

## **A Study of Passengers Satisfaction about MSRTC Policy and Strategies. (With the Special reference to Pune Region.)**

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### **Introduction: -**

In the Maharashtra state, public transportation service was started in the year 1932 by the businessman. after the independence of India in the year, 1948 BSRTC was started public transportation service in Mumbai and the government given the all rights of public transport to this company.

The first buses of BSRTC run on the route Pune to Ahmednagar.MSRTC was established after the formation of Maharashtra state under section 03 of RTC ACT 1950 (road Transport corporation) and section 68 of M.V.ACT(motor vehicle act 1939).

Today MSRTC as entering in 72 years,MSRTC is trying to rich in every corner of the state. There are more than 18500 buses (various types of buses) according there are more than 250 bus depot, 6 regional offices in the Maharashtra State.

MSRTC is developing new strategies and policies with the changing business world to compete to private tours and travels. MSRTC is now using information technology and developing apps for those people who want to book their ticket online easily from anywhere. Pune region is recognized as a western region. Pune region include five District-Pune, Kolhapur, Satara, Sangli and Solapur. There are schemes for students, government employees, senior citizens which are useful for these people; MSRTC is also safe as compared to Auto, Taxi, private buses etc.

### **Objective of study: -**

- 1) To study the development of MSRTC in Pune region.
- 2) To study the expectation and expectation policies of customer towards the customer.
- 3) To study the policies and strategies of MSRTC provided to customers.

### **Hypothesis: -**

Hypothesis I

H0: -customers of MSRTC are not satisfied with the services provided by MSRTC.

H1: -customers of MSRTC are satisfied with the services provided by MSRTC.

Hypothesis II

H0: - Policies and strategies of MSRTC are not implemented properly.

H1: -Policies and strategies of MSRTC are implemented properly.

**Source of data collection: -**

**Primary source: -**

- 1) Multiple choice questions/ Rating scale
- 2) Interview of selective Customers. (Selection of customers for an interview done by Random sampling selection method.)

**Secondary source: -**

- 1) Yearly audit reports for the last few years of MSRTC.
- 2) Information collected from various book/ magazines.
- 3) Information from various Research papers / Research Reports.
- 4) Information from various newspaper/ Periodicals and the internet.

**Sampling /selection of sample: -**

In the present research, the researcher has selected Pune region of MSRTC for the study 100 travellers from Pune region and selected randomly. (Random selection method.)

**Limitation of study: -**

All information cannot be revealed from the MSRTC as the employees have to maintain secrecy. Research depends on the validity of the information provided by the respondent. Only Pune region is studied thus the findings may not be true for all-region.

**Policies and strategies of MSRTC towards a customer of MSRTC: -**

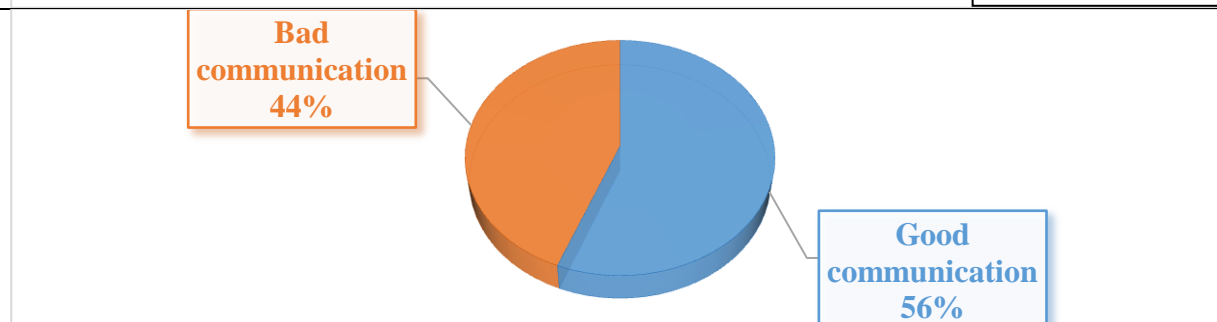
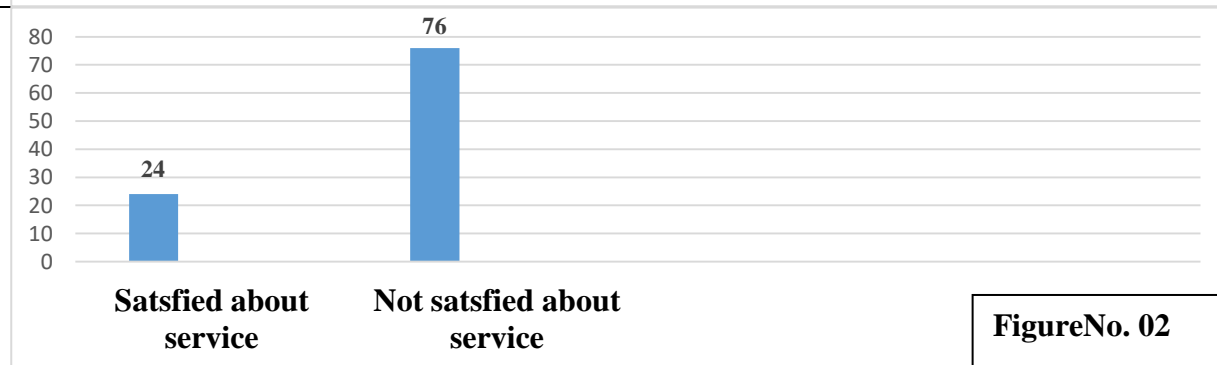
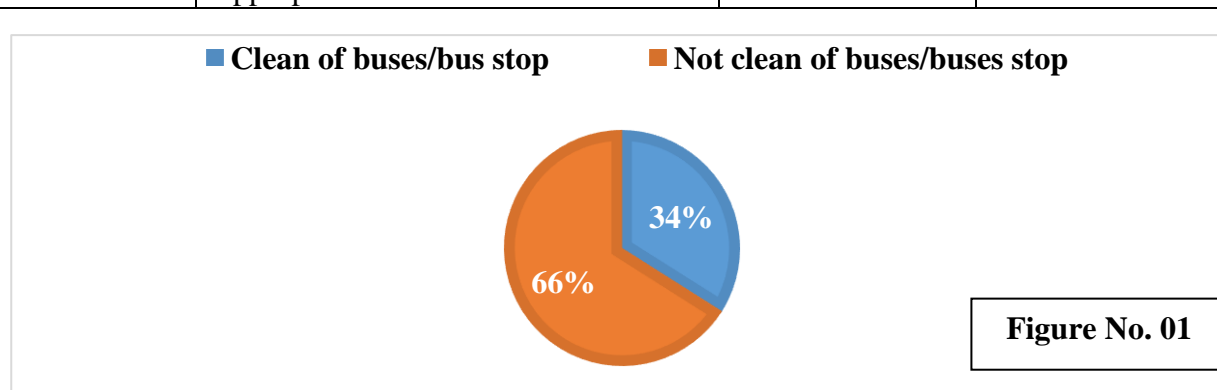
MSRTC plans many policies and strategies like passes for regular customer parcel, courier, making bus available according to the contract, pilgrimage, and extra buses during festival seasons like Ganpati festival, Diwali etc., giving various concessions, online reservation system, refund, instructions regarding safe and comfortable journey, concession to senior citizens, first aid at the time of accidents, insurance, motivation to avoid accidents,

training to drivers, Wi-Fi facility, toilet facility, Air-conditioned buses, Volvo buses, semi-luxury(ashiad), non-stop buses.

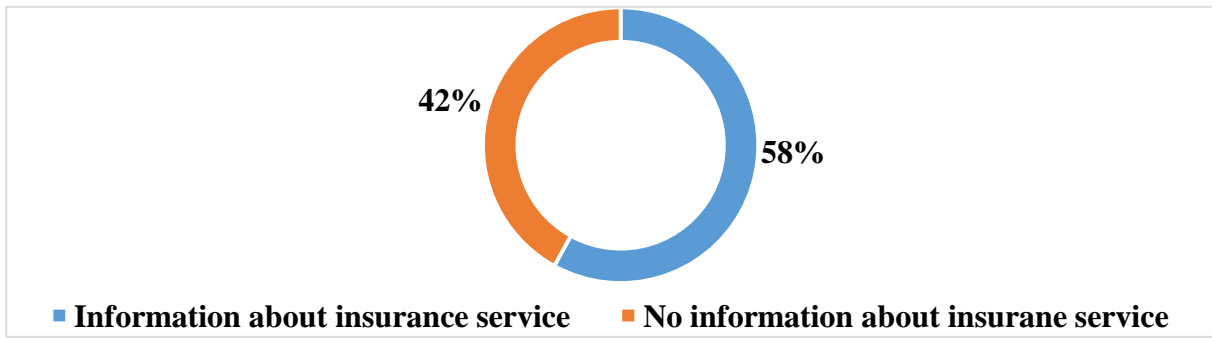
MSRTC looks after the economical prices also so that the common person can also travel. MSRTC keeps in view all the probe customers and makes the plans accordingly.

**Data Analysis:-**

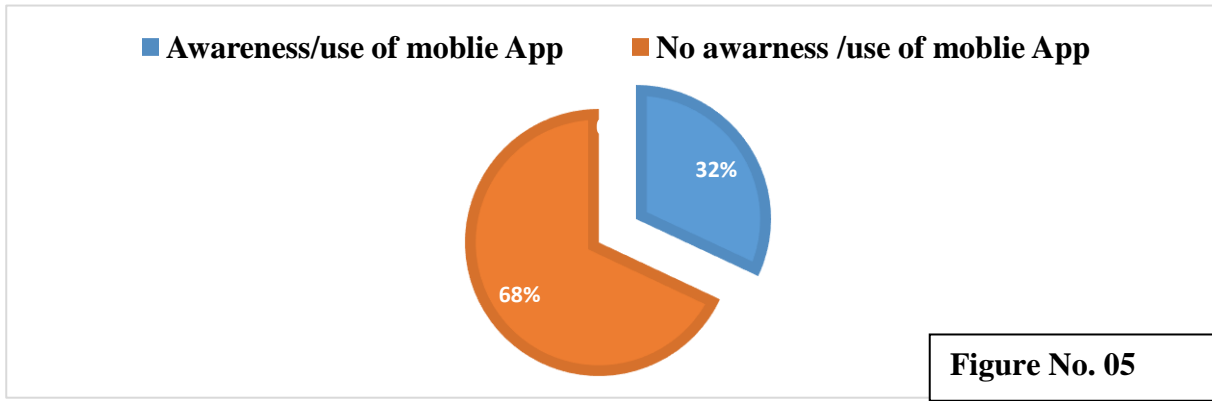
Sr.no	Particular	Yes (figure in %)	No (figure in %)
1	Cleanliness of buses/bus stop	34	66
2	Satisfied about services	24	76
3	Communication of employees	56	44
4	Information about reservation service	58	42
5	Awareness/use of mobile App	32	68
6	Awareness /Information about insurance services	63	27
7	Secured travelling	83	17
8	Appropriate ticket rates	57	43



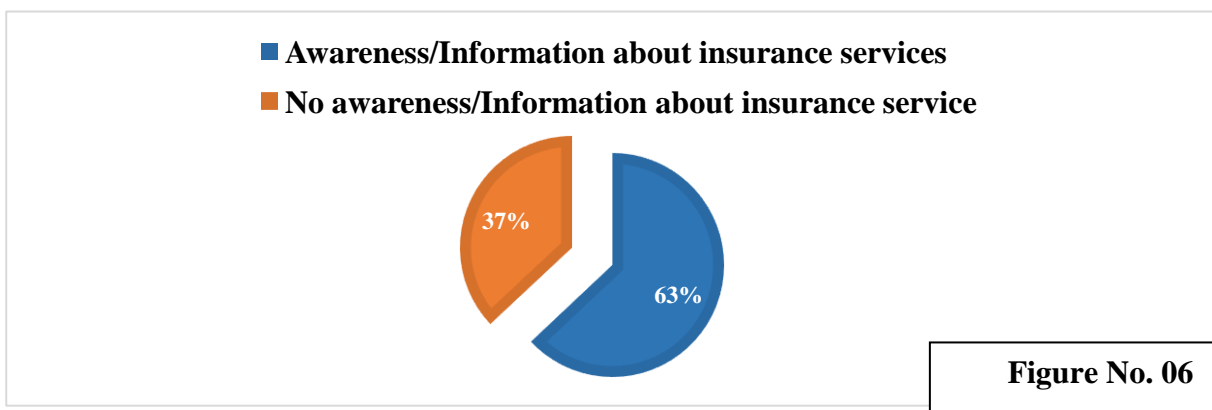
**Figure No. 03**



**FigureNo. 04**



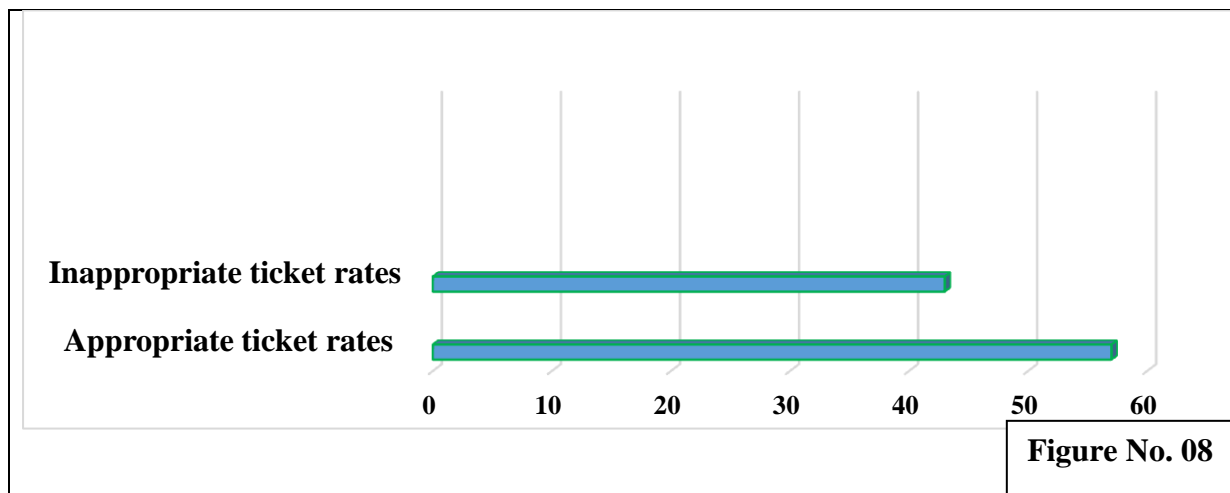
**Figure No. 05**



**Figure No. 06**



**Figure No. 07**



**Data Explanation and Findings of the study:-**

- 1) Figure no.1 – 34% of buses or bus stop are clean. 66% of buses or bus stop are not clean. Thus MSRTC should first focus on the cleanliness which will help to increase the number of customers.
- 2) Figure no.2 – 24% of travellers are satisfied with the services provided by MSRTC. 76% of travellers are not satisfied with the service provided by MSRTC. Thus we can say that MSRTC should give attention to the improvement of the services provided. The plans should not just remain on papers it must be implemented properly.
- 3) Figure no.3 – 56% drivers or conductors speak softly with the customers /passengers 44% of drivers or conductors speak harshly with the customers/passengers. There is a need to give proper soft skill training to the drivers or conductor of MSRTC.
- 4) Figure no.4 -58% customers avail the facility of reservation.42% customers/travellers do not avail this facility. MSRTC must motivate the42% customer to utilize the facility of reservation.
- 5) Figure no.5 – 32% of customers /travellers are aware of the use of the mobile app. 68% of customers/travellers do not use or not aware of mobile app.68% customers /travellers do not use this app .so that it becomesinconvenient and more people will become customers of MSRTC.
- 6) Figure no.6 – 63% of travellers are aware of insurance services.37%travelers are not aware of insurance services. MSRTC should take initiative and make every traveller aware of the insurance services provided by MSRTC.
- 7) Figure no.7 – 83% travellers/respondent think that travelling by state transport buses is safe.17% travellers/respondent think that travelling by state transport is not safe

MSRTC should update themselves to make travellers feel safe to travel by MSRTC buses.

- 8) Figure no.8 – 57% respondent think that the charges as tickets are up to expectation. 43% of respondents think that the charges are not as per the expectation.

As per information derived from the table, figure no.3,table and figure 1 to 8 - H<sub>0</sub> is accepted. And H<sub>1</sub> is rejected.

**Suggestion: -**

- 1) MSRTC should emphasis on cleanliness and improve the conditions of toilets, bus depots and canteens.
- 2) MSRTC should give importance to time management of buses, buses should be serviced on time, MSRTC should increase the frequency of buses, the number of people on that route should be considered and the type of bus should be decided accordingly.
- 3) Customers or travellers should have positive thinking about MSRTC.
- 4) MSRTC should organize get together /workshop for the customers and have communication with customers. Through this informal communication, MSRTC can provide all the information of services provided by MSRTC to the customers.
- 5) Concession given to the senior citizens must be discontinued but a concession to blind handicapped, students should be continued.

**References: -**

- 1) Yearly report of MSRTC.
- 2) State transport India MSRTC by Dr.P.M.Gawali, Himalaya Publishing House.
- 3) Research paper: - Mr. Ingle SangapalPrakash.
- 4) [www.msrtc.gov.in](http://www.msrtc.gov.in).
- 5) [www.shodhganga.com](http://www.shodhganga.com)
- 6) Various types of news pepar.