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Dr. Jojomon N A

Associate Professor of Commerce, PM Govt. College, Potta, Chalakudy.

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## Passenger Responses on Kerala State Road Transport Corporation, Thrissur District

**Dr. Jojomon N A**

Associate Professor of Commerce, PM Govt. College, Potta, Chalakudy.

Mobility is an important behavioural trait of modern man. Provision for continuous uninterrupted mobility of man and materials is a basic necessity of the society. Transport service bridges places and reduces distance. Easy mobility saves time and energy. It triggers economic activities and provides for employment and livelihood. It links up villages, towns, countries and continents. It broadens the market, fosters greater factor utilization, promote greater methods of outsourcing, recreations, civilization etc. In fact transportation services are part and parcel of modern life. It is hardly tough to think of a day without mobility. The infrastructure facility particular the quality of transportation facility plays an important role in assessing the economic growth of any country. The Government of India recognised in its planned development programmes that roads are an inevitable infrastructure for the socio- economic development of the country.

Public road transportation system is one of the most demanded facilities in Kerala. In Kerala public passenger road transportation system means Kerala State Road Transport Corporation (KSRTC). KSRTC is owned by Government of Kerala. It makes it more appealing and trustworthy for men and women round the clock. KSRTC is known well for its dedicated, selfless, reliable service. People attach lot of trust with the organisation considering the loyalty of its staff over decades. It was established half a century ago to cater to the needs and requirements of modern life and to provide quality services to the community at reasonable rate. It was officially converted into the present form and modality during 1965. Till then we had a princely managed one in its place. Today KSRTC is having more than 6000 busses and schedules, more than 34000 employees, and operates more than 16 lakh kilometers a day. KSRTC is the biggest Passenger Road Transportation System in Kerala.

**Statement of the Problem:** It was about five decades ago that the KSRTC was formed to serve the country. Transportation system is one among the various facilities which had undergone tremendous changes in technology and quality of services across the country. Moreover increase in international transportation and movement of men and material made it mandatory to make services comparable with the one available in other parts of the globe.

KSRTC is one of the most trusted and accepted mode of transport system in Kerala and neighboring States. It operates round the clock, seven days a week and caters to the needs of travellers. Still some people murmur about its cleanliness, timings, cleanliness of bus stand, toilets etc. It is also alleged that, some staff are not cooperative and supportive. The success of any organisation is depended on the level of its customer satisfaction. It is in this context that the present study has been initiated to bring to light the responses of the passengers of KSRTC at the grass root level. Though it is doing well in the society, real measurement could be made only after making a realistic study in the field. For the purposes of this study the term 'customer' is defined to mean one who makes use of KSRTC vehicles and other facilities.

**Objectives of the Study:**The Specific objectives of the study are:

1. To evaluate the responses of KSRTC passengers on services.
2. To assess the quality of vehicles and other facilities offered and
3. To study the behavioural aspects of KSRTC staff.