12-03-2010	D	
27	M&CR	MKT	251	Apollo - C V Awards-2010	12-03-2010	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

28	M&CR	MKT	251 (A)	ಕೆಂಪೇಗೌಡ ಬಸ್ ನಿಲ್ದಾಣದಲ್ಲಿ ಪ್ರಯಾಣಿಕರೊಂದಿಗೆ ಸಂವಾದ ನಡೆಸುವ ಕುರಿತು. (RITES Limited).	13-03-2010	D	
29			252	59th UITP World congress and Mobility -2011	30-03-2010	D	
30	M&CR	MKT	252 (A)	ಕೆಂಪೇಗೌಡ ಬಸ್ ನಿಲ್ದಾಣದ ವಿಚಾರಣಾ ಕೇಂದ್ರಕ್ಕೆ ಗುತ್ತಿಗೆ ಆಧಾರದ ಮೇಲೆ ಸಿಬ್ಬಂದಿಗಳನ್ನು ನಿಯೋಜಿಸುವ ಬಗ್ಗೆ.,	07-04-2010	D	
31	M&CR	MKT	253	DAVP Approved rates for Bus Panels.	13-04-2010	D	
32	M&CR	MKT	254	Proposal for e-ticketing and Mobile booking through Suvidha outlet.	13-04-2010	D	
33	M&CR	MKT	255	UITP Marketing & Product Commission.	19-04-2010	D	
34	M&CR	MKT	256	Providing Information about KSRTC's latest Developments Awards etc to CiSTUP	31-03-2010	D	
35	M&CR	MKT	257	Commuter Feed Back	22-04-2010	D	
36	M&CR	MKT	258	The Monthan Award, South Asia.	26-04-2010	D	
37	M&CR	MKT	259	m-Billion th South Asia Award-2010	27-04-2010	D	
38	M&CR	MKT	260	Best Practices Catalogue-III-"Initiatives in Urban Sector"	03-05-2010	D	
39	M&CR	MKT	261	Promotional Offer for Mobile Booking by JiGrahak (ngpay)	05-05-2010	D	
40	M&CR	MKT	262	Skoch Awards 2010	06-05-2010	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

41	M&CR	MKT	263	Board Note	10-05-2010	D	
42	M&CR	MKT	264	Brand Building, Brand Promotion, Design & Implementation of Marketing Strategies.	13-05-2010	D	
43	M&CR	MKT	265	Annual PRCI Chanakya Award-2010	14-05-2010	D	
44	M&CR	MKT	266	e-India -2010 Awards	21-05-2010	D	
45	M&CR	MKT	267	Proposal of Blooming UTV	21-05-2010	D	
46	M&CR	MKT	268	Mobile Ticketing Discount-thereof	21-05-2010	D	
47	M&CR	MKT	269	Prime Minister's Award Scheme	21-05-2010	D	
48	M&CR	MKT	270	Gift Vouchers/Hampers	22-05-2010	D	
49	M&CR	MKT	271	Earth Care Award-2010	05-06-2010	D	
50	M&CR	MKT	272	Subscription of Global Mass Transit	08-06-2010	D	
51	M&CR	MKT	273	6th India Innovation Summit-2010	08-06-2010	D	
52	M&CR	MKT	274	Conducting Market Survey to Encourage.	30-06-2010	D	
53	M&CR	MKT	275	Loyalty Programme for KSRTC	01-06-2010	D	
54	M&CR	MKT	276	Inspection of KSRTC Franchises Counters	01-06-2010	D	
55	M&CR	MKT	277	Accessing Bus and Timing Details through	02-06-2010	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

				SMS			
56	M&CR	MKT	278	Paper Submission on Innovative Projects Implemented by KSRTC to MOUD's	02-07-2010	D	
57	M&CR	MKT	279	Civil Services News Bulletin-GOI-Reg.	12-07-2010	D	
58	M&CR	MKT	280	Branding of Interior of Multi Axle Volvo & Mercedes Benz Buses.	06-08-2010	D	
59	M&CR	MKT	281	Branding of Exterior of Multi Axle Volvo & Mercedes Benz Buses.	16-08-2010	D	
60	M&CR	MKT	282	India Pride Award-2010.	18-08-2010	D	
61	M&CR	MKT	283	KSRTC Social Image makeover & Online Presence.	21-08-2010	D	
62	M&CR	MKT	284	Other-Advertisement from Manu Siddannavar	20.09.2010	D	
63	M&CR	MKT	285	St, Andrews Award-2011	20.09.2010	D	
64	M&CR	MKT	286	ನಿಗಮದ ಐರಾವತ (Volvo) ಮತ್ತು ಶೀತಲ್ ವಾಹನಗಳಲ್ಲಿ ಡೆಕ್ಕನ್ ಹೆರಾಲ್ಡ್ ದಿನ ಪತ್ರಿಕೆಗಳನ್ನು ಉಚಿತವಾಗಿ ವಿತರಿಸುವ ಬಗ್ಗೆ.	20.09.2010	D	
65	M&CR	MKT	287	National Award for e-Governance -2011	27.09.2010	D	
66	M&CR	MKT	288	2011ನೇ ಸಾಲಿನ ಪದ್ಮಶ್ರೇಣಿಯ ಪ್ರಶಸ್ತಿಗೆ ಹೆಸರುಗಳನ್ನು ಶಿಫಾರಸ್ಸು ಮಾಡುವ ಬಗ್ಗೆ.	30.09.2010	D	
67	M&CR	MKT	289	National Energy Conservation Award-2010	30.09.2010	D	
68	M&CR	MKT	290	Global HR Excellence Award -2011	01.10.2010	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

69	M&CR	MKT	291	CII Membership Reg.	08.10.2010	D	
70	M&CR	MKT	292	Airlines and KSRTC connectivity Across South India	20.10.2010	D	
71	M&CR	MKT	293	Route wise Service wise and Franchise performance	20.10.2010	D	
72	M&CR	MKT	294	UITP PT × 2 Awards- 2010	27.10.2010	D	
73	M&CR	MKT	295	ಹಿರಿಯ ಚಾಲಕರು ಹಾಗೂ ವೋಲ್ವೋ ಚಾಲಕರಿಗೆ ಅವರ ಸೇವಾ ಹಿರಿತನವನ್ನು ಗುರುತಿಸುವ ಸಲುವಾಗಿ ಬದಲಿ ಸೂಕ್ತ ಸಮವಸ್ತ್ರ ಬದಲಿಸುವ ಬಗ್ಗೆ.	15.11.2010	D	
74	M&CR	MKT	296	ಬ್ಯೂರೋ ಆಫ್ ಇಂಡಿಯನ್ ಸ್ಟಾಂಡರ್ಡ್ಸ್ ಸಂಸ್ಥೆಯು ಹೊರ ತಂದಿರುವ IS-15700-2005 ರಾಜ್ಯ ಸರ್ಕಾರದಲ್ಲಿ ಅಳವಡಿಸುವ ಬಗ್ಗೆ.	15.11.2010	D	
75	M&CR	MKT	297	Social Audit of Public Service Delivery in Karnataka	02.12.2010	D	
76	M&CR	MKT	298	ರಾಜ್ಯದಲ್ಲಿ ಅಳವಡಿಸಿಕೊಂಡಿರುವ ಉತ್ತಮ ಆಡಳಿತ ಪದ್ಧತಿಗಳ ಮಾಹಿತಿಗಳನ್ನು ಕೇಂದ್ರ ಸರ್ಕಾರಕ್ಕೆ ಒದಗಿಸುವ ಬಗ್ಗೆ.	14.12.2010	D	
77	M&CR	MKT	299	Survey to Estimate the need for Holistic Travel Solutions to Commuters	15.12.2010	D	
78	M&CR	MKT	300	KSRTC Airavat(Volvo) Routes & Destination (Routes Map)-Reg	20.12.2010	D	
79	M&CR	MKT	301	ಪ್ರಯಾಣಿಕರಿಂದ ಇ-ಮೇಲ್ ಮುಖಾಂತರ ಬಂದಿರುವ ದೂರು / ಸಲಹೆಗಳ ಕುರಿತು.	20.12.2010	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

80	M&CR	MKT	302	Automatic Refund System	28.12.2010	D	
81	M&CR	MKT	303	Empanelment of Advertising Agencies	30.12.2010	D	
82	M&CR	MKT	304	Bus World India-201(Exhibition at Mumbai)	03.01.2011	D	
83	M&CR	MKT	305	ಸರ್ಕಾರದ ಆಡಳಿತದಲ್ಲಿನ ಉತ್ತಮ ಪ್ರಯತ್ನಗಳಿಗೆ ಭಾರತ ಸರ್ಕಾರವು ಒದಗಿಸುವ ಆರ್ಥಿಕ ಸಹಾಯ	24.01.2011	D	
84	M&CR	MKT	306	INFOCOMM EVENT	03.02.2011	D	
85	M&CR	MKT	307	ಮಾರ್ಕೆಟಿಂಗ್ ಮತ್ತು ಪ್ರಯಾಣಿಕರ ಸಂಪರ್ಕ ಇಲಾಖೆಗೆ ಸಿಬ್ಬಂದಿ ಮಂಜೂರಾತಿ ಪರಿಷ್ಕರಣೆ ಮಾಡುವ ಬಗ್ಗೆ.	03.02.2011	A	
86	M&CR	MKT	308	In Bus Entertainment	03.02.2011	D	
87	M&CR	MKT	309	KSRTC Radio Jingles	14.02.2011	D	
88	M&CR	MKT	310	Success Story of KSRTC on 25.02.2011 (Leadership of MD)	24.02.2011	D	
89	M&CR	MKT	311	Infrastructure Excellence Award-2011	25.02.2011	D	
90	M&CR	MKT	312	Communication Strategy to KSRTC	28.02.2011	D	
91	M&CR	MKT	313	Digital Signage for KSRTC with GPS	28.02.2011	D	
92	M&CR	MKT	314	Implementation of the 46 recommendation (promoting e-Governance)	11.03.2011	D	
93	M&CR	MKT	315	ಶ್ರೀಮತಿ ಟಿ.ಎಸ್.ಲತಾ ,ವ್ಯವಸ್ಥಾಪಕರು(ಮಾ&ಪ್ರಸಂ)ರವರ ಮೊಬೈಲ್	12.03.2011	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

				ಬಿಲ್ ಮೊತ್ತವನ್ನು ಹೆಚ್ಚುವರಿ ಮಂಜೂರು ಮಾಡುವ ಬಗ್ಗೆ			
94	M&CR	MKT	316	ಪೋಲ್ಯೋ ಚಾಲಕರಿಗೆ ಬದಲಿ ಸಮವಸ್ತ್ರ ವಿನ್ಯಾಸ ಗೊಳಿಸುವ ಬಗ್ಗೆ	17.03.2011	D	
95	M&CR	MKT	317	FIEO Telecom Technology Awards-2011	26.03.2011	D	
96	M&CR	MKT	318	KSRTC Volvo Bus Branding Karnataka Tourism Theme	28.03.2011	D	
97	M&CR	MKT	319	ಮಂಗಳೂರು ವಿಭಾಗದ ರಾಜಹಂಸ ಸಾರಿಗೆಗಳ ಪೀಡ್ ಬ್ಯಾಕ್ ಮತ್ತು ಕಾರ್ಯಾಚರಣೆಯ ವರದಿಯ	29.03.2011	D	
98	M&CR	MKT	320	Proposal for SEO for www.ksrtc.in	05.04.2011	D	
99	M&CR	MKT	321	IRCTC- KSRTC Joint Marketing Plan	18.04.2011	D	
100	M&CR	MKT	322	ರಾಜ್ಯದಲ್ಲಿ ಅಳವಡಿಸಿ ಕೊಂಡಿರುವ ಉತ್ತಮ ಆಡಳಿತ	18.04.2011	D	
101	M&CR	MKT	323	Coffee Table Book-50 years Anniversary of KSRTC.	19.04.2011	D	
102	M&CR	MKT	323A	Coffee Table Book-50 years Anniversary of KSRTC.	19.04.2011	D	
103	M&CR	MKT	324	Awatar Ticket Jackets.	21.04.2011	D	
104	M&CR	MKT	325	Workshop on Systematic Innovation for Business Leaders.	25.04.2011	D	
105	M&CR	MKT	326	Feed Back on KSRTC e-ticketing facility	30.04.2011	D	
106	M&CR	MKT	327	M-Ticket on Mobile.	09.05.2011	D	
107	M&CR	MKT	328	Internal Radio/TV on a Bus or aWaiting Room.	10.05.2011	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

108	M&CR	MKT	329	ನಿಗಮದ ಐರಾವತ(ವೋಲ್ವೋ) ವಾಹನಗಳಲ್ಲಿ ಸುಧಾ ಮತ್ತು ಮಯೂರ ಮ್ಯಾಗಜೈನ್‌ಗಳನ್ನು ಉಚಿತವಾಗಿ ವಿತರಿಸುವ ಬಗ್ಗೆ.	20.5.2011	D	
109	M&CR	MKT	330	Asia's Best Employer Brand Awards	08.06.2011	D	
110	M&CR	MKT	331	Package Tour to Tirumala.	08.06.2011	D	
111	M&CR	MKT	332	Digital Media for KSRTC.in.	08.06.2011	D	
112	M&CR	MKT	333	Promoting KSRTC Website with Google Ad words.	09.06.2011	D	
113	M&CR	MKT	334	Panoramic view of KSRTC Buses and Bus Stations.	10.06.2011	D	
114	M&CR	MKT	335	Customer Loyalty program for KSRTC.	21.06.2011	D	
115	M&CR	MKT	336	ಜಿಂದಾಲ್ ಪ್ರೈಸ್ -Jindal Prize.	22.06.2011	D	
116	M&CR	MKT	337	Map Based Locators.	24.06.2011	D	
117	M&CR	MKT	338	Bhagawan Mahaveer Foundation –Fifteenth Mahaveer Awards.	29.06.2011	D	
118	M&CR	MKT	339	Six Sigma Champion Course Contact.	28.06.2011	D	
119	M&CR	MKT	340	Mobiles for Good Prize-2011.	29.06.2011	D	
120	M&CR	MKT	341	Golden Peacock HR Excellence Award-2011.	02.07.2011	D	
121	M&CR	MKT	342	GSM Based Vehicle Tracking System.	22.07.2011	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

122	M&CR	MKT	343	Consultancy of Photography and Design for Coffee Table Book.	26.07.2011	D	
123	M&CR	MKT	344	Consultancy to Develop KSRTC- Case Study Harvard Business School.	24.08.2011	D	
124	M&CR	MKT	345	Custom Label Water Bottle.	06.09.2011	D	
125	M&CR	MKT	346	CII Seventh India Innovation Summit-2011.	07.09.2011	D	
126	M&CR	MKT	347	Volvo Sustainable Mobility Award-2011.	07.09.2011	D	
127	M&CR	MKT	348	KSRTC Identification of Branding Agency.	07.09.2011	D	
128	M&CR	MKT	349	Toll Free number for KSRTC Call center.	12.09.2011	D	
129	M&CR	MKT	350	Safety Innovation Award-2011.	12.09.2011	D	
130	M&CR	MKT	351	ಮುಂಗಡ ಟಿಕೆಟ್ ಕಾಯ್ದಿರಿಸುವ ಖಾಸಗಿ ಏಜೆಂಟರು (ಪ್ರಾಂಚೈಸಿ)ಗಳ ಸಭೆ ಕರೆಯುವ ಬಗ್ಗೆ.	15.09.2011	D	
131	M&CR	MKT	352	ಕ.ರಾ.ರ.ಸಾ.ನಿಗಮ ಕೇಂದ್ರ ಕನ್ನಡ ಕ್ರಿಯಾ ಸಮಿತಿ ಸಭೆಯ ಬಗ್ಗೆ.	26.09.2011	A	
132	M&CR	MKT	353	Review Pendency of Absenteeism cases of Davanagere Division.	04.10.2011	D	
133	M&CR	MKT	354	Delegation of Power is proposed for Marketing & Commuter Relations Dept.	12.10.2011	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

134	M&CR	MKT	355	KSRTC Case Study –Research proposal.	02.11.2011	D	
135	M&CR	MKT	356	HUDCO Award for Best practices.	08.12.2011	D	
136	M&CR	MKT	357	Consultancy for Project preparation & Submission of Coffee Table Book.	12.12.2011	D	
137	M&CR	MKT	358	Advertising Agent for Installation of LCD TVs in all Buses.	12.12.2011	D	
138	M&CR	MKT	359	Enhancing Customer Experience Training for Conductor and Driver.	14.12.2011	D	
139	M&CR	MKT	360	Communication of Brand Values for KSRTC.	21.12.2011	D	
140	M&CR	MKT	361	Global CSR Awards.	24.12.2011	D	
141	M&CR	MKT	362	WEB Ratna Awards-2012.	24.12.2011	D	
142	M&CR	MKT	363	ಕ.ರಾ.ರ.ಸಾ.ನಿಗಮ coffee bookನಿರ್ಮಿಸಿದ ವೆಚ್ಚದ ಬಗ್ಗೆ.	26.07.2011	D	
143	M&CR	MKT	364	International Transport forums Achivement Award-2012.	07.02.2012	D	
144	M&CR	MKT	365	CMAI National telecom Awards 2012.	05.03.2012	D	
				ಮಾರ್ಕೆಟಿಂಗ್ ಮತ್ತು ಪ್ರಯಾಣಿಕರ ಸಂಪರ್ಕ ಇಲಾಖೆಯ ಮಾರ್ಕೆಟಿಂಗ್ ಶಾಖೆಗೆ ಸಿಬ್ಬಂದಿಯನ್ನು ನಿಯೋಜಿಸುವ ಬಗ್ಗೆ.	12.04.2012	A	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

145	M&CR	MKT	366				
146	M&CR	MKT	367	Wi-Fi network inside the Bases of KSRTC.	18.04.2012	D	
147	M&CR	MKT	368	ಬೆಂಗಳೂರು ವಿಮಾನ ನಿಲ್ದಾಣದಲ್ಲಿ ಜಾಹೀರಾತು ಪ್ರದರ್ಶಿಸುವ ಪ್ರಸ್ತಾವನೆಯ ಬಗ್ಗೆ.	25.04.2012	D	
148	M&CR	MKT	369	ನಿಗಮದ ವೋಲ್ವೋ ವಾಹನಗಳ ಪೇಗದ ಮಿತಿಯನ್ನು ಹೆಚ್ಚಿಸುವ ಕ.ರಾ.ರ.ಸಾ.ನಿಗಮದ ಬಗ್ಗೆ	04.05.2012	D	
149	M&CR	MKT	370	Consultancy for Market Research and Analysis.	09.05.2012	D	
150	M&CR	MKT	371	Consultancy for Branding and Repositioning of Karnataka Sarige Services.	12.05.2012	D	
151	M&CR	MKT	372	Consultancy for Branding of Volvo Multi Axle buses having a special feature of pantry, chemical toilet, GPS and in bus entertainment.	31.05.2012	D	
152	M&CR	MKT	373	Airtel Money Payment for online booking through mobile.	06.06.2012	D	
153	M&CR	MKT	374	Nivaata proposal for KSRTC (GPRS) GPRS-SMS/IVR based Vehicle tracking and alert System.	13.06.2012	D	
154	M&CR	MKT	375	Corporate Training Solution (Performance Management Training Program for Depot Manager).	11.07.2012	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

155	M&CR	MKT	376	KSRTC Counter at IT Campus.	11.07.2012	D	
156	M&CR	MKT	377	Catering Service in Airavat Bliss Buses.	21.07.2012	D	
157	M&CR	MKT	378	Advertising proposal for KSRTC to promote special services and e-booking services.	01-08-2012	D	
158	M&CR	MKT	379	ಸ್ರಾಟಜಿ ಗ್ರೂಫ್ ಸಭೆಯ ನಡವಳಿಯ ಅಂಶಗಳಿಗೆ ಕ್ರಮ ಕೈಗೊಳ್ಳುವ ಬಗ್ಗೆ	01-08-2012	D	
159	M&CR	MKT	380	Consultancy for Evolving strategies to overcome private competition in Rural Market.	10-08-2012	D	
160	M&CR	MKT	381	KSRTC e-tickets and season passes through Suvidhaa.	17-08-2012	D	
161	M&CR	MKT	382	ITS project at Mysore.	06-09-2012	D	
162	M&CR	MKT	383	Patent for AWATAR and Automated Driver Recruitment Track System.	24-09-2012	D	
163	M&CR	MKT	384	Advertising on Blinds behind the Driver seats.	24-09-2012	D	
164	M&CR	MKT	385	ಕ.ರಾ.ರ.ಸಾ.ನಿಗಮದ ಕಡಿಮೆ ಆದಾಯ ಬರುತ್ತಿರುವ ಮುಂಗಡ ಕಾಯ್ದಿರಿಸುವ ಕೌಂಟರ್‌ಗಳ ಪರಿಶೀಲನೆ ಬಗ್ಗೆ.	24-09-2012	D	
165	M&CR	MKT	386	Proposal for free baggage Tag in KSRTC Buses.	24-09-2012	D	
166	M&CR	MKT	387	Proposal for Live chat support on KSRTC Website.	10-10-2012	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

167	M&CR	MKT	388	KSRTC Service from airport (BIAL).	18-10-2012	D	
168	M&CR	MKT	389	Proposal for Hotel Booking on KSRTC Website.	19-10-2012	D	
169	M&CR	MKT	390	USB pen Drives/Multimedia player system.	20-10-2012	D	
170	M&CR	MKT	391	Proposal for online Booking Agency.	07-11-2012	D	
171	M&CR	MKT	392	Website related Issues.	21-11-2012	D	
172	M&CR	MKT	393	Entertainment in Rural sector Buses.	04-01-2013	D	
173	M&CR	MKT	394	KSRTC Airavat Bliss Customer Feedback.	07-02-2013	D	
174	M&CR	MKT	395	Public Awareness Campaign for the safety of women a CSR Initiative.	12-02-2013	D	
175	M&CR	MKT	396	ವಿಶ್ವಗ್ರಾಹಕರ ಹಕ್ಕುಗಳ ದಿನಾಚರಣೆಯನ್ನು ಆಚರಿಸುವ ಬಗ್ಗೆ.	27-02-2013	D	
176	M&CR	MKT	397	ಕ.ರಾ.ರ.ಸಾ.ನಿಗಮದ ಬಸ್ಸುಗಳಲ್ಲಿ ಅತಿಹೆಚ್ಚು ಮುಂಗಡ ಟಿಕೆಟ್ ಕಾಯ್ದಿರಿಸಿ ಪ್ರಯಾಣಿಸುವವರ ಮಾಹಿತಿ ಬಗ್ಗೆ.	27-02-2013	D	
177	M&CR	MKT	398	Providing Feeder taxi service Service Connectivity to KSRTC Premium Bus.	07-03-2013	D	
178	M&CR	MKT	399	Marketing Agent for non-conventional Media.	25-04-2013	D	

FILE REGISTRATION of MARKETING & COMMUTER RELATIONS DEPARTMENT.
MARKETING SECTION: (From:06-02-2009)

179	M&CR	MKT	400	Car Hiring Banner on KSRTC website.	25-04-2013	D	
180	M&CR	MKT	401	Travel related and other services.	02-05-2013	D	
181	M&CR	MKT	402	ಕ.ರಾ.ರ.ಸಾ.ನಿಗಮದ ಕೇಂದ್ರ ಕಛೇರಿಯಲ್ಲಿ ಸಂದರ್ಶಕರು ಕುಳಿತು ಕೊಳ್ಳುವ ಸ್ಥಳದಲ್ಲಿ ಟಿ.ವಿ ಅಳವಡಿಸುವ ಬಗ್ಗೆ.	12-06-2013	D	
182	M&CR	MKT	403	Motorized Rotating Glow Sign Box for the purpose of Fly Bus Branding at BIAL	06-07-2013	D	
183	M&CR	MKT	404	Market Research Study on Decline in Revenue from premium services.	12-07-2013	D	
184	M&CR	MKT	405	Leadership program for officers in state public Sector Organizations.	12-07-2013	D	
185	M&CR	MKT	406	Tie up with Marketing Trip.	12-07-2013	D	
186	M&CR	MKT	407	Installation of Flight Schedule Display unit in Fly bus.	20-08-2013	D	
187	M&CR	MKT	408	Proposal for Bangalore-Tirupathi- Bangalore Package service (Banner space in KSRTC website).	20-08-2013	D	
188	M&CR	MKT	409	Travel planning solution.	21-09-2013	D	
189	M&CR	MKT	410	Survey Monkey Professional plan for KSRTC.	31-10-2013	D	

FILE REGISTRATION OF MARKETING & COMMUTER RELATIONS DEPARTMENT. MARKETING
SECTION: [From: 06-02-2009]

190	M&CR	MKT	411	Budget Estimates for the year 2013-14/ 2014-15	31-10-2013	A
-----	------	-----	------------	--	------------	---

FILE REGISTRATION OF MARKETING & COMMUTER RELATIONS DEPARTMENT. MARKETING
SECTION [From: 01-01-2014 to 21-09-2015]

191	M&CR	MKT	412	Wi-Fi Hotspot Solution for KSRTC	28-01-2014	D
192	M&CR	MKT	413	Proposal for KSRTC to enhance Travel Experience and explore deeper commuter connect	28-01-2014	D
193	M&CR	MKT	414	Mobile based application from e-Governance	15-02-2014	A
194	M&CR	MKT	415	Oshibori-wet towel to KSRTC premium and Flybus passengers	19-12-2014	D
195	M&CR	MKT	416	Branding of VTMS & PIS Project	06-03-2014	A
196	M&CR	MKT	417	Customer Experience enhancement	21-06-2014	D
197	M&CR	MKT	418	Introducing of a Common Mobility Card	08-08-2014	D
198	M&CR	MKT	419	Misuse of KSRTC Brand Name	01-09-2014	A
199	M&CR	MKT	420	Tablets in premium buses	16-09-2014	D
200	M&CR	MKT	421	Display of KSRTC Website URL (www.ksrtc.in) on the buses of BMTC and at BMTC bus stations/TTMCs.	20-09-2014	D
201	M&CR	MKT	422	Website Content Updation	11-10-2014	D
202	M&CR	MKT	423	Movies on Wheels	2-12-2014	D
203	M&CR	MKT	424	Action Plan	29-01-2015	A
204	M&CR	MKT	425	MobiKwik	02-03-2015	D
205	M&CR	MKT	426	Oshibori –Drinking water pet bottles to KSRTC premium & Flybus Passengers	17-03-2015	D
206	M&CR	MKT	427	Installation of Dwingloo In-bus Wireless Entertainment System	30-03-2015	D
207	M&CR	MKT	429	Value Added – In-Bus Entertainment System to KSRTC	29-04-2015	D
208	M&CR	MKT	430	KSRTC Call Centre (M/s. Total Mobility Tech Services Pvt. Ltd., Mumbai)	29-04-2015	A
209	M&CR	MKT	431	Inflight Entertainment Services	29-04-2015	D
210	M&CR	MKT	432	Misuse of KSRTC Brand by Private Vehicles	18-06-2015	A
211	M&CR	MKT	433	MyFi Communications Pvt. Ltd., “In-bus smartphone entertainment systems”	06-06-2015	D
212	M&CR	MKT	434	Installation of Press Play Entertainment Wi-Fi in KSRTC buses	09-07-2015	D
213	M&CR	MKT	435	Facebook Activities	13-07-2015	D