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INTRODUCTION

MARKETING:

Marketing thinking starts with the fact of human needs and wants. Human needs are the basic biological requirements like the need for food, air, water, clothing and shelter to survive. Beyond this, people have a long desire for recreation, education and other services.

These needs are not created either by society or by markets. The core concepts of marketing are:

1. Needs
 2. Wants
 3. Value
 4. Costs
 5. Products
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6. Demand
 7. Satisfaction
 8. Exchange
 9. Marketing
 10. Transaction
 11. Markets
 12. Marketers
 13. Relationship

Wants are desires for specific satisfaction of these deeper needs. There may be several options for the satisfaction of a particular need, but wants arise out of consumer preference.

Wants depend upon personal taste and desire for example a person's hunger can be satisfied by eating food, but wants result in the person opting for a hamburger.

A person's need for clothing can be satisfied by wearing shirt and pant but he wants a Pierre Carding suit.

Demand is wants for specific products that are backed by an ability and willingness to buy them. Wants become demand when supported by purchasing power.

Example: A person may want to buy a Rolls Royce, but it be seen whether he can satisfy his wants for the car for his ability and willingness o purchase it.

PRODUCTS:

A product helps in satisfying human needs and wants. A product can be defined as 'any thing that can be offered to satisfy a need or a want'. A product comprises of

physical objects. Thus physical products are vehicles that deliver services from producer to consumer- **American Marketing Association.**

VALUE COST AND SATISFACTION:

When a consumer wants to buy a product for satisfying his needs he assesses various products and forms an estimate of the capacity of each products to satisfy his set of needs. The guiding concept is consumer value. Therefore value is the consumer's estimate of the products over all capacity to satisfy his needs.

Cost is an important factor, which comes into picture when the consumer has made his product depending upon which product satisfies his needs most. After choosing the ideal product he has to determine whether the satisfaction he derives from the product is worth the cost he pays. The following definition this view.

“Marketing is the total system of interacting business activities designed to plan, price, promote and distribute want satisfying products and services to present potential customer”. **William J Stanton.**

CUSTOMER SATISFACTION-

a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

Customer Satisfaction research identifies how well an organisation is performing from the customer's viewpoint. It allows any organisation to understand how their customers are with the level of service they are providing at any point in time, and to track how satisfaction levels change over time. It does not investigate the reasons or reality behind the Customer Satisfaction, unlike Service Evaluation research but still provides extremely valuable information – such as highlighting an area where service needs improving.

Tracking satisfaction levels can be particularly powerful when it concentrates on identifying levels of satisfaction against the specific elements of service that most matter to customers and which the organisation can change; and where possible, compare satisfaction levels across competing organisations. This can also be used to highlight differences between customer segments, potentially identifying segments at greatest risk.

Customer Satisfaction research is often used as part of a wider project designed to help an organisation or company improve its service provision, customer satisfaction and customer interaction.

A variety of techniques can be used depending on the aims of the project, the nature of the organisation and the extent of the customer base but would typically incorporate a customer survey and may include depth interviews or focus groups in order to more fully understand the service elements which most matter to customers,

Customer Satisfaction, by nature, is dependent on an individual's expectations and previous experience of service.

In order get the most out of the research for your organisation, it is best for a Customer Satisfaction research project to link to your organisation's service standards (whether formal or informal). For example, there may be a service standard which states that all customers should be given an appointment within two weeks of making a request. It would be relatively easy to ascertain whether this standard was being met in practice. But customers' satisfaction with how quickly they receive an appointment would need to be tested through direct research with customers.

Customer Satisfaction in 7 Steps

1. Encourage Face-to-Face Dealings
2. Respond to Messages Promptly & Keep Your Clients Informed
3. Be Friendly and Approachable
4. Have a Clearly-Defined Customer Service Policy
5. Attention to Detail (also known as 'The Little Niceties')
6. Anticipate Your Client's Needs & Go Out Of Your Way to Help Them Out
7. Honour Your Promises

MARKETS:

A market consists of all the potential customers sharing a particular need or want, who might be willing to engage in exchange to satisfy the need or want. Thus the size of the market depends upon the number of persons who exhibit the need, have resources that interest others, and are willing to offer these resources in exchange for what they want.

Originally the term market stood for the place where buyers and sellers gathered to exchange their goods, such as village square.

The various types of markets are as follows: -

1. Need markets (such as the diet seeking market)
2. Products market (such as shoe market)
3. Demographic market (such as youth market)
4. Geographic market (such as French market) the other non-consumer markets is voters market, labor markets and donor markets.

MARKETING AND MARKETERS:

Marketing means human activity taking place in relation in markets. It means working with markets to actualize potential exchanges for the purpose of satisfying human needs and wants. If one party is more activity seeking an exchange than the other party, we call the first party marketer and the second party a prospect. A marketer is someone seeking a resource from someone else and willing to offer something of value in exchange.

In a normal situation, the marketer is a company serving a market of end users in the face of competitors. Thus marketing is the study of these needs and wants and it deals with offering products and services to the people for the satisfaction of their needs and wants. Having reviewed these concepts, we can define marketing as social and managerial process by which individual and groups obtain what they and want creating offering exchanging products of value with others.

MARKETING MANAGEMENT:

Marketing Management takes place when at least one party to a potential exchange gives thought to objectives and means of achieving desired responses from the parties. It is a process that involves analysis, planning, implementation, and control. It covers ideas, goods and services that it rests on the notion of exchanges; and that the goal is to product satisfaction for the parties involved. The American Marketing Association has approved the following definition of Marketing Management **“Marketing Management is the process of planning and executing conception pricing, promotion and distribution of goods, services and ideas to create exchanges with targets groups that satisfy customer and organizational objectives”**.

The popular image of the marketing manager is someone whose task is primarily to stimulate demand for the company’s products. However this is too limited a view of the diversity of marketing task performed by marketing managers. Marketing task performed by marketing managers. Marketing managers has the task to influencing the level; timing

and composition of demand in way that will help the organization achieve its objectives. Marketing Management is essentially demand management.

Marketing managers cope with these tasks by carrying out marketing research, planning, implementation and control. With in marketing, planning, marketers must take decision in target market positioning, product development, pricing, distribution channels, physical distribution, communication and promotion.

CONSUMER BEHAVIOUR:

Consumer behaviour is the study of consumer in the buyer's role. The role of the consumer has undergone a sea change from the days when the consumer has to accept whatever the dictated by their mental and economic forces. So, now days the producer has to consider these two forces before manufacturing a product.

BUYERS BEHAVIOUR:

Buyer behaviour has been defined as an “ **all psychological, social and physical behaviour of potential customers as being aware of evaluate, purchase, consume and tell others about products and services**”. It is therefore the act of individual directly involved in obtaining and using goods and services and sequence process that precede the acts.

MAJOR FACTORS INFLUENCING CONSUMER BEHAVIOUR:

1.Cultural Factors: Cultural factors like culturing, sub culture, social class exert and broadcast influence on consumer behaviour.

- a. Culture:** Culture is the most fundamental determinant of a person's wants and behaviour. A child growing up learns a set of values, perception and behaviour pattern from the society.
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- b. Sub-Culture:** Each culture consists of smaller sub culture that promise specific identification and socialization for its members.

The four sub-cultures are:

- Nationally groups like India, Japan, and Canada etc.
- Religion groups like Hindu, Christian, and Muslim etc.
- Racial groups like Black, White, and Oriental etc.
- Geographical groups like Karnataka, TamilNadu, and Gujarat etc.

- c. Social class:** Social classes are relatively homogenous and enduring divisions in a society and their members share similar values, interests and behaviour.

2.Social Factors: Social factors as reference groups; family, social roles and status also influence consumer behaviour.

a. Reference Groups: A reference group consists of the entire groups that have direct or indirect on his attitudes or behaviour. Groups, which have direct influence on the persons, are the primary groups, which include his friends, family, neighbors etc and secondary groups include factors such as religion, profession, and trade union etc. then there is an aspiration group in which the person does not belong aspires to join. E.g. a teenager may hope one day to play for the Indian Cricket team.

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b. Roles and Status: A person participates in many groups throughout his life family, clubs, organization etc. A person's position in each group can be defined in terms and status. E.g. 'A' plays the role of a daughter with her parents, a wife in her family, in an organization she plays the role of a manager. A's role consists of the activities a person is expected to perform according to the people around him or her.

3. Personal Factors: A buyer's decision is also influenced by his or her personal characteristics notably the buyer's age, occupation, economic condition, life styles, personality and self-concept.

- a. **Age:** People change the goods and services they buy over their lifetime. E.g. they eat baby food in their days, normal food in their growing years and special diets in their old age. Their taste and preferences also change with age.
- b. **Occupation:** A consumer's consumption pattern is also influenced by his or her occupation. Marketers try to identify the occupational groups and specialize in producing products needed by a particular occupational.
- c. **Economic conditions:** People's economic condition consists of their speedball income, savings and assets, borrowing power and attitude towards spending v/s saving. Therefore marketers of income, saving and interest areas.
- d. **Life Style:** A person's lifestyle is expressed in the person's activities, interests and opinions. Life style portrays the whole person interacting with his or her environment.

Psychological Factors:

- a. **Motivation:** A person has many needs at any given time. Some needs are bioorganic such as hunger, thirst and discomfort. Other needs are psychogenesis such as the need for recognition, esteem or belongingness or love. Most needs will be intense enough to motivate the person to act immediately. A need becomes a motive or drives aroused to sufficiently pressing to drive the person to act. Satisfy reduces the left tension.
 - b. **Perception:** A motivated person is ready to act. Now the motivated person's act is influenced by his perception of the stimulation. Two person in the same motivated state and objective act quite differently. Perception can be defined as the process by which an individual selects, organizes and interprets information input to create a meaningful picture of the world. Perception depends not only on
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the character of the physical stimuli but also on the relation of the stimuli individual.

- c. Learning:** When people act, they learn. Learning describes changes in an individual behaviour arising from experience. Most human behaviour is learned. Learning says that a person's learning is produced through the interplay of drive, stimuli, and cues. Responses and reinforcement.

MARKETING RESEARCH:

Marketing Research is a systematic gathering recording and analyzing of data of problems connected with the market place, problems relating to product, price, promotion and distribution of the 4 P's (Product, Price, Place and Promotion) of the marketing mix. Marketing mix is said to be moving "away from simple survey to action- oriented, decision oriented, problems solving research". Reflecting this change in orientation, marketing research may be defined as the scientific and controlled process of gathering non-routine marketing information helping management to solve marketing problems. Marketing research is concerned with all those factors, which have a direct impact upon the marketing of the products and services. It is the study of any part to the total marketing process. It concentrates on the study of product planning and development, pricing policies effectiveness of personal selling, advertisement and sales promotion, distribution structure, marketing strategies, market competition and the entire area of buyer behaviour and the attitudes in the market place.

Marketing interest is directly interested in offering sound alternative solution to all marketing problems relating to exchange of goods and services from producers to consumer. Beginning an end of marketing management is marketing research is a dynamic economy, marketing research acts as the investigative arm of the marketing manager- Management tool in planning –control cycle. Marketing research covers:

1. Market Research

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2. Sales Research
 3. Product Research
 4. Research on sales methods and policies
 5. Distribution research including the dealer's research

INDUSTRY PROFILE

Meaning: - “Carrying or movement of people and goods from one place to another is known as transport”.

The First World War gave this system of transport a great impetus “Awt Webb said that travel by motorbus is now very popular everywhere” Importance of road.

Transportation: - The vital role-played by Transport in carrying Men and material needs little emphasis. The needs for transport is increasing by felt with the replacement if independent village economy by national or international economy of all the different types of transport motor has been acclaimed as the most important in the transport system. Today the Motor vehicle has become the primary means of many people both in

rural and urban areas. It has entered deep into the countryside and has reached place invisible to other modern modes of transport. Traveling has been facilitated and big cities have been linked to the countryside and village has been brought nearer to one another says –“Ubley F Pegrum”. The Motor has super Hither to the railroad. In urban movement and rural areas motor has made major inroads into the long distance hauls of a great deal of freight in developing country like India. Motor transport is gradually filling the gap in the long distance transport facilities.

Transport facilities has a vast capacity to do so as an alternative agency of transport it is inspected to provide the much needed balance in the transport structure of the economy. Motor transport encourages the growth of industry and agriculture by posting a balanced growth and by raising the overall level of consumption, ultimately brings about a rise in living standard of the people. Of two modes transport – Rail and Road; Road transport particularly has its own contribution to make to the report of Road Transport re-organization committee (1959) mention the role of R-T in context of a modern state and planned economy is perhaps. So self evident as scarcely to require to be mentioned

The fact however is that education health and national prosperity all depends in large degree on an efficient road transport system. Transportation will prove to be strong stimulus to development.

Transportation has its won important even in advance countries in world's e.g. the advantage that Motor transport has convenience, these are the reasons which are influencing the thinking of the people which matter to pin their faith more and more in Motor transport.

DEVELOPMENT:

It was 1898 that the 1st motor vehicle appeared in India. In its early days it was expensive, Luxury confined only to the wealthy class that could afford it not very long after the vehicle were seen the stage flags on the roads of states.

The bus has found a very prominent place in Transport system in state. It has seemed to open most areas, which were to very inadequate served by railways, now bus service operated in every city and towns as well as in rural areas. The bus service operated in every useful utilized in city transport for carrying employees to offices and factories, children to schools, housewife to distant markets and visitors for sight seeing and the picnic spots. The bus in a sense has become a part of urban life as well as a very indispensable link between cities and villages.

RESEARCH DESIGN

INTRODUCTION

The aim of taking up this project is to analyze the customer satisfaction towards K.S.R.T.C. “K.S.R.T.C” now has become a status symbol in Karnataka. This is Transport Corporation, which almost covers 90% of the area in the state.

STATEMENT OF THE PROBLEM

The K.S.R.T.C Corporation plays a vital role and makes a significant contribution to the state transportation. The characteristics & nature plays a vital role and makes a significant

contribution to the state transportation. The characteristics & nature of the Indian populace are very difficult to understand and the defined population of the country has been divided into different social classes' namely high class, middle class and low class, the present study tries to analyze the opinions and behavioral factors. Hence the title-selected for the present study is as follows: -

“Analysis of Customer Satisfaction towards the Services rendered by K.S.R.T.C”

OBJECTIVE OF THE STUDY

The following are the objective of the study: -

1. To study the level of customer satisfaction towards the services provided by the K.S.R.T.C.
2. To analyze the Customer preferences to K.S.R.T.C.
3. To analyze factors influencing the customer's decision of traveling by K.S.R.T.C.
4. To study the problems faced by the customers of K.S.R.T.C.
5. To suggest necessary changes to make K.S.R.T.C more acceptable.

SCOPE OF THE STUDY

The scope of the study is limited to level of customer satisfaction towards the services provided by K.S.R.T.C. This study will help us to know the image build up by the organization within its customers, factors that influence the traveling decisions and the problems faced by the customers. The researcher confined the scope of the study only to Bangalore City

RESEARCH METHODOLOGY

All the respondents are from Bangalore city hence; the present study is applicable to Bangalore city only.

The **Primary data** is collected on the basis of Questionnaire from the sample group the data collected from the respondents are coded, tabulated and analyzed into logical statements using simple Statistical methods like Percentage Analysis, Pie Charts, Bar Charts etc.

The Questionnaire method was chosen for its versatility speed and cost benefits.

The **secondary data** was obtained from Newspaper journals, Company reports, Standard textbook and information from the Internet has also been acquired when ever necessary.

SAMPLE PLAN:

The marketing research must design the sample plan, which calls for three decisions.

1. **SAMPLE UNIT:** In this study the sample unit is the peoples who travel by K.S.R.T.C.
 2. **SAMPLE SIZE:** This answer how many people should be surveyed. The sample of the project is 100.
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3. *SAMPLE PROCEDURE*: This answer how the respondent should be chosen. In this survey the respondent are chosen on the basis of **random sampling**

PLAN OF ANALYSIS

The collected data from the respondents is analyzed with the help of statistical tools and techniques they are averages, percentages etc. The data will be presented through tables, charts, diagrams and so on so as to make the data presentable in a meaningful way.

Field studies require collection of first hand information or data pertaining to the units of study from the field. The units of study may include geographic areas like districts, taluks, cities, or villages that are covered by the study or institution or household about which information is available.

LIMITATION OF STUDY

1. The information executed by the respondent may or may not be true because in some cases the respondents may not serious, however; all possible care has been taken to collect the information as an authentic as possible.
 2. The views cannot be taken as their general views to Conclude and prepared the project.
 3. The information is subject to change because the views expressed by the customer are not permanent.
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4. Customer's preference and taste fluctuate due to Circumstances, which then invalidate the report.
 5. Research is confined to the Bangalore city only.

CHAPTER SCHEME:

CHAPTER 1: Industry Profile & Theoretical Background: It deals with general introduction about the Marketing and Consumer Behavior

CHAPTER 2: Research Design: It deals with research design of the study.

- Statement of Problem
 - Objectives
 - Scope
 - Plan of Analysis
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- Methodology
 - Limitations

CHAPTER 3: Company Profile: It deals with the Company Profile (KSRTC).

CHAPTER 4: Data Analysis & Interpretation: It deals with data analysis, the graphs and the charts, which are a result of the survey conducted.

CHAPTER 5: Summary of Findings, Suggestions, Recommendation & Conclusion: It deals with the findings of the study and also gives Suggestions. Finally the study ends with a conclusion.

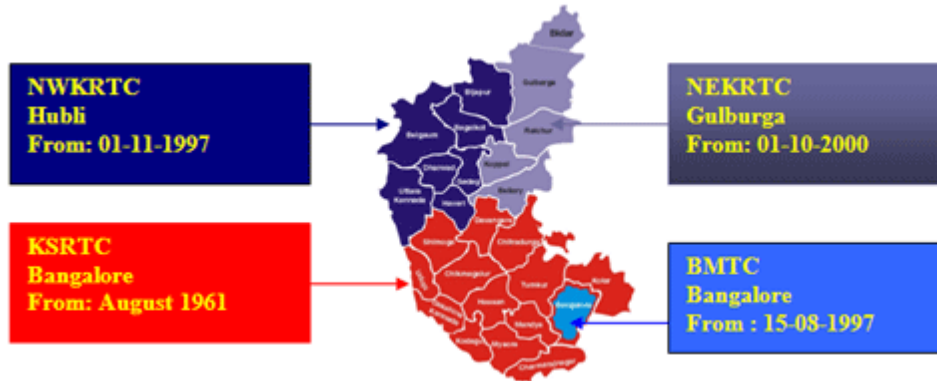
COMPANY PROFILE

Karnataka State Road Transport Corporation

Availability of adequate, safe and comfortable passenger Transport facility is a very important index of economic development of any Country. Public Transport provides the vital connectivity to far flung areas in a developing society. The Karnataka State Road Transport Corporation was established in August,1961 under the provisions of Road Transport Corporation Act 1950 with the objective of providing “adequate, efficient, economic and properly coordinated road transport services”. In this endeavor, the KSRTC has positioned itself with a name for reliability and safety.

Three corporations viz BMTC, Bangalore from 15-08-1997, NWKRTC, Hubli from 01-11-1997, NEKRTC, Gulbarga from 01-10-2000 were carved out, on a regional basis, with KSRTC doing interstate operations and covering Southern Karnataka.

Restructured STU Operations



Karnataka State Road Transport Corporation continues to coordinate the following matters:

1. Cadre management of Supervisory levels
2. Major purchases for the corporation's
3. Integrated Traffic Management and Operations
4. Facilities To Passengers

To attract passengers to its buses, KSRTC has adopted the following measures:

- Freedom passes allowing un-restricted travel for one week duration and monthly seasonal passes.
 - 10% discount on return journey fare when they book both onward and return journey tickets simultaneously.
 - Group travel facility of 5% concession in fare when there are more than 4 passengers.
 - Grameena sarige through introduction of new buses to villages
 - KSRTC also operates Casual Contracts.
-

KSRTC is the first State Transport Undertaking to introduce computerised passenger seat reservation system. Passengers will avail the facility.

KSRTC has deployed Electronic Ticketing Machines on its routes. These ETMs are first of their kind in the nation as they are programmed for capturing kms., HSD, Inspection details etc. The ETMs are very much liked by the conductors as they are finding their job easy.

KSRTC has computerised Pay roll and PF of all its employees across the state. E-mail facilities to all of its Depots, Divisions and other Units for sending information electronically. KSRTC is the first Corporation to have implemented ERP Oracle Financials.

MILESTONES:

KSRTC has reached the following milestones in the area of Information Technology.

- It is the first PSU in Karnataka to have a well-structured cabling Local Area Networking at its Corporate Office connecting more than 180 computers in the year 1997.
 - It is the first STU in India to have its Web Site during the year 1997.
 - It was the first PSU to have Smart Card based Attendance Monitoring System in the year 1997, which was subsequently done by Government of Karnataka at Vidhana Soudha and M.S. Building
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- KSRTC is the first PSU in Karnataka to have totally computerized Recruitment System from 1997.
- It is the first STU in India to have an in house developed RDBMS based Passenger Seat Reservation System in the year 1998.
- KSRTC is the first STU to have E-tendering implemented in India.
- KSRTC is the first STU in India to have implemented Oracle Financials.
- KSRTC is the first STU in India to deploy Electronic Ticketing Machines on all of its routes.
- KSRTC is the first STU in India to have totally computerized Driving tracks for testing the candidates.
- KSRTC is the first and leading State Transport Undertaking in the country to adopt Information Technology in its administrative and operational processes.

LIST OF BOARD OF DIRECTORS OF KSRTC

(As on 17-11-2008)

SL. NO.	NAMES	OFFICIAL/ NON-OFFICIAL
1	Sri. R. Ashoka, Hon'ble Minister for Transport and Chairman, KSRTC., Central Office, Bangalore 560 027	CHAIRMAN
2	Sri. Jaggesh, Vice-Chairman, KSRTC., Central Office, Bangalore 560 027	VICE-CHAIRMAN
3	Sri. M.R. Sreenivasa Murthy, IAS Principal Secretary to Government,	DIRECTOR (Official)

	Finance Govt. of Vidhana Bangalore 560 001	Department, Karnataka, Soudha,
4	Sri. Abhijith Das Guptha, IAS Commissioner, Govt. of Karnataka, LRDE Compound, Ali Asker Road, Bangalore- 560001	INVITEE (Official)
5	Sri. S.K.Dash, IAS Joint Secretary(T), Dept. of Road Transport and Highways, Govt. of India, No:1, Sansad Marg, New Delhi 110 001.	DIRECTOR (Official) Central Govt. Nominee
6	Sri. Upendra Tripathy, IAS., Principal Secretary to Government, Transport Department, Govt. of Karnataka, Bangalore-560 001.	DIRECTOR (Official)
7	Sri. D. Venkateshwara Rao, IAS Principal Secretary to Government, Department of Public Enterprises, Govt. of Karnataka, M.S.Buildings, Bangalore-560 001.	DIRECTOR (Official)
8	Sri. Gaurav Gupta, IAS Managing Director, KSRTC, Central Office, Bangalore-560 027.	DIRECTOR (Official)
9	Sri. Syed Zameer Pasha, IAS Managing Director, BMTCL, Central Office, Bangalore-560027.	DIRECTOR (Official)
10	Sri. G.M. Hayath, IPS Director (Per. & Environment), K.S.R.T.C., Central Office, Bangalore-560027	DIRECTOR (Official)

11	Sri. M. Abdul Saleem, IPS Director (Sty & Vig) KSRTC., Central Office, Bangalore- 560 027	DIRECTOR (Official)
12	Sri. A.N.Patil, KAS Managing Director, Central Office, Hubli.	DIRECTOR (Official)
13	Sri. Shankar Patil, KAS Managing Director, Central Office, Gulbarga.	DIRECTOR (Official)
14	Sri. S.K. Paramesh, Director (Technical), KSRTC., Central Office, Bangalore- 560 027	DIRECTOR (Official)
15	Sri. K.A. Rajkumar, Director (Operations), KSRTC., Central Office, Bangalore- 560 027	DIRECTOR (Official)

Table No. 3.1: List of Board of Directors

CIVIL ENGINEERING

Karnataka State Road Transport Corporation has initiated the major development of transport infrastructure in its jurisdiction. Bus Depots, Bus Stations, Divisional Workshops, Upgradation of bus stations and other transport infrastructure projects have been taken up. During last 2 years the following transport infrastructures have been completed:

COMPLETED WORKS

Construction of depot at	Rs. 85.00
--------------------------	-----------

Ramanagar	lakhs
Consructon of bus depot at	Rs. 149.19
Magadi	lakhs
Consrruction of bus station at	Rs. 25.95
Vittla	lakhs
Consructon of bus station at	Rs. 60.00
Sulya	lakhs
Consructon of bus station at	Rs. 48.36
Gudibande	lakhs
Consructon of bus station at	Rs. 24.76
Mandikal	lakhs
Consructon of bus station at	Rs. 72.72
Bangarpet	lakhs

Table no. 3.2: Completed Works

At present KSRTC has taken up the following works which are under progress:

ON GOING WORKS

I. Bus depots:

Pavagada	Rs. 114.05 lakhs
Tiptur	Rs. 100.00 lakhs
Bhadravathi	Rs. 109.77 lakhs
Sagara	Rs. 102.51 lakhs
K.R. Pet	Rs. 115.57 lakhs
Nanjanagud	Rs. 143.94 lakhs
Sathagally	Rs. 156.15 lakhs
Pandavapura	Rs. 179.14 lakhs

Table no. 3.3: Ongoing Works

II. Bus stations:

Turuvekere	Rs. 115.42 lakhs
Melukote	Rs. 25.00 lakhs
Bannur	Rs. 59.67 lakhs
Halagur	Rs. 55.64 lakhs
Belakawadi	Rs. 35.64 lakhs

Terekanambi	Rs. 30.51 lakhs
Hunsur	Rs. 139.89 lakhs
Kittur	Rs. 28.51 lakhs
Ravandur	Rs. 27.27 lakhs
Mirle	Rs. 29.59 lakhs
Hebbale	Rs. 16.92 lakhs
Hassan	Rs. 2633.50 lakhs
Arakalagud	Rs. 193.00 lakhs

III. Upgradation of bus stations

Saligrama	Rs. 78.07 lakhs
MM Hills	Rs. 47.54 lakhs
Doddamaralavadi	Rs. 38.11 lakhs
Hiriyur	Rs. 130.00 lakhs
Sira	Rs. 44.45 lakhs
Mercara	Rs. 101.98 lakhs
Malavalli	Rs. 94.00 lakhs
Madhugiri	Rs. 71.00 lakhs

IV. Miscellaneous:

Driver's Training Institute at Hassan	Rs. 400.00 lakhs
Concreting the PA of depot at Harohalli	Rs. 123.00 lakhs
Concreting the PA of depot at MCTC, Mysore road	Rs. 98.00 lakhs

Concreting the PA of bus station at CR Patna Rs. 63.45 lakhs

KSRTC has tendered the following works:

Shimoga bus station	Rs. 1500.00 lakhs
Shimoga depot (Millaghatta)	Rs. 206.00 lakhs
Soraba bus station	Rs. 110.00 lakhs
Shanthinagar depot no. 3	Rs. 150.00 lakhs
Shanthinagar depot no. 4	Rs. 150.00 lakhs
Nelamangala depot	Rs. 99.30 lakhs
Harapanahalli depot	Rs. 148.00 lakhs
BC Road depot	Rs. 150.00 lakhs
Upgradation of Kottegehara bus station	Rs. 66.00 lakhs
Upgradation of Chamarajanagar depot	Rs. 110.00 lakhs
Concreting balance PA at Haroralli depot	Rs. 73.00 lakhs
Ujire bus station	Rs. 10.00 lakhs

Table no. 3.4: Bus Stations.

KSRTC has also initiated to train its drivers in a scientific methodology and state of art Driving Training Institute has been constructed at Hassan which is ready for inauguration.

JNNURM Projects:

KSRTC has initiated development of transport infrastructure at Mysore under JNNURM

Scheme at a cost of Rs. 85.00 crores with 80% Government of India contribution, 10% Government of Karnataka contribution and 10% KSRTC funds. The following projects are taken up under JNNURM Scheme:

- Upgradation of CBS at Mysore
- Upgradation of Moffusil Bus Station at Mysore
- Inter Modal Transit Center at Sathagalli extension at Mysore
- Inter Modal Transit Center at Kuvempunagar extension at Mysore
- Inter Modal Transit Center at R.S.Naidunagara extension at Mysore
- Inter Modal Transit Center at Illawala at Mysore
- Passenger & Tourist Amenity Center at Chamundi Hills at Mysore.

Further, KSRTC has proposed to construct modern satellite bus stations at all major directions of Bangalore city. As a 1st step KSRTC has already constructed a satellite bus station at Mysore Road, Bangalore in MCTC land. Further, it has been proposed to construct satellite bus stations at Tumkur Road-Peenya, Old Madras Road-NGEF land, Hosur Road-near peripheral ring road. Further, KSRTC has planned to construct new Divisional Workshops at Tumkur, Mandya, Ramannagara and Chickballapura

FINANCE

Organisation Structure:

The management of the affairs and business of the Corporation is vested with the Board of Directors consisting of not less than 5 and not more than 17 Directors. In conducting

the day-to-day business, the Board is assisted by the Managing Director appointed by the State Government who is the Chief Executive of the Corporation.

Form of Accounts:

As required under Section 33(1) of the RTC Act 1950, the Corporation is maintaining annual statement of Accounts including the Profit and Loss account and Balance Sheet in the form prescribed by the State Government in consultation with the Controller and Auditor General of India.

Annual Accounts:

The Annual accounts for each financial year showing the financial results of the undertaking shall be drawn up within six months from the date of closure of the financial year. Accordingly the Accounts of the Corporation for the year ended 31st March 2008 has been finalized and adopted by the Board of Director in their meeting held on 20th May 2008 and the audited Accounts for the year 2007-08 along with the Audit Report in the printed form will be submitted to Government

Capital of the Corporation:

According to Section 23(1) of the RTC Act 1950 the Central Govt. and the State Govt. have to provide Capital in such proportion as may be agreed to, by both the Govts, which is required for the purpose of carrying on the undertaking or for the purposes connected therewith, on such terms and conditions not inconsistent within the provisions of this Act as the State Govt. may with the previous approval of the Central Govt. determine. The Central Govt. has stopped their Capital contribution from 1987-88. Although the State Govt. was giving sufficient Capital contribution up to 1994-95 this was reduced substantially and an amount of Rs.12.00 crores for 2004-05, Rs.13.00 crores for 2005-06 and Rs.35.00 crores for 2007-08 have been provided for infrastructure development of

the Corporation. However, the Corporation is depending much on external borrowings for its capital expenditure programme.

The following table shows the amount of Capital employed and the value of fixed assets held as on 31-3-08.

Sl.No	Capital Invested	Amount (Rs in Lakhs)	% of each item to total capital invested.
1	State Govt's Equity capital	21928.94	18.18
2	Union Govt's Equity capital	4809.76	3.99
3	Union Govt's Capital Contribution	100.00	0.08
4	Loans	27276.06	22.60
5	Internal Resource	66541.40	55.15
	Total	120656.16	100.00

Table No. 3.5: Capital Employed.

Sl No	Value of fixed assets	Amount (Rs in lakhs)	% of each item to total capital invested.
1	Land	2466.75	2.04

2	Buildings	19368.14	16.05
3	Motor buses, trucks, cars, etc	91012.04	75.43
4	Plants, Machinery & equipment's	7809.23	6.48
	Total	120656.16	100.00

Table No. 3.6: Fixed Assets.

During the year 2007-08, the Corporation has invested an amount of Rs.282.81 crores on its assets. Out of this, the investment on buses itself stands at Rs.235.34 crores, land & buildings Rs.42.11 crores and the balance of Rs.5.36 crores on procurement of Plant, Machinery and Equipments including Computers

The sources of funds for this investment are as follows:

1. Rs.127.75 crores from Commercial Banks.
2. Rs.35.00 crores from State Government as equity Capital.
3. Rs.120.06 crores from internal resources.

The financial results for the last 3 years are as detailed below: - (Rs.in lakhs)

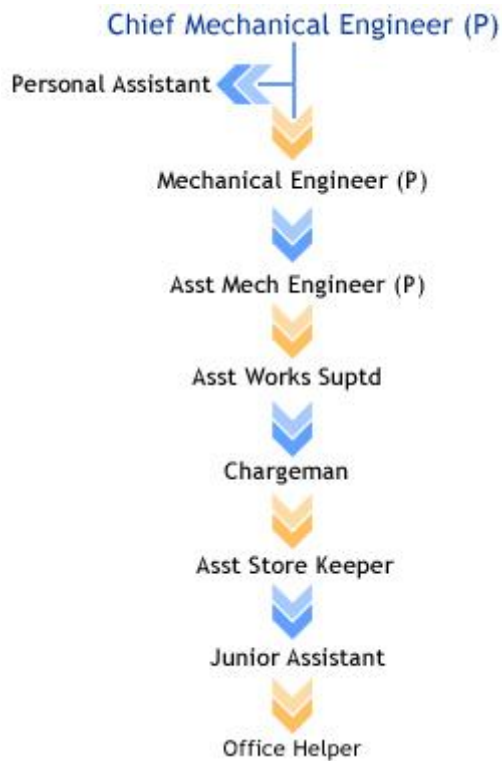
Sl No	Particulars	2005-06	2006-07	2007-08
I	Effective Kms(in	6392.10	6904.32	7598.07

	lakhs)			
	Revenue			
1	Traffic Revenue	98911.55	117398.68	132009.93
2	Misc. Revenue	9657.44	9718.81	12800.99
	Total	108568.99	127117.49	144810.92
II	Total Expenditure	105891.10	123727.72	140756.83
	Profit	2677.89	3389.77	4054.09

Table No. 3.7: Financial Results

Mechanical Engineering (Production) Department

ORGANISATIONAL CHART:-



Duties and Responsibilities:-

1. The CME(P) is the head of the Production Department in the grade of class-I selection grade.
2. Two Regional Workshops at Bangalore and Hassan are under the administrative control of CME(P).
3. The Regional Workshops are headed by the Works Manager in the grade of class-I senior.

Activities:-

1. Planning and Budgeting:-
-

Based on the Augmentation for new schedules given by the Traffic Department & No. of aged buses to scrapped during the year by the Mechanical Engineering (M) Department planning for induction of new buses to fulfill the requirement is done.

Planning for Procurement of new Domestic vehicles as a replacement of aged domestic vehicles as and when required.

Based on the planning the estimated budget will be submitted to the government.

1. Procurement of Chassis/Fully built buses/Domestic vehicles:-

1. The new chassis/vehicles are procured with the approval of the Corporation Board.
2. The Corporation board has empowered the Managing Director for procurement of domestic vehicles for replacement & newly created post.
3. Procurement of chassis is by inviting tenders as per the KTPP Act.
4. Domestic vehicles are procured under DGS&D rate contract which is exempted from tendering.

1. Construction of bus bodies at Regional Workshops:-

1. Construction of bus bodies by outsourcing agencies and outsourcing labour contract:-

1. Tendering of bus body construction required for KSRTC.
 2. Tendering for bus body construction on labour contract.
 3. Tendering of fully built buses required for the Corporation.
 4. Tendering of chassis required for three corporations. Verification of all the tender documents furnished by the tenderers for evaluation.
 5. Verification of sample passenger seats supplied against the tender for evaluation.
 6. Scrutiny of the documents submitted furnished for evaluation by the tender scrutiny committee.
 7. Arrange price negotiation meetings for the tendered items.
-
-

-
8. Drafting the pre-qualification criteria to place before the CMG for approval for each of the subject viz chassis, bus body, fully built buses, labour contract, etc.
 9. Drafting the CPC note to be placed for approval viz chassis, bus body, fully built buses, labour contract, etc.

1. Drafting of specification and drawings for bus bodies, chassis, bus body materials etc:-

- ☐ Drafting the specification for procurement of chassis.
- ☐ Drafting the specification for bus body construction.
- ☐ Drafting the specification for passenger seats.
- ☐ Drafting the specification for various bus body components.
- ☐ Drafting the specification for major equipments required at the Regional /Divisional Workshops.
- ☐ Drawings for bus body construction.
- ☐ Seating layout for these buses.

1. Inspection of new buses at different stages:-

1. The inspection of buses constructed at the various outsourced agencies are in three stages.
2. Five stage inspection of buses procured as fully built buses.
3. The senior technical officers/officials inspect the buses at the work place.
4. Major bus body components are approved by the CME(P) before fitment on the buses.
5. The first stage of inspection is the structure of the bus.
6. The second stage of inspection is the paneling of the bus.
7. The third stage of inspection is the pre-final/final stage of the bus.

1. Planning of reconditioning of Engines/F.I.P's and Automisers etc:-

1. Taking up construction of buses of other Government Departments:-

As and when there are requests from other Govt Depts., buses are constructed at Regional Workshops Bangalore.

1. Scrapping of buses/domestic vehicles:-

- ☐ The aged buses are scrapped as per the stipulated norms after following the procedures laid down for scrapping.
- ☐ The vehicles scrapped are evacuated to the Regional Workshops, Bangalore and Hassan.
- ☐ The W-23 forms for scrapping is scrutinized for approval of scrapping.
- ☐ The W-23 forms are forwarded to accounts for clearance.
- ☐ The file is placed for approval before the committee constituted for scrapping.
- ☐ The certificate is issued for scrapping of buses.

1. Designing new type of buses/R&D activities:- Design of new bus bodies of different types.

- Market survey of new materials used for bus body construction.
- Adopting the latest technologies available for bus body construction within the purview of KSRTC.

Improving on the passenger comfort and aesthetics of the bus.

Traffic Operations

- KSRTC is operating 6078 (31.10.08) schedules covering 22.85 lakh kms carrying 25.00 lakh passengers everyday. Classifications of schedules are as under:

Sl.No	Class of service	No.of schedules as on 31/10/08
1	Ordinary	2388
2	Express	2837
3	Semi Deluxe	49
4	Ultra Deluxe	317
5	Mayura	---
6	Sheetal A/C	24
7	Meghadooth	11
8	Corona	4
9	Volvo	186
10	City	185
11	Suburban	72
12	City Volvo	5
	Total	6078

Table No. 3.8: Class of service.

- KSRTC is serving 96% of the villages in monopoly area (7529 out of 7824) and 46% in non-monopoly area (5,616 out of 12,166) with transport facility.
- KSRTC's Infrastructure – one corporate office, 13 Divisional offices, 61 Depots, 119 bus stands.
- Range of services:
 - Airavat Volvo – Semi Sleeper and Executive services,

-
- Meghadoot AC – Sleeper and Executive services,
 - Mayura AC – Semi Sleeper and Executive services,
 - Rajahamsa – Semi Sleeper and Executive,
 - Semi Deluxe services,
 - Sheetal AC – Karnataka Sarige Ac services,
 - Karnataka Sarige – Branded & regular services,
 - Mofussil – Express & Ordinary services,
 - Minibuses, City and Suburban services
- **Airavat services** – High comfort Air-conditioned buses. Video and Audio facility. Tinted, laminated and big size window glasses. Window curtains. Laminated single windshield glass for better view. Very low noise level inside the coach. Luxurious and comfortable reclining seats. Attractive interiors and exteriors. Adequate luggage space. Semi Sleeper type buses in this category are also in operation with seats with calf support for better comfort.
 - **Meghadoot and Mayura services** – Fully Air-conditioned buses. Air suspension for better travel comfort. Video and Audio facility. Tinted, laminated and big size window glasses. Laminated single windshield glass for better view. Reduced noise level inside the coach. Luxurious and comfortable reclining seats. Attractive interiors and exteriors. Attractive glass cabin partition. Semi Sleeper buses in this category have seats with calf support. Sleeper buses with wide berths for comfortable journey are also in operation covering one destination at present.
 - Rajahamsa Executive services – Audio facility, Laminated single windshield glass for better view, reduced noise level inside the coach, Luxurious and comfortable reclining seats with comfortable leg space, Attractive interiors and exteriors.
 - **Sheetal AC services** – Fully Air-conditioned buses with 3+2 seat layout and high back seats. Air suspension for better travel comfort. Tinted, laminated window glasses. Laminated single windshield glass for better view. Attractive interiors and exteriors. Attractive glass cabin partition.
 - Karnataka Sarige –Attractive interiors and exteriors. 3+2 seat lay out, comfortable leg space, comfortable high back seats, Separate luggage cabin, single windshield glass.
-

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- Minibuses: Minibuses and Grameena Saarige buses are introduced in rural areas where road is narrow to provide connectivity.

OTHER FACILITIES PROVIDED TO COMMUTERS:

- Pick up / drop services: The Corporation is operating long distance services from / to various extension areas of Bangalore, Mysore and Mangalore as detailed below.
 - Bangalore:
 - Pick up : Jayanagar 9th Block East, J.P.Nagar 6th Phase, Padmanabhanagar, Koramangala, Katriguppe, Jayanagar 5th Block, Jalahalli Cross (NH-4), KMF(Hosur Road), Bidadi Bus stand, Vijayanagar and Indiranagar.
 - Drop: Koramangala, Vijayanagar, Padmanabhanagar, Indiranagar, Jayanagar 9th East, JPNagar 6th Phase.
 - Mysore :
 - Pick up: Kuvempunagar Complex, Housing Board, Hebbal, Srirampura, Vivekananda Circle, Saraswathipuram and JP Nagar.
 - Drop: Housing Board, Hebbal, Srirampura, Vivekananda Circle, Saraswathipuram and JP Nagar.
 - Mangalore:
 - Pick up: Thokkottu, Deralakatte, Asaigoli, Konaje, Prabhath, Mangaladevi, Attavara, Marnamikatte, Kavoov.
 - Drop : Konaje, Asaigoli, Deralakatte, Thokkottu.
 - Reservation of seats for lady passengers: Two seats (seat No.11 & 12) are reserved in Semi Deluxe and higher classes of services for lady passengers travelling single. In Mofussil buses, nine seats and fourteen seats in City/Suburban services are reserved for lady passengers.
 - Reservation of seats for physically handicapped persons: Two seats are reserved near passenger door in Mofussil and City/ Suburban services.
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- Free Travel in City limits: Advance reservation ticket holders are permitted to travel free of cost to Central bus stands in Bangalore / Mysore / Mangalore, two hours before departure time of service with seat reservation in;
 - City and Suburban services operated in Bangalore / Mysore and other cities.
 - Mofussil buses going towards KBS in Bangalore City and Suburban limits.
 - Special services: Extra services to pilgrimage / tourist places are operated during festivals, summer vacation, other fairs/festivals, weekends and holidays depending on passenger demand.
 - Passenger Enquiry Counters set up at all the district and taluk headquarters bus stand for providing information to the public.
 - Electronic Ticketing Machines: ETMs have been deployed in all 61 Depots for passenger convenience. The tickets are printed both in Kannada and English. They show boarding and alighting places, fare, etc, they facilitate speedy transactions. They save considerable paper work and time for conductors.

Passenger Amenities at bus stands: Refreshment rooms, drinking water facility, sitting arrangements, display of timetables, enquiry counters, pass issue counters, advance booking counters, luggage booking counters, separate toilets / urinals for gents / ladies, cycle/ scooter/ car parking stands, CCTV, book stall, fruit stall. STD/local telephone booths etc are provided at bus stands. All the bus stands in KSRTC jurisdiction are taken up for upgradation to provide modern facilities.

Services

Airavat

Fly by road, Fully Air-conditioned buses, Air suspension for better travel comfort, Video and Audio facility, Tinted laminated and big size window glasses, Window curtains, laminated single windshield glass for better view, reduced noise level inside the coach, Executive Seating, Luxurious and comfortable reclining seats, Attractive interiors and exteriors, adequate luggage space. Semi Sleeper type buses introduced that has seats with calf support for better comfort.



Rajahamsa

- Constructed on Ashok Leyland 244” WB Chassis fitted with 165 HP Engine.
- Body built by Regional Workshop & out side agencies also.
- Chassis fitted with all Weveller suspension
- Fitted with Improvised Hi-Tech Reclining passenger seats of 43 seating capacity with 2x2 configuration.
- Provided sound proof Driver partition.
- Fitted with single windshield laminated glass.
- The interiors are covered with rexine cloth.
- The exterior is painted with 2K-PU metallic paint

Cost of each bus is Rs. 18.50 lakhs



AMBAARI

- Body and frame:
- Corona bus is an all steel integral monocoque construction and has two important structural members:
 - a) Spines to carry load carrying member and
- Exterior cage which is integrated with spine to have a unique single piece monocoque structure.
- The entire structure is made up of rectangular steel tubes. The structure has comparatively high impact strength.

Engine:

The bus is fitted with 160 Horse power Cummins engine at the rear end so as to reduce noise pollution inside the bus saloon. The rear engine ensures reduced transmission loss. Larger flaps are fitted at rear end and at sides for better accessibility and maintenance of the engine.

Air suspension:

Fully independent front Air suspension are provided which carries double link wish bone at both left and right independently supported to the structure by silent bearings. The rear end is provided with an independent single wish bone structure which is pivoted to the body structural spines with rubber mountings for comfortable travel. The Air suspension provides bump free travel to the passenger

Passenger saloon:

The passenger saloon is provided with ultra modern interiors, 'Happich' imported hatracks to carry light luggage, comfortable reclining hi-tech passenger seats, imported floor carpeting, high mounted TV to have better viewing pleasure for passengers.

Air conditioner:

This bus is provided with good branded "carrier" make air-conditioner with excellent cooling effect to make the journey comfortable & cool.

Front show and wind shield:

The bus is provided with improved front show and wind shield to have better aero dynamics and fuel efficiency. Better visibility and safety. Single piece front cowl gives better insulation and avoids dust entry into the cabin and also help in reduction in noise pollution.

Luggage space:

The bus is provided with excellent under slung luggage space (approximately 11 cubic mtrs) to carry more luggages of passengers and also better road holding with lowered centre of gravity. Loading and unloading of luggage is very easy as the luggage space is much nearer to the ground.

Brakes:

The Braking system provides safe and reliable braking with dual circuit full air brakes. Condenser cum water separator is provided in addition to the air dryer to enhance life and performance of brake system. Automatic slack adjuster are provided to enhance the braking efficiency.

Seats Configuration:

Fitted with 44 passenger seats with 2x2 seating configuration. The seats are comfortable with reclining mechanism. Exteriors:

The bus is provided with all aluminum doors and stretched galvanized panels. The panels are painted with polyurethane based premier high solid 2k paints with colorful graphics.

Cost:

The end rate per bus is at Rs. 36,81,563.00.12. Brand Name:

The Bus is named as “AMBAARI” – means comfortable & luxurious journey on the top of an Elephant.



Karnataka Saarige

- Constructed on Ashok Leyland 244” WB Chassis fitted with 112 HP Engine.
- Body built by Regional Workshops, Bangalore and Hassan.
- Chassis fitted with all Weveller suspension.
- Fitted with Improvised passenger seats of 65 seating capacity with 3x2 configurations.
- Fitted with single windshield laminated glass.
- The interiors are with aluminium sheet panel.
- The exterior is painted with 2K-solid paint.

Cost of each bus is Rs. 12.23 lakhs



Sheetal Bus

This bus is provided with good branded “carrier” make air-conditioner with excellent cooling effect to make the journey comfortable & cool.



Schemes for General public

1. **Monthly passes** – Monthly season pass available for travelling in Express and below class of services (Up to 50% discount on actual fare).
2. **Weekly Freedom tickets** – Traveling public will be given Weekly freedom ticket to travel without kilometer restrictions (Conditions apply) for one week. The details are follows

Class of service	Rates for the months: April, May, June, Oct and Dec		Rates for remaining Months
Ordinary/Karnataka sarige	Adult	Rs.800	Adult
	Child	Rs.400	Rs.750
			Child
			Rs.350
Rajahamsa/RH(Exe)/Semisleeper	Adult	Rs.1700	Adult
	Child	Rs.850	Rs.1500
			Child
			Rs.750

1. **Daily pass (Mysore City)** – Daily pass for Rs.25 allows passengers to travel without distance limit (Conditions apply) for one day in Mysore city services.
2. **Suvarna Karnataka tickets** –Suvarna Karnataka tickets will be issued to travel without kilometer restrictions within the State for 3 days/4 days (Conditions apply). The details are given below.

Pass Type	Pass Validity Days	Allowed Class	Rate
3 days	Friday to Sunday	Ordinary/Express	500
3 days	Friday to Sunday	Sheetal	600
3 days	Friday to Sunday	Rajahamsa	700
4 days	Monday to Thursday	Ordinary/Express	500
4 days	Monday to Thursday	Sheetal	600
4 days	Monday to Thursday	Rajahamsa	700

Table No. 3.9: Pass Types.

Accident Relief Fund Trust

Accident Relief Fund Trust a charitable Trust was formed wef 01.06.2002, in order to provide immediate Financial Relief to the legal heirs of the deceased Passengers travelling in KSRTC / Hired buses of KSRTC due to Accidents.

At present an Accident Relief of Rs. 2.50 lakhs is being paid to the legal heirs of deceased in addition to MACT Claims.

Other Road Safety initiatives:

1. Maintaining 3 Ambulances including one Mass Rescue Wagon in association with CTC for Trauma care on National Highways/State Highways.
2. Running a clinic at KBS in association with CTC for benefit of passengers/staff of STU's during exigencies.
3. No extra fee is being collected for this purpose wef 01-09-2008.

Concessions (Ticket Reservation)

- **Group Booking discount** – 5% discount on basic fare allowed where four or more seats are booked as a group.
- **Return Journey discount** –10% discount on basic fare allowed when both onward and return tickets are booked simultaneously.
- **Free travel in City Services** – Passengers with advance reservation tickets are allowed free travel in the city services within 2 hours before departure time of service.

Concessions (Legislators & others)

- **MLA** – Free travel allowed in all Classes of services.
 - **Ex MLA** – Free travel allowed in all Class of services along with one companion.
 - **Journalist** – Free travel allowed for journalist with accreditation card within city limits (City Buses).
-

-
- **Senior Citizen(age 65 and above)** – 25% concession allowed in Rajahamsa and below class of services.

Passes (Concessional)

- **Student Concession passes**—75% to 80 % concession on normal fare is given.
- **Freedom Fighter** – Free travel allowed in Rajahamsa and below class of services. For Freedom Fighters above 75 years of age one companion will be allowed free travel.
- **Blind passes** – Free travel allowed within the state in Ordinary and Express class of services.

Physically Handicapped – For a payment of Rs.250 per year they are allowed to travel within 100 Km radius from their residential place in ordinary/express services.

IT in KSRTC

Key Facts

Anywhere Anytime Advance Reservation (AWATAR)



KSRTC has implemented online advance reservation network called AWATAR (Any Where Any Time Advance Reservation), wherein tickets can be booked through Internet. Presently, 52 KSRTC counters and 268 Franchisees are working on this system. There are 123 online booking counters in Bangalore City, 14 counters in Mangalore, 12 counters in Mysore, 78 counters at other important places in KSRTC jurisdiction and 41 counters in neighboring states i.e. Tamil Nadu, Andhra Pradesh, Kerala, Pondicherry, Goa and Maharashtra. Tickets can be booked 15 days in advance including return journey tickets from selected destinations.

AWATAR features

- Extremely scalable architecture with long life expectancy
- Web based application with flexible yet powerful functionality provided to the application
- 200 forms with more than 1500 functionalities
- Buying tickets from Any Where to Any Where at Any Time
- Better access and security management
- Extensive master capture for future feasibility
- E-ticketing, online and franchisee booking facility
- Easy to use and comfortable navigation of the application
- Improved look and feel
- Flexibility to design the layout using presentation layer on the fly
- Flexible and multiple type fare generation
- Generation of complex reports including online reports specific to different payment gateways
- Can track customer booking history

KSRTC has gone up a step further ahead by offering passengers to **reserve online tickets through Credit Card and direct debit to bank account** on click of computer mouse of their desktop itself at their workplace or home. This feature is the first of its kind amongst the State Transport Undertakings in India. The payment Gateway is presently offered through ICICI Bank for all Credit Cards issued having VISA and Master Logos. There is also a provision for availing the e-ticket for the account holders of SBI through Direct Debit to the Account.

Innovations

Electronic Ticketing Machines:

To enhance the usage of IT in day-to-day operations ETMs have been deployed in all 61 Depots. ETMs are convenient, user-friendly, light in weight apart from other benefits like speedy issue of tickets, reduction in manual entry of waybills, generation of MIS reports on the no. of passengers traveled, distance of travel, integration with DCS etc.



ETM Features

- Ticket issue time minimized
- Issue of ticket well before the stage
- Issue of more tickets in less time
- Less or no fatigue for conductors
- Easy remittance of funds with accuracy in accounting
- MIS report.
- Ease of operation

ACHIEIVEMENTS >> General**Table No. 3.10: Achievements.**

Parameters	2003-04	2004-05	2005-06	2006-07	2007-08
Divisions	10	10	11	13	13
No. of depots	49	50	56	59	60
No. of bus stations	103	107	110	112	119
Schedules	4094	4615	4984	5478	5737
New vehicles added	657	1046	1190	1263	1660
Vehicles scrapped	660	476	516	521	837

Vehicles held

a) KSRTC	4189	4728	5215	5935	6664
b) Private	221	216	169	15	95
Total	4410	4944	5384	5950	6759

Personnel >> Recruitment Statistics**Table No.3.11: PRESENT STAFF RATIO APPROVED BY THE GOVERNMENT:**

1	DRIVER	1.642
2	CONDUCTOR	1.618
3	DR.-CUM.CONDR.	0.375
4	MECH. STAFF	1.040
5	OFFICERS	0.061
6	TRAFFIC SUPRY.	0.241
7	OTHERS	0.590
8	TOTAL:	5.567 (Per schedule)

Table No. 3.12: Year wise Working Staff Ratio:

Sl. No	Year	Staff Ratio
1	1961-70	9.672
2	1971-80	9.124
3	1981-90	7.437
4	1991-97	6.413
5	1998	6.69
6	1999	6.65
7	2000	6.35
8	2001	5.92
9	2002	5.84
10	2003	5.77
11	2004	5.41
12	2005	4.99
13	2006	4.98
14	2007	4.79

Labour Welfare measures implemented in KSRTC

1. **Wage Revision:** Wage Revision is undertaken in the corporation once in four years.
 2. **Insurance Scheme:** An internal insurance scheme called KSRTC Employees Family Welfare Scheme is introduced which provides a compensation of Rs.3 lakhs to the dependent of the employee who die while in service.
 3. **Merit Awards:** Merit awards for children of employees/officers who secure higher marks in SSLC, PUC & Degree examinations.
-

-
4. **Educational Loan :-** A scheme of extending educational loan upto a maximum of Rs.1 lakh for coverage of tuition fee to the employees children who are admitted to professional courses.
 5. **Medical Reimbursement:-** Reimbursement is given on par with State Government. Advance for major illness and personal sickness of the employee and their dependents.
 6. **Preventive Medicine & Healthy life Style Clinic at Bangalore and Mysore:** Established to provide a Comprehensive annual health checkup program for the employees.
 7. **Recognition of Hospitals:** To provide adequate medical facilities to the employees and their dependents more than 100 reputed private hospitals and 7 Diagnostic centers have been recognized by the Corporation so far.
 8. **De-addiction Centre:-** A de-addiction programme WAPPA (Work Place Alcohol Prevention Programme and Activity) was implemented in KSRTC since 1997 to help the addicted employees to over come the addiction.

In Addition to the above the following facilities are also extended to the employees.

- Educational Assistance: Scholarship to children of employees/ officers.
 - Awards: Accident free awards for Drivers - Gold and Silver medals.
 - Sports and Cultural Activities
 - Festival Advance
 - Counseling
 - Voluntary retirement scheme
 - Library
-

RECOGNITION TO KSRTC

Sl. No.	Date	Description
1	7-2-2000	Union Transport Ministers Trophy for lowest accident record during the period, 1996-1999.
2	5-6-2002	Parisara Award 2001 by State Government.
3	2-9-2002	Safety Award for 2001-02 by the Chartered Institute of Logistics and Transport, India.
4	7-9-2000 (2nd time)	Union Transport Ministers Trophy for lowest accident record during the period, 1997-2000.
5	15-11-2002	U.K. based Prince Michael International Road Safety Award & Institute of Road Traffic Education (IRTE) Award 2002 for its contribution in building a positive road culture through safety attitudes & practices and towards reduction of Road accidents in India.
6	31-1-2002	National Fuel Award for the year 2001-02 for the best KMPL & outstanding contribution to the cause of Petroleum product from the Petroleum Conservation Research Association, Ministry of Petroleum and Natural Gas, Govt. of India.
7	16-2-2003	Golden Peacock Innovation Management “Runners Up” Award, 2002 in recognition of initiatives on Innovations focused on the Areas of Management, Technology, Customer and Human Relations by the Institute of Directors, India.
8	13-6-2003	Golden Peacock International “Winner” Award, 2003 for Environment Management.
9	1-7-2003 (3rd time)	Union Transport Ministers Trophy for lowest accident record during the period, 1998-2001.
10	30-1-2004	National Fuel Award for the year 2002-03 for the best

	(2nd time)	improvement in KMPL from the Petroleum Conservation Research Association, Ministry of Petroleum and Natural Gas, Govt. of India.
11	11-6-2004 (2nd time)	Golden Peacock Eco Innovation Award, 2004 in recognition of the innovative efforts on the use of bio-fuel, fitment of diesel particulate filters and induction of alternative fuels to the buses.
12	24.1.2006	Transport Ministers trophy for 2004-05, Runner up under “Mofussil category” in achieving lowest accident rate amongst all State Road Transport Undertakings during 2003-04. A cash prize of Rs. 50,000 and a trophy

Table No. 3.13: Recognition to KSRTC.

DATA ANALYSIS AND INTERPRETATION

Table 4.1:

Table showing the age group of respondents:

Age In year	No. of respondents	Percentage
20-30	14	14%
30-40	62	62%
40 and above	24	24%
Total	100	100%

Analysis:

From the above table it is observed that 14% of the respondents belong to the age group of 20-30 years, 62% of the respondents belong to the age group of 30-40 years and the remaining 24% respondents belong to the age group of 40 and above.

Inference:

From the above table it is inferred that majority of the travelers are of the age group of 30-40 years. This conveys that the middle age people are the potential customers of KSRTC.

Graph 4.1:
Graph showing the age group of respondents:

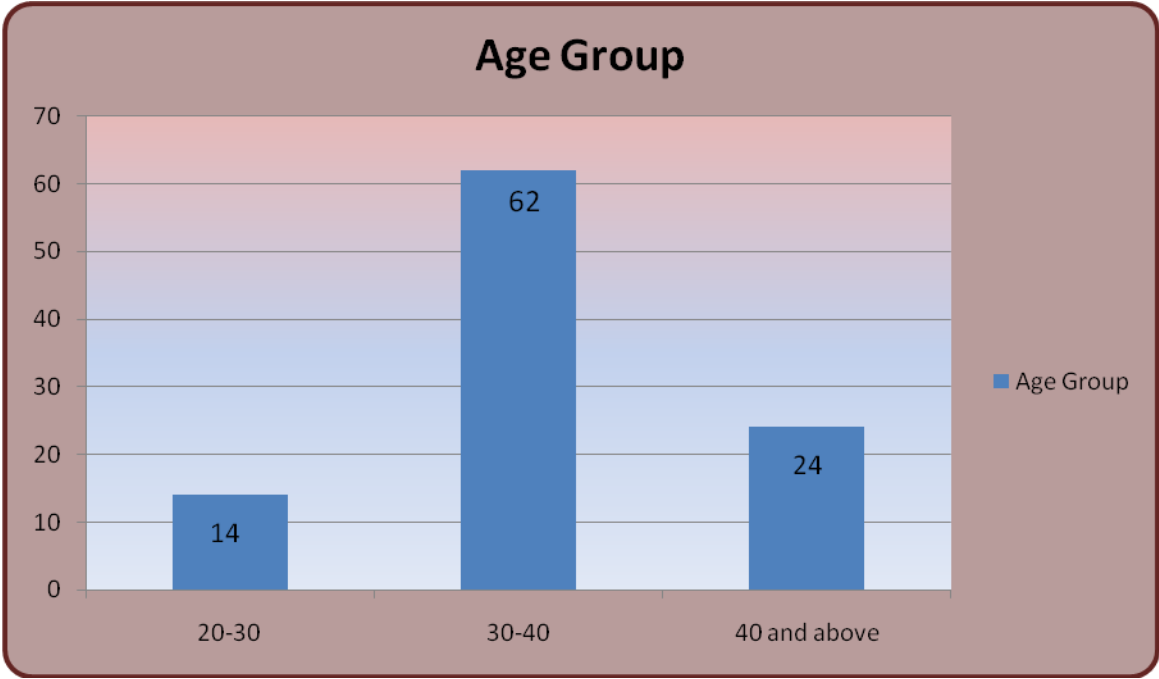


Table 4.2:
Table showing the sex group of the respondents:

Sex	No. of respondents	Percentage
Male	70	70%
Female	30	30%
Total	100	100%

Analysis:

From the above table it is observed that 70% of the respondents belong to the male category and 30% of the respondents belong to the female category.

Inference:

From the above table it is inferred that majority of the travelers are male. So an enough concentration is required to cater the female group by providing facilities and safety.

Graph 4.2:

Graph showing the sex group of the respondents:

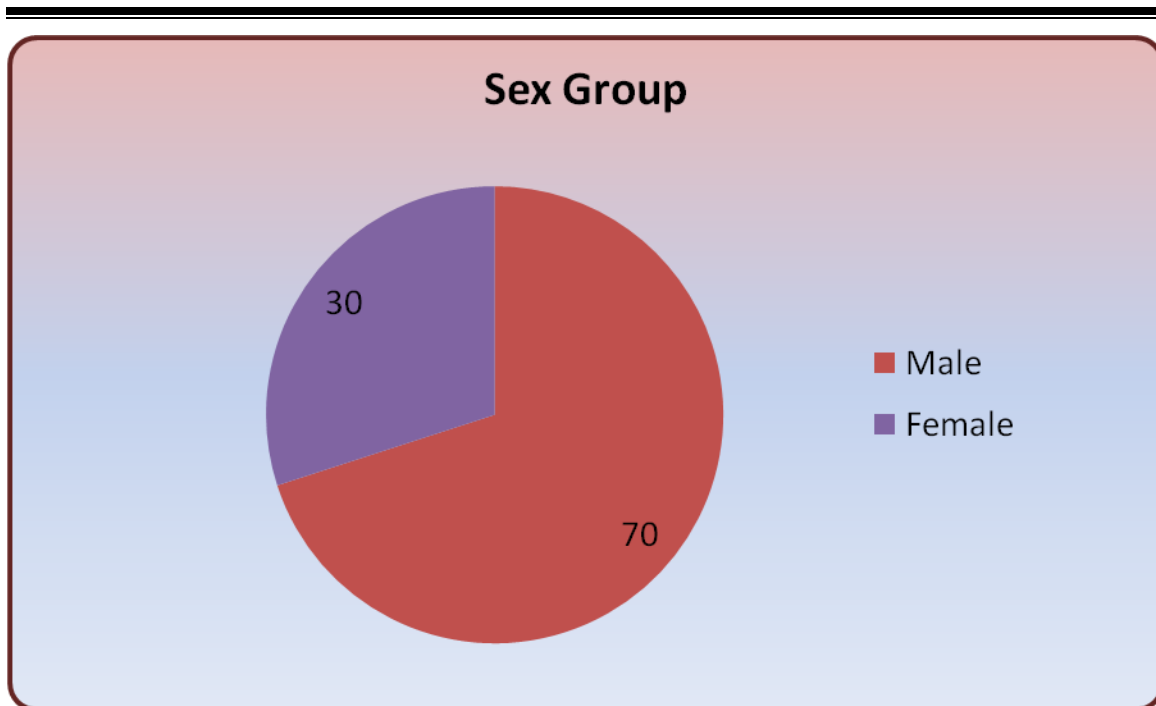


Table 4. 3:

Table showing percentage of respondents traveling by K.S.R.T.C:

Option	No. of respondents	Percentage
Yes	90	90%
No	10	10%
Total	100	100%

Analysis:

From the above table, it is observed that 90% of respondents travel by K.S.R.T.C and the rest 10% of respondents do not travel.

Inference:

From the above table it is inferred that majority of the respondents travel by KSRTC. This shows that there is a positive response towards the services rendered by KSRTC

Graph 4.3:

Graph showing percentage of respondents traveling by K.S.R.T.C:

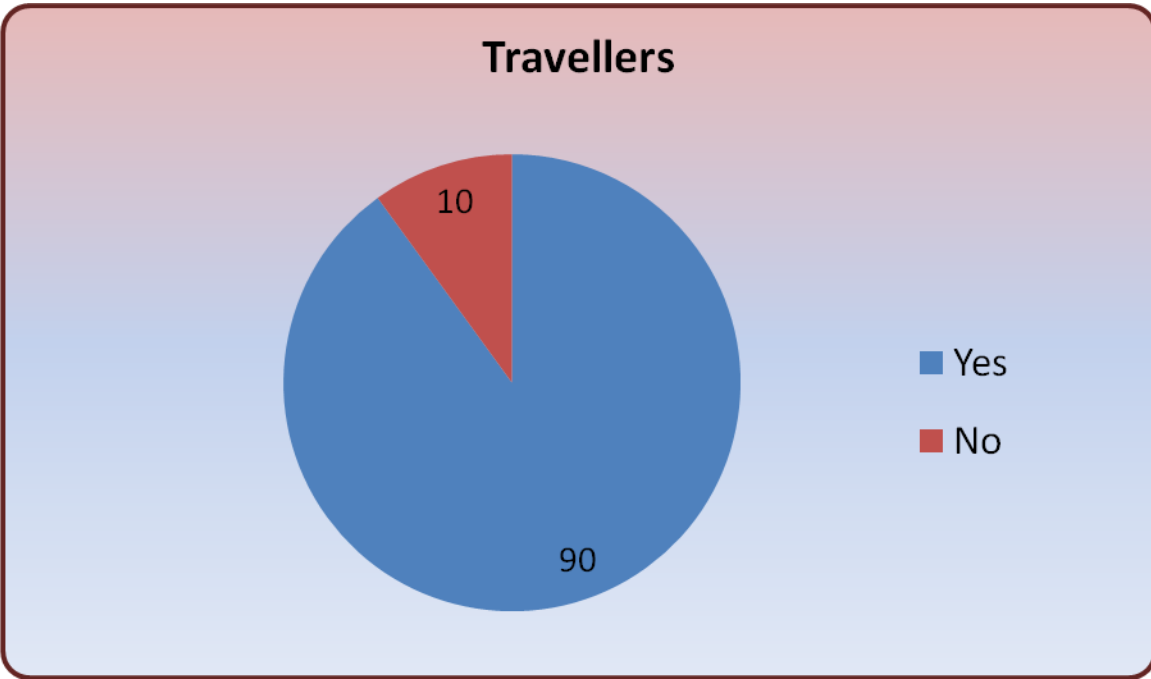


Table 4.4:

Table showing how often respondents travel by K.S.R.T.C:

Option	No. of respondents	Percentage
Daily	30	30%
Weekly	14	14%
Fortnightly	6	6%
Monthly	50	50%
Total	100	100%

Analysis:

From the above table it is observed that 30% of respondents travel daily, 14% of respondents travel weekly, 6% of respondents travel fortnightly & 50% of respondents travel monthly.

Inference:

From the above table it is inferred that majority of the respondents travel monthly. So, special schemes should be provided to make their journey economical.

Graph 4.4:

Graph showing how often respondents travel by K.S.R.T.C:

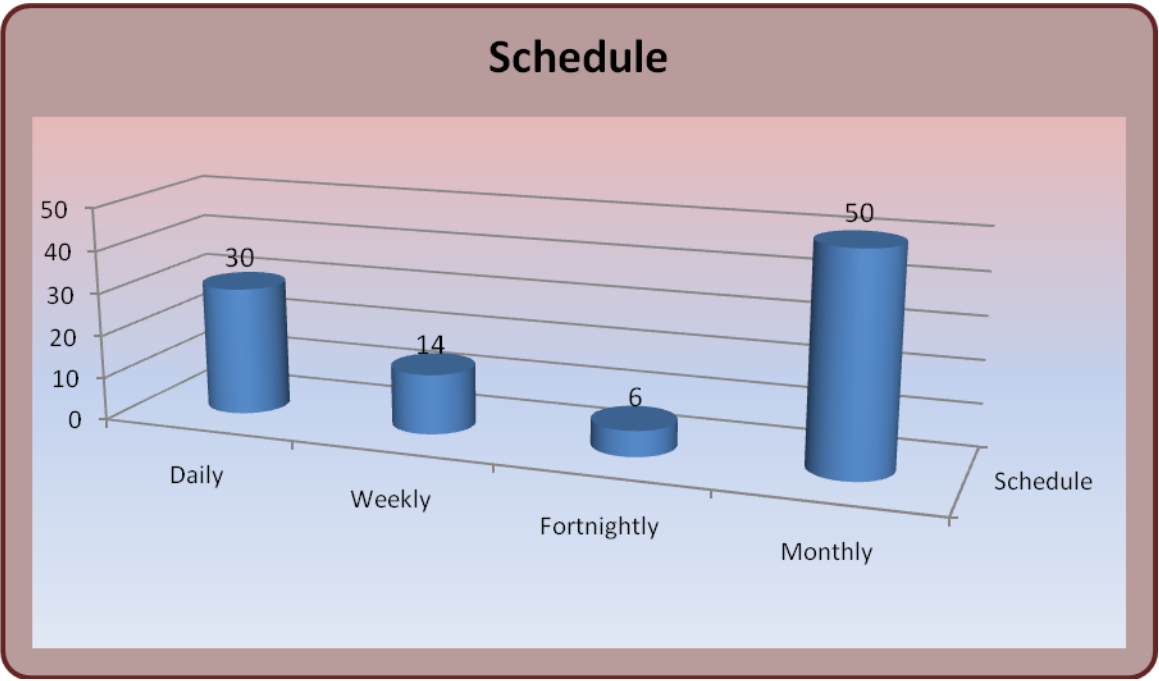


Table 4.5:**Table showing the timings of KSRTC:**

Time	No. of Respondents	Percentage
Always on time	14	14%
Mostly not on time	58	58%
Not at all on time	28	28%
Total	100	100%

Analysis:

From the above table it is observed that, KSRTC buses which arrive always on time is 14%, buses that mostly not arrive on time is 58%, and the buses that not at all arrive on time are 28%.

Inference:

From the above table it is inferred that the majority of the respondents feel that the buses are mostly not on time. So, a suitable measure has to be taken so as to meet the time by finding the shortest route to reach the destination.

Graph 4.5:
Table showing the timings of KSRTC:

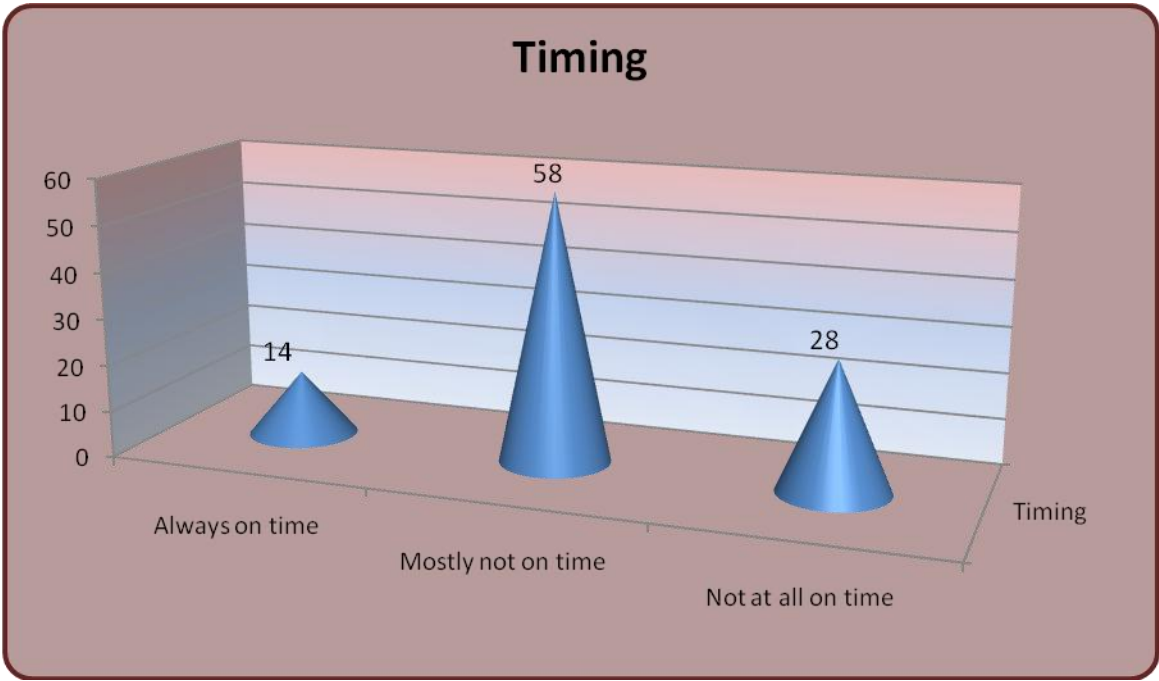


Table 4.6:

Table showing the frequency of KSRTC buses:

Option	No. of Respondents	Percentage
More frequent	10	10%
Frequent	68	68%
Less frequent	22	22%
Total	100	100%

Analysis:

From the above table it is observed that the frequency of KSRTC busses, 10%, buses are more frequent, 68% of buses are frequent, and 22% of buses are less frequent.

Inference:

From the above table it is inferred that the majority of the respondents feel that the buses arrive frequently. So, the Corporation has to maintain this trend and improvise further.

Graph 4.6

Graph showing the frequency of KSRTC buses:

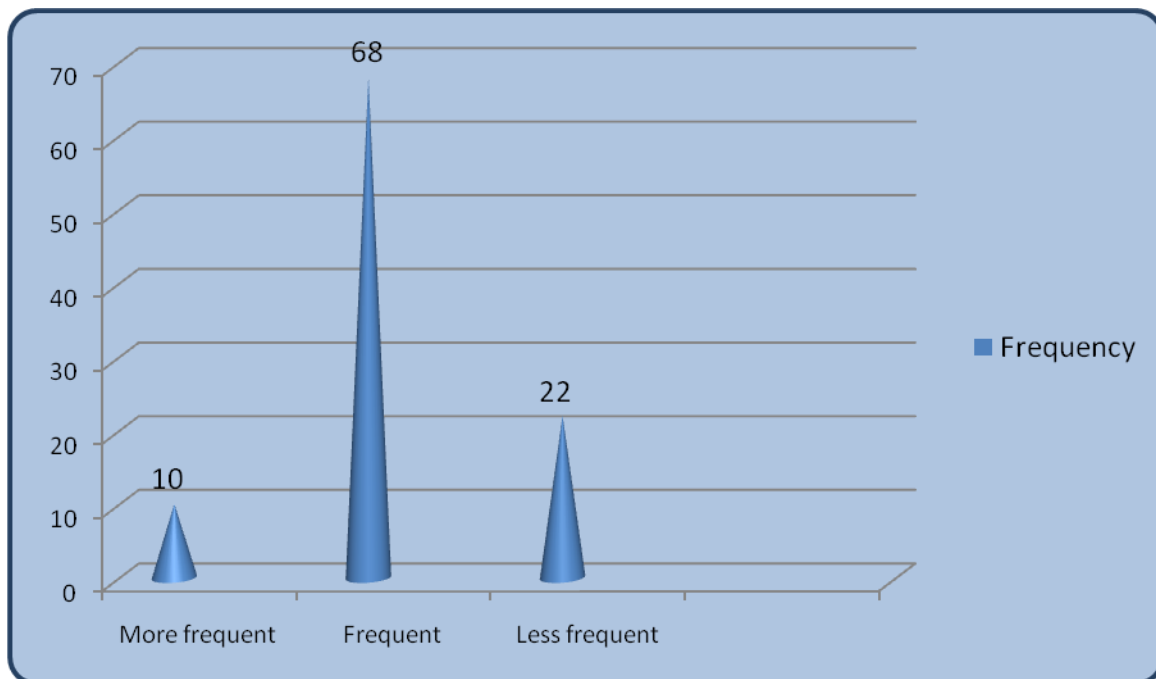


Table: 4.7

Table showing the area covered by KSRTC:

Area	No. of Respondents	Percentage
Most places	35	35%
Selected places	50	50%
Very few selected	15	15%
Total	100	100%

Analysis:

From the above table it is observed that 35% of KSRTC buses that cover. Most places 50% of KSRTC buses cover selected places and 15% of KSRTC cover only a very few selected places.

Inference:

From the above table it is inferred that the majority of the respondents feel that the buses cover only selected places. So, an effective measure has to be taken to cover most of the places by increasing the number of buses.

Graph: 4.7

Graph showing the area covered by KSRTC:

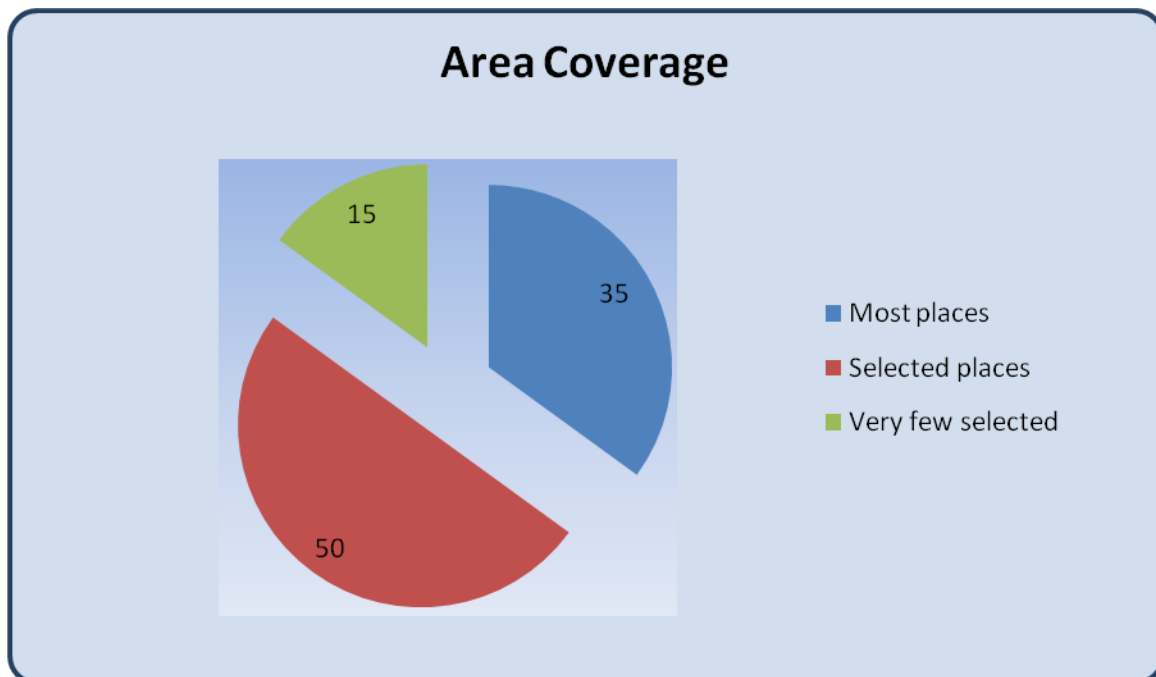


Table: 4.8

Table showing the price structure of KSRTC busses:

Price	No. of Respondents	Percentage
High Cost	12	12%
Moderate	56	56%
Least	32	32%
Total	100	100%

Analysis:

From the above table it is observed that the price structure of KSRTC bus are 12% of respondents suggest the price structure as high cost, 56% of respondents suggest price structure as moderate and the 32% of respondents suggest that the price structure of bus is least.

Inference:

From the above table it is inferred that the majority of the respondents feel that the fare of the buses is moderate. So, a sufficient measure has to be taken to see that the price of the ticket does not fluctuate drastically.

Graph: 4.8

Graph showing the price structure of KSRTC busses:

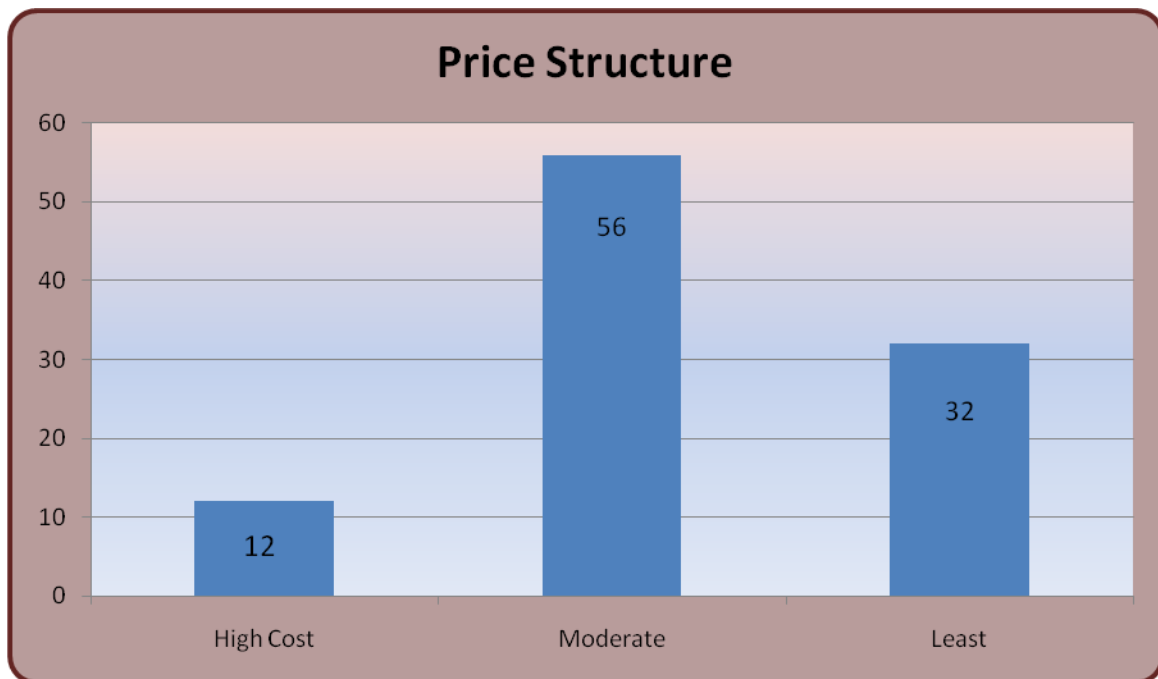


Table: 4.9

Table showing the cleanliness and maintenance of KSRTC:

Cleanliness and maintenance	No. of Respondents	Percentage
Very Good	72	72%
Average	24	24%
Poor	4	4%
Total	100	100%

Analysis:

From the following the above table 72% of respondents find it very good, 24% of respondents find it average and 04% of respondents find it poor regarding cleanliness and maintenance.

Inference:

From the above table it is inferred that the majority of the respondents feel that the buses are maintained cleanly. So, it is a positive response from the respondents that has to be maintained.

Graph: 4.9

Graph showing the cleanliness and maintenance of KSRTC:

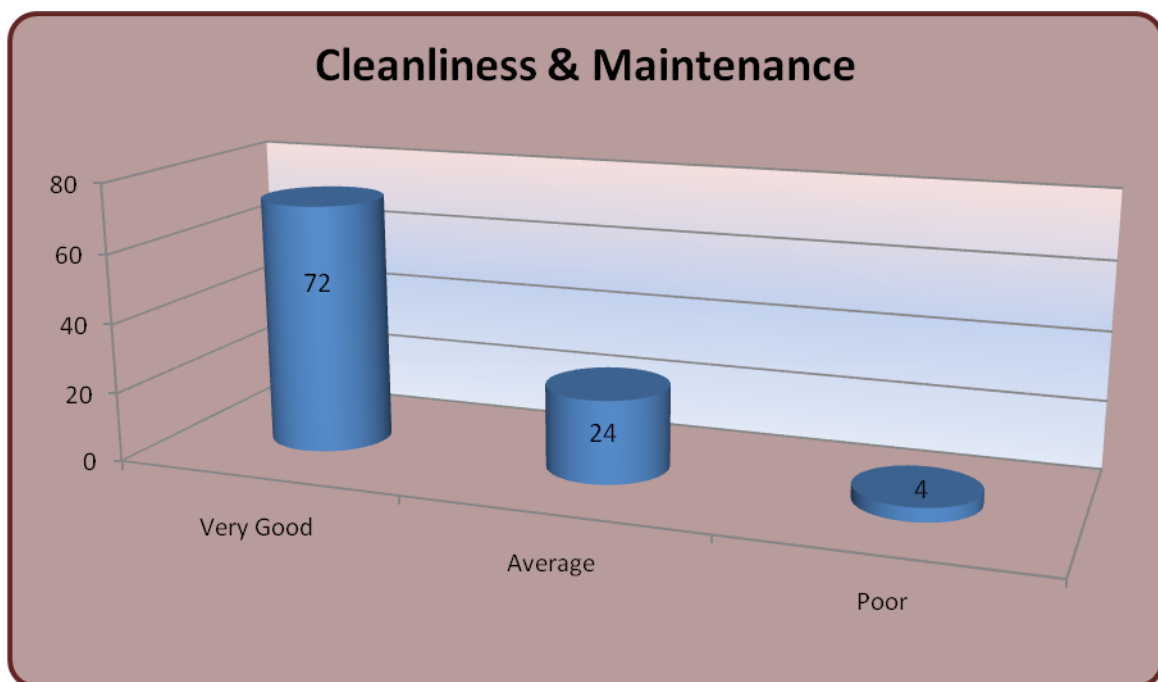


Table: 4.10

Table showing the behavior of driver/conductor with respondents:

Behavior	No. of Respondents	Percentage
Very Good	70	70%
Average	20	20%
Poor	10	10%
Total	100	100%

Analysis:

From the above table it is observed that the behavior of the conductor and driver with respondents is 70% very good, 20% of respondents feel average and the rest 10% feels it as bad.

Inference:

From the above table it is inferred that the majority of the respondents feel that the conductor/ driver's behavior is very good. So, effort has to be put to maintain the moral conduct of the conductor/ driver towards the travellers.

Graph: 4.10

Graph showing the behavior of driver/conductor with respondents:

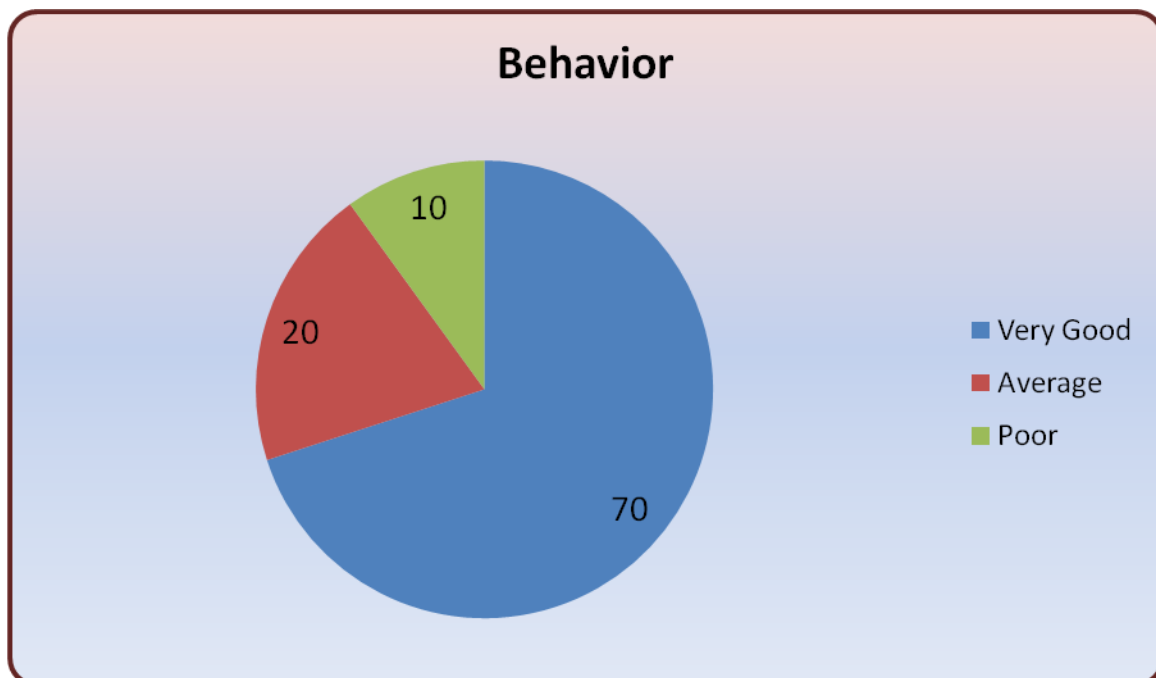


Table 4.11:

Table showing how respondents opinion about KSRTC bus in term of Speed:

Speed	No. of Respondents	Percentage
Rash	20	20%
Fast	50	50%
Moderate	30	30%
Slow	-	-
Total	100	100%

Analysis:

From the above table it is observed that 20% of respondents feel its rash, 50% of respondents feel fast, 30% feel as moderate and 0% feel it's slow.

Inference:

From the above table it is inferred that the majority of the respondents feel that the drivers drive fast. So, speed governors have to be installed into the buses so as to control the speed of the buses.

Graph 4.11:

Graph showing how respondents opinion about KSRTC bus in term of Speed:

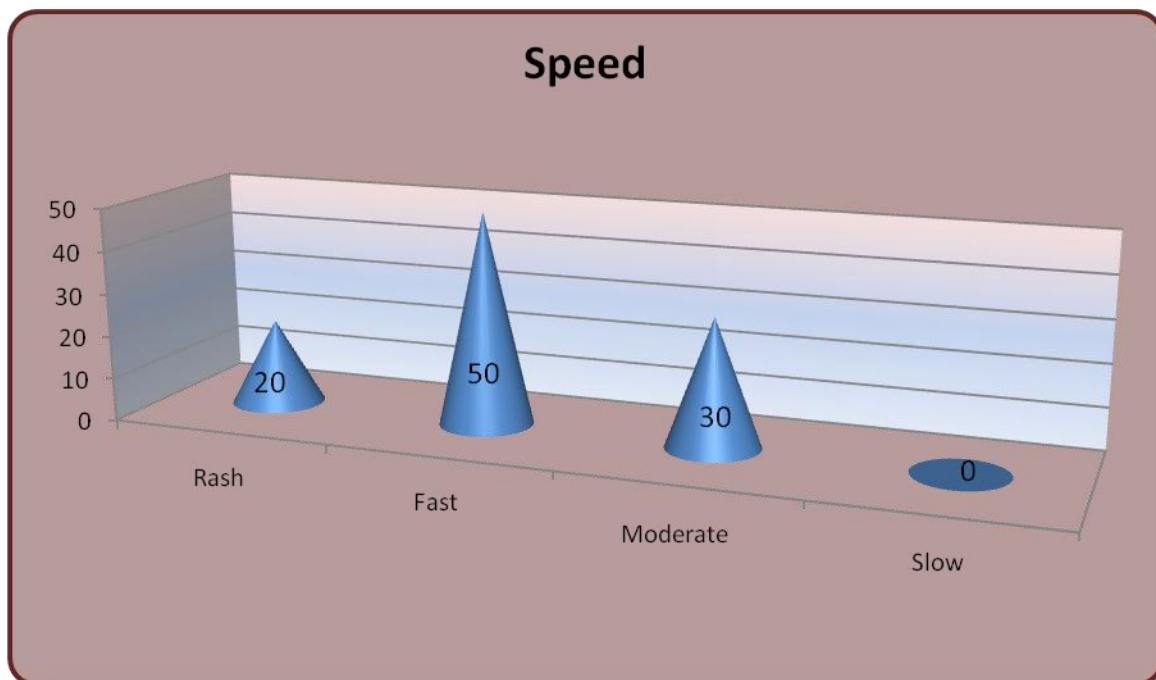


Table 4.12:

Table showing the satisfaction of customers after traveling by KSRTC:

Option	No. of Respondents	Percentage
Yes	85	85%
No	15	15%
Total	100	100%

Analysis:

From the above table it is observed that 85% of the respondents are satisfied from traveling in KSRTC and 15% of the respondents are not satisfied from traveling in KSRTC.

Inference:

From the above table it is inferred that the majority of the respondents are satisfied with KSRTC. So, the services have to be maintained so as to keep up the image.

Graph 4.12:

Graph showing the satisfaction of customers after traveling by KSRTC:

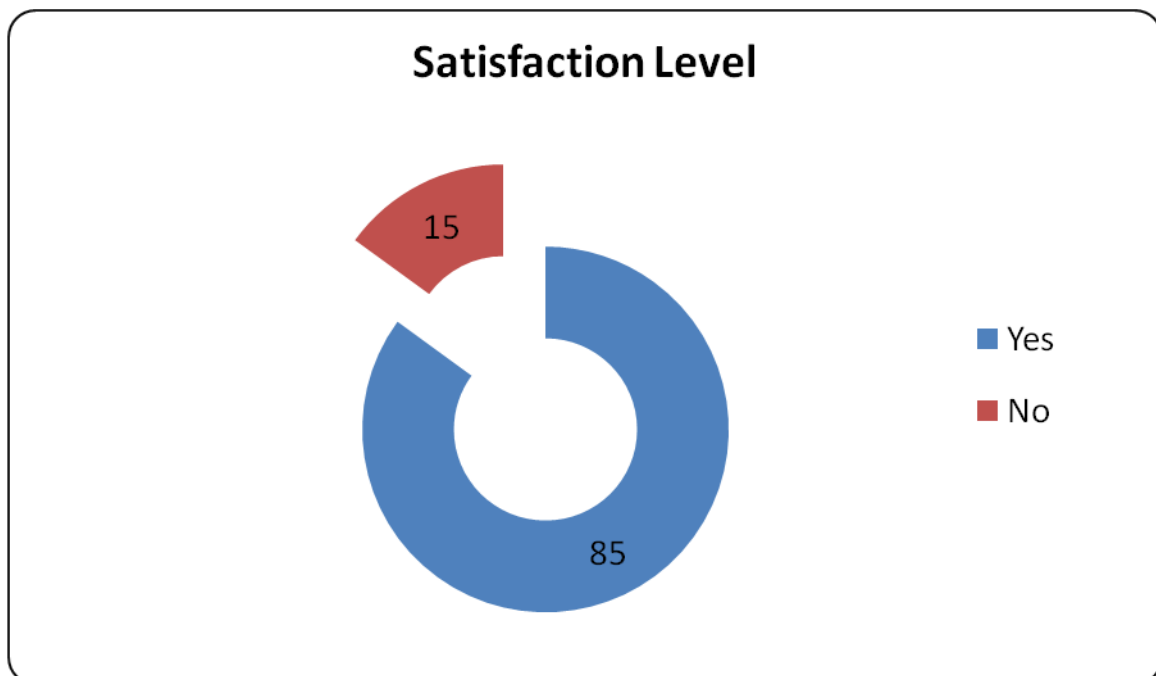


Table 4.13:

Table showing customer's preference of the respondents to travel in KSRTC:

Preference	No. of Respondents	Percentage
Day	10	10%
Night	90	90%
Total	100	100%

Analysis:

From the above table it is observed that 10% of the respondents feel traveling during day in KSRTC and 90% of the respondents feel traveling in night in KSRTC.

Inference:

From the above table it is inferred that the majority of the respondents prefer to travel during the night. So, suitable facilities like blankets, refreshments have to be provided to all buses by charging nominal fees.

Graph 4.13:

Graph showing customer's preference of the respondents to travel in KSRTC:

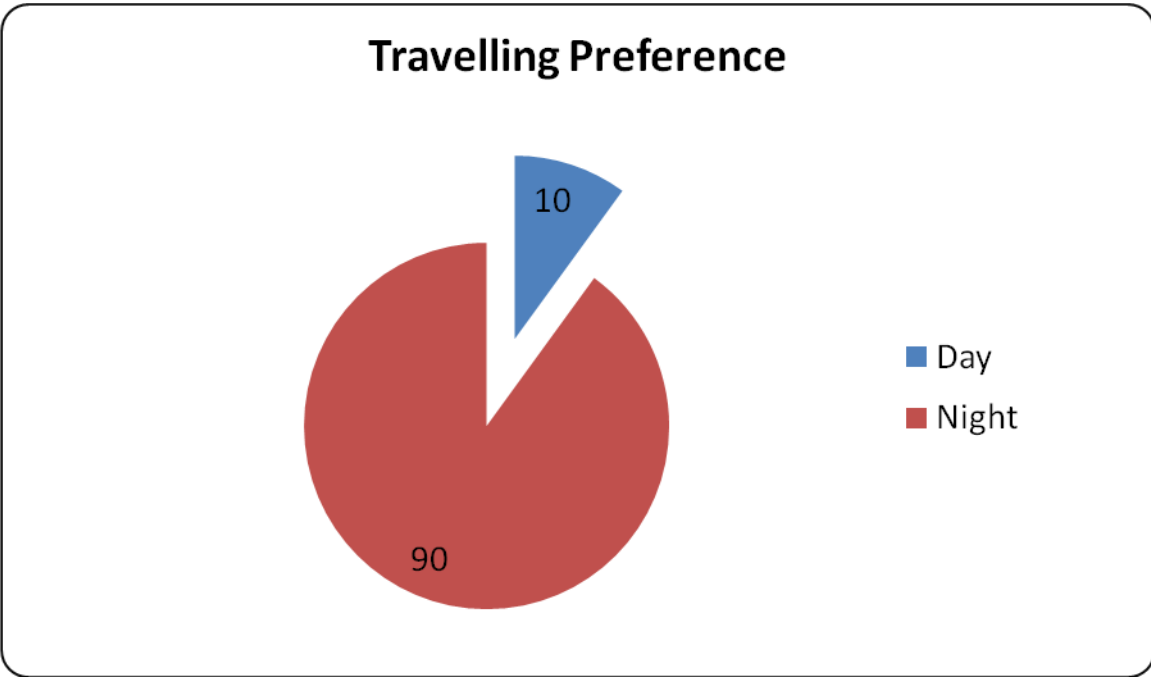


Table 4.14:

Table showing the mode of payment facilities preferred by the respondents:

Mode of Payment	No. of Respondents	Percentage
Cash	45	45%
Credit card	15	15%
E-booking	35	35%
Other	5	5%
Total	100	100%

Analysis:

From the above table it is observed that 45% of respondents feel its cash facility, 15% of respondents feel credit card facility, 35% feel its E-booking facility and 5% feel other facility.

Inference:

From the above table it is inferred that the majority of the respondents buy their ticket by paying cash. So, awareness about e- booking has to be created among the travelers to avail the tickets easily.

Graph 4.14:

Graph showing the mode of payment facilities preferred by the respondents:

Mode of Payment

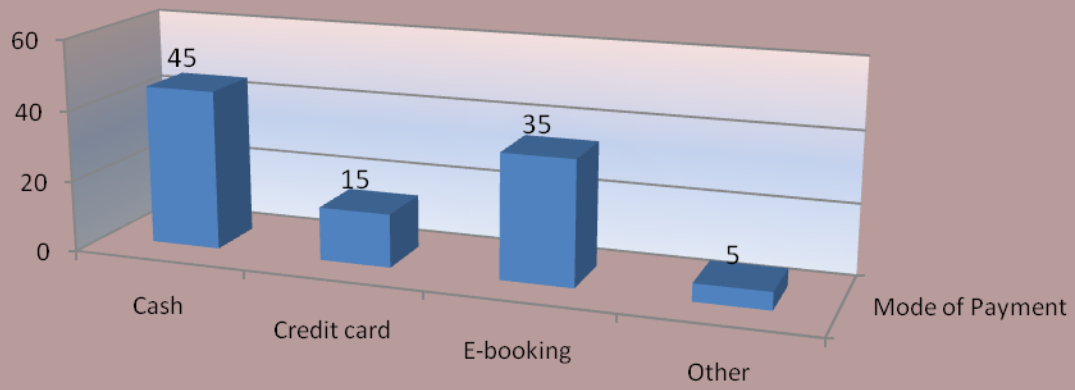


Table 4.15:

Table showing the availability of luggage space in KSRTC:

Luggage Space	No. of Respondents	Percentage
More Adequate	70	70%
Adequate	25	25%
Less Adequate	5	5%
Total	100	100%

Analysis:

From the above table it is observed that 70% of respondents feel its more adequate for luggage, 25% of respondents feel its adequate and 5% feel its less adequate.

Inference:

From the above table it is inferred that the majority of the respondents feel that the luggage space is more adequate. So, safety precautions have to be taken about the luggage.

Graph 4.15:

Graph showing the availability of luggage space in KSRTC:

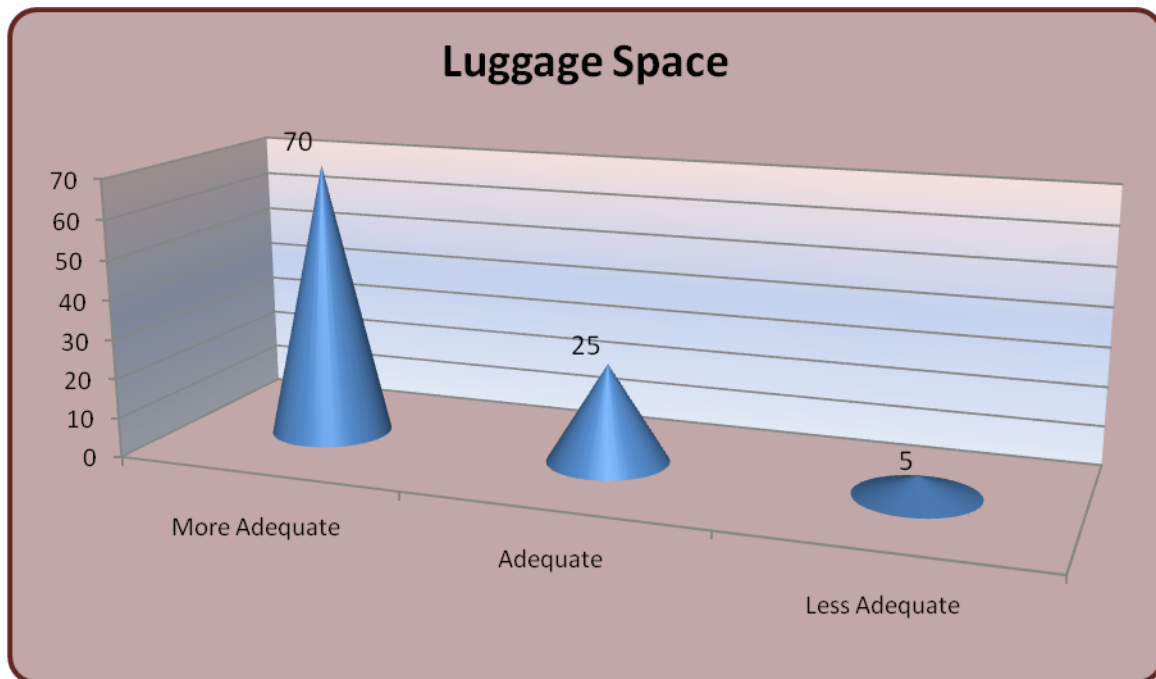


Table 4.16:

Table showing how respondents rate KSRTC bus in term of Pick up points:

Pick up points	No. of Respondents	Percentage
More	15	15%
Moderate	30	30%
Less	55	55%
Total	100	100%

Analysis:

From the above table it is observed that 15% of respondents feel its more, 30% of respondents feel its moderate and 55% feel there are less pick up points.

Inference:

From the above table it is inferred that the majority of the respondents feel that the pick-up points are less. So, special arrangements have to be made for the travelers to make their journey joyful.

Graph 4.16:

Graph showing how respondents rate KSRTC bus in term of Pick up points:

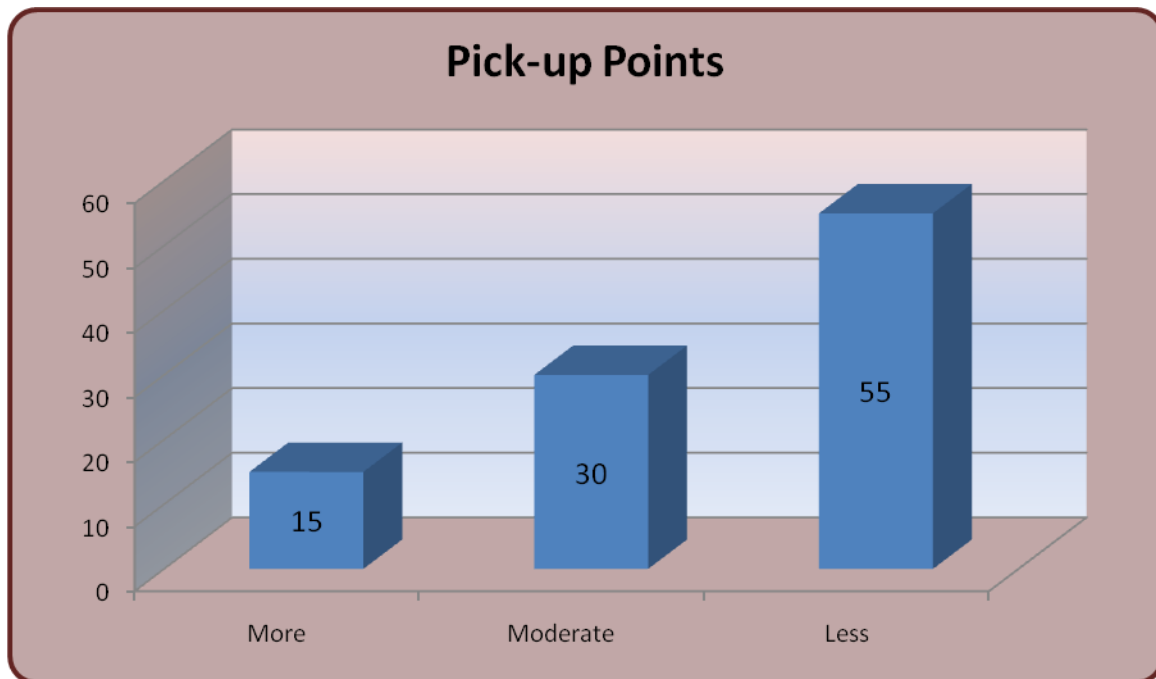


Table 4.17:

Table shows respondents opinion towards KSRTC buses in term of Discount facilities:

Discount Facilities	No. of Respondents	Percentage
If available yes	20	20%
Depends on situation	40	40%
Sometimes	20	20%
No not all	20	20%
Total	100	100%

Analysis:

From the above table it is observed that 20% of respondents feel if available yes, 40% of respondents feel depends on situation, 20% of respondents feel as sometimes and 20% feel no not at all.

Inference:

From the above table it is inferred that the majority of the respondents would prefer to avail the discount facilities depending on the situation.

Graph 4.17:

Graph shows respondents opinion towards KSRTC buses in term of Discount facilities:

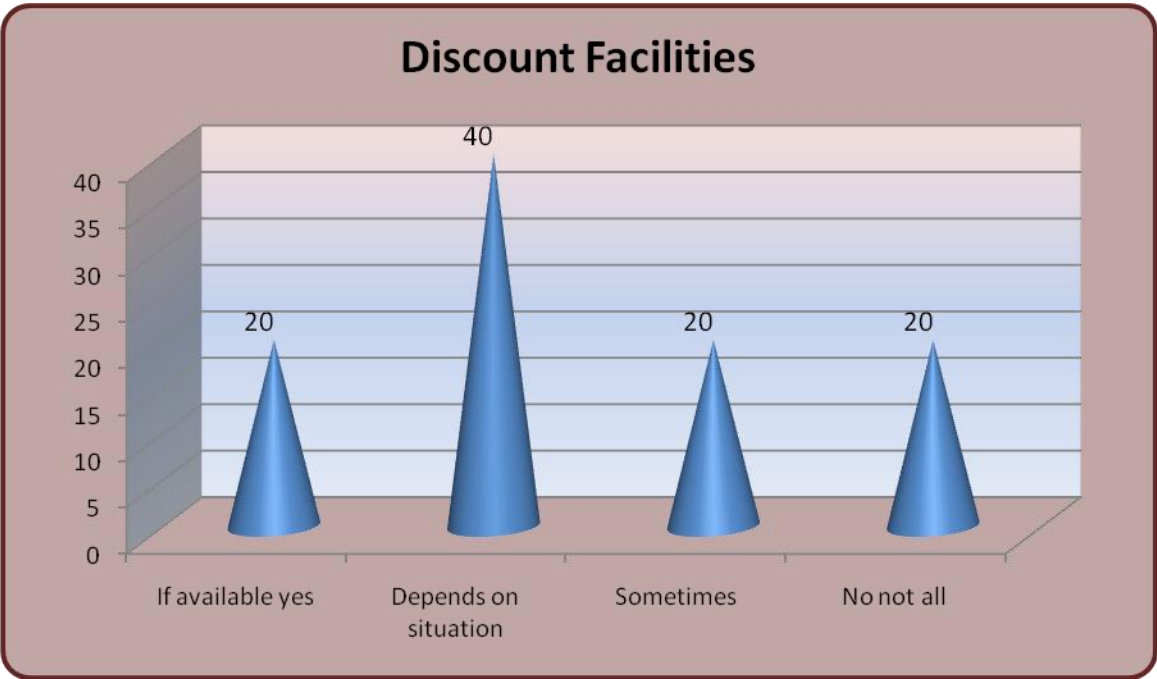


Table 4.18:

Table showing respondent's opinion towards KSRTC buses in term of Refreshment Stops (hotels):

Refreshment Stops	No. of Respondents	Percentage
Excellent	25	25%
Good	38	38%
Average	32	32%
Bad	5	5%
Total	100	100%

Analysis:

From the above table it is observed that 25% of respondents feel its excellent, 38% of respondents feel its good, 32% feel as average and 5% feel its bad.

Inference:

From the above table it is inferred that the majority of the respondents feel that the refreshments stops are good. So, much better refreshment stops have to be identified and be made available to the travelers.

Graph 4.18:

Graph showing respondent's opinion towards KSRTC buses in term of Refreshment Stops (hotels):

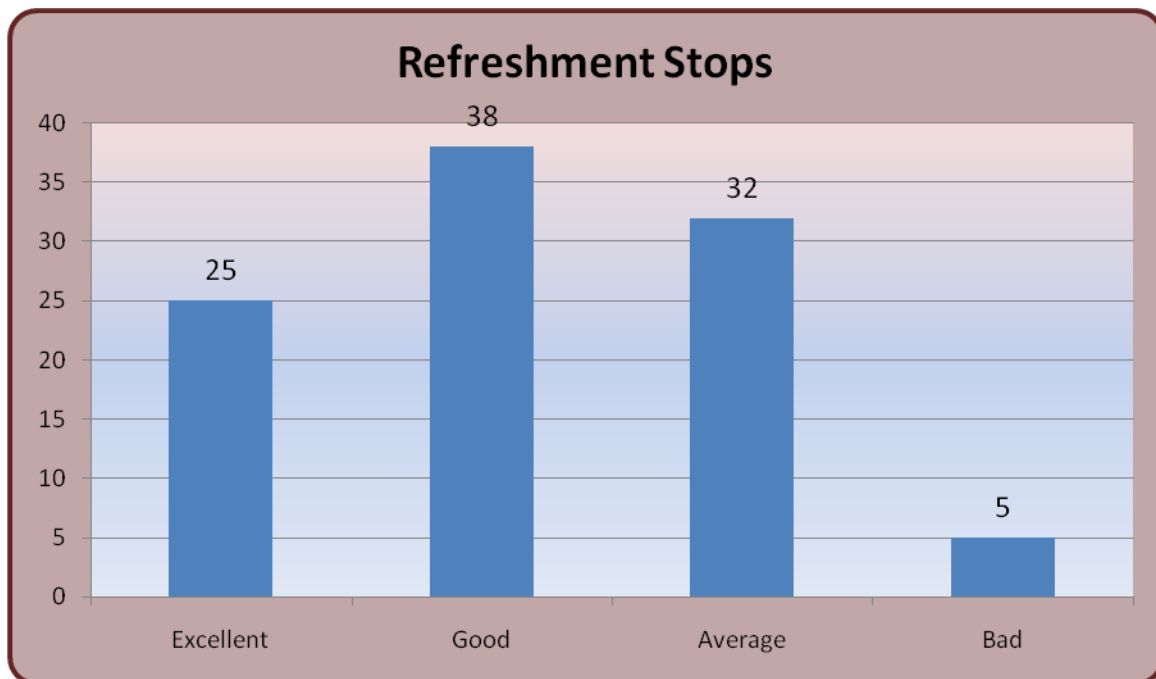


Table 4.19:

Table showing respondents rating KSRTC overall:

Overall Rating	No. of Respondents	Percentage
Excellent	60	60%
Very good	15	15%
Good	10	10%
Average	13	13%
Poor	02	02%
Total	100	100%

Analysis:

From the above table it is observed that the 60% respondents rate KSRTC overall as excellent, 15% of respondents rate very good, 10% of respondents rate are good, 13% of respondents rate are average, and 02% of respondents are poor.

Inference:

From the above table it is inferred that the majority of the respondents have rated KSRTC as Excellent. So, the corporation has to take favoring steps to maintain the image and loyalty of the image.

Graph 4.19:

Graph showing respondents rating KSRTC overall:

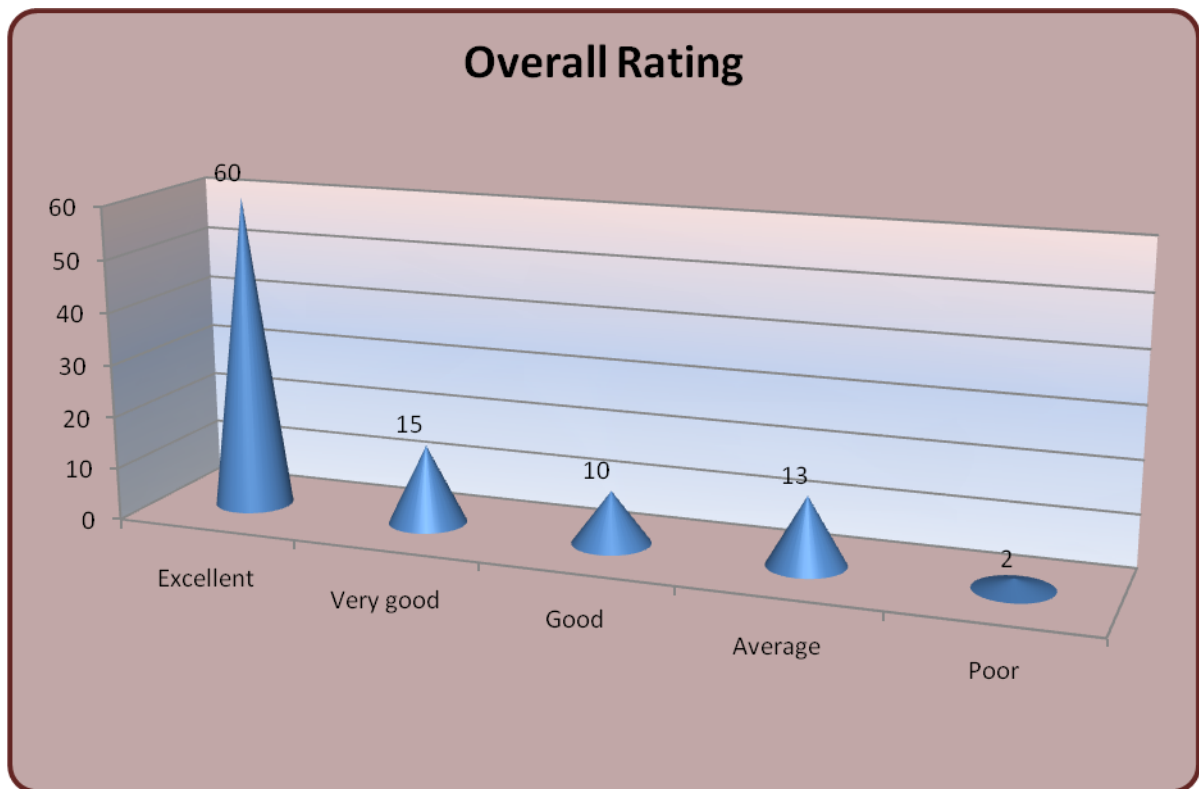


Table 4.20:**Table showing respondents opinion towards KSRTC buses in term of Facilities:**

Facilities		Good	Average	Poor	Total
Entertainment System	No. of Respondents	52	30	18	100
	Percentage	52%	30%	18%	100%
Drinking Water	No. of Respondents	65	25	10	100
	Percentage	65%	25%	10%	100%
Blankets	No. of Respondents	48	35	17	100
	Percentage	48%	35%	17%	100%
Bags in motion	No. of Respondents	42	35	23	100
	Percentage	42%	35%	23%	100%
Magazines	No. of Respondents	30	32	38	100
	Percentage	30%	32%	38%	100%

Analysis:

From the above table it is observed that

Entertainment system-52% of respondents feels good, 30% feels average & 18% feel poor.

Drinking water-65% of respondents feels good,25% feels average & 10% feels poor.

Blankets-48% feels good, 35% feels average and 17 feels poor.

Bags in motion sickness- 42% feels good, 35% feels average and 23% feels poor.

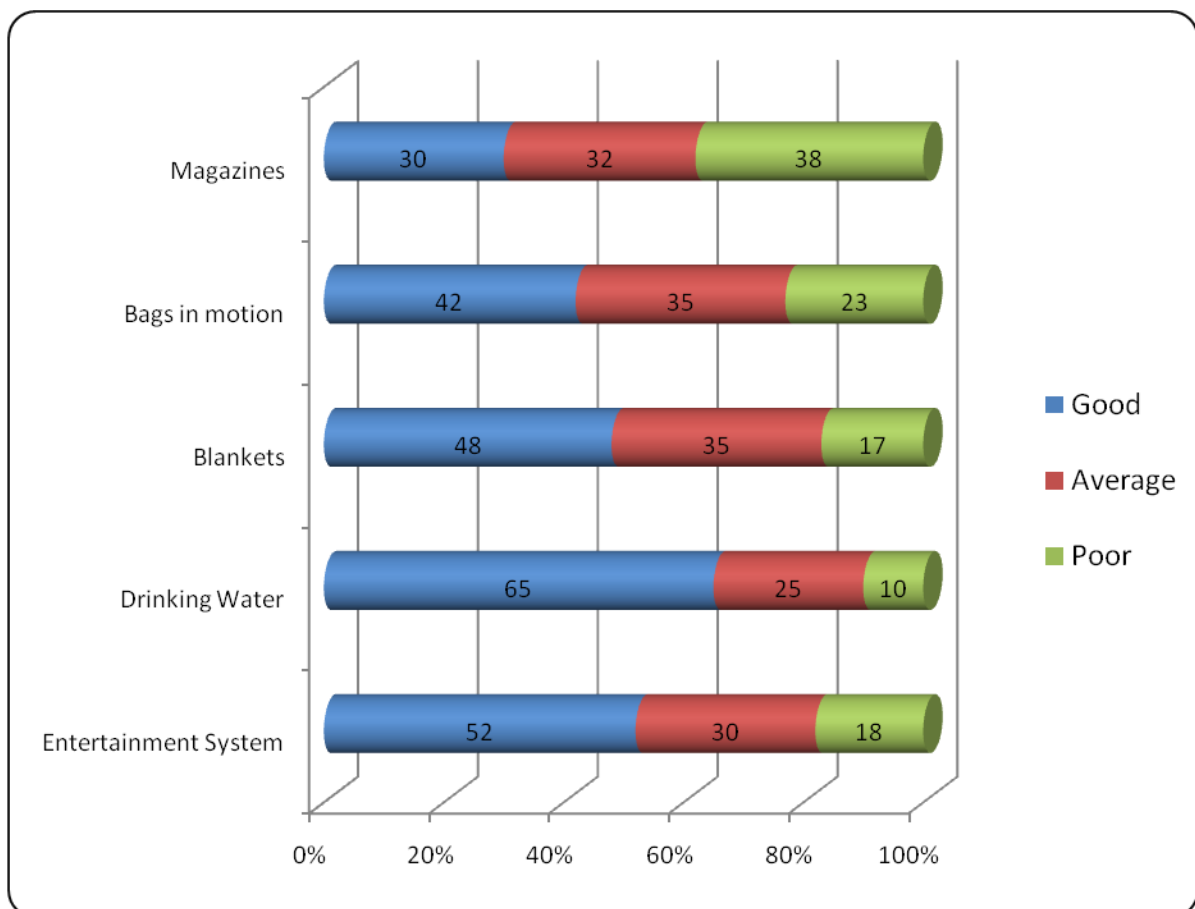
Magazines-30% feels good,32 feels average and 38% feels poor.

Inference:

From the above table it is inferred that the respondents feels the facilities provided to them are not up to the mark i.e.; an average response. So, due care has to be taken to make the journey comfortable and joyable. The corporation has to provide the basic needs to all the travelers not only to Airavat travelers but to all by charging the nominal fees.

Graph 4.20:

Graph showing respondent's opinion towards KSRTC buses in term of Facilities:



FINDINGS, SUGGESTIONS AND RECOMMENDATION

FINDINGS

The analysis of the questionnaire administered to 100 respondents has disclosed certain important findings and recommendation has been made for the same.

From this study, it is obvious that KSRTC is well accepted and preferred by a large portion of the population. It is mostly preferred because of its frequency, fair price structure, well behavior of driver and conductors, covers 90% of the areas in the state.

However, the customer face problem such as availability of buses in almost all parts of the state rather than to selected places, to improve the timings of buses, makes it more accurate. Provide food for long distance travelers. Lastly make the facility of pick up points little more convenient.

SUMMARY OF FINDINGS

1. After a Detailed Analysis the findings are 12% of the respondents belongs to the age group of 20-30 years, 62% of respondents belong to the age group of 30-40 years and rest 24% of the respondents belong to 40 years and above.
 2. It is observed that 70% of the respondents belong to the male category and rest 30% respondents belong to the female category.
 3. It is observed that, 90% of the respondents travel by KSRTC and rest 10% respondents do not travel.
 4. It is observed that 30% of respondents travel daily, 14% of the respondents travel weekly, 6% of respondents travel fortnightly and rest 50% travel monthly.
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5. It is observed KSRTC buses arrive always on time are 14%, mostly not arrive on time is 58% and the buses that not all arrive on time is 28%.
 6. It is observed that the frequency of KSRTC busses, 10%, buses are more frequent, 68% of buses are frequent, and 22% of buses are less frequent.
 7. It is observed that 35% of KSRTC buses that cover. Most places 50% of KSRTC buses cover selected places and 15% of KSRTC cover only a very few selected places.
 8. It is observed that the price structure of KSRTC bus are 12% of respondents suggest the price structure as high cost, 56% of respondents suggest price structure as moderate and the 32% of respondents suggest that the price structure of bus is least.
 9. It is observed that 72% of respondents find it very good, 24% of respondents find it average and 04% of respondents find it poor regarding cleanliness and maintenance.
 10. It is observed that the behavior of the conductor and driver with respondents is 70% very good, 20% of respondents feel average and the rest 10% feels it as bad.
 11. It is observed that 20% of respondents feel its rash, 50% of respondents feel fast, 30% feel as moderate and 0% feel it's slow.
 12. It is observed that 85% of the respondents are satisfied from traveling in KSRTC and 15% of the respondents are not satisfied from traveling in KSRTC.
 13. It is observed that 10% of the respondents feel traveling during day in KSRTC and 90% of the respondents feel traveling in night in KSRTC.
-

14. It is observed that 45% of respondents feel its cash facility, 15% of respondents feel credit card facility, 35% feel its E-booking facility and 5% feel other facility.

15. It is observed that 70% of respondents feel its more adequate for luggage, 25% of respondents feel its adequate and 5% feel its less adequate.

16. It is observed that 15% of respondents feel its more, 30% of respondents feel its moderate and 55% feel there are less pick up points.

17. It is observed that 20% of respondents feel if available yes, 40% of respondents feel depends on situation, 20% of respondents feel as sometimes and 20% feel no discount facility is provided.

18. It is observed that 25% of respondents feel its excellent, 38% of respondents feel its good, 32% feel as average and 5% feel its bad refreshment shops.

19. Respondents rating KSRTC Over all are 60% find it excellent, 15% rate it very good, 10% rate it good, 13% rate it average and the rest 2% rate it as poor.

20. It is observed that

Entertainment system-52% of respondents feels good, 30% feels average & 18% feel poor.

Drinking water-65% of respondents feels good, 25% feels average & 10% feels poor.

Blankets-48% feels good, 35% feels average and 17 feels poor.

Bags in motion sickness- 42% feels good, 35% feels average and 23% feels poor.

Magazines-30% feels good, 32 feels average and 38% feels poor.

SUGGESTIONS

Karnataka State Road Transport Corporation (**K.S.R.T.C**) has been servicing than 47 years. It has created a significant level of goodwill in the state.

However there is still a scope for improvement for perfect transport corporation. The only areas in which “KSRTC” lacks is in the timings, frequency of buses compared to other private buses, facilities and other services, for the settlement of the corporation it is very essential to give more emphasis on the quality of the services provided.

The suggestions from the Respondent are:

- Increase the No. of buses to long distances / remote areas to cover up larger distance and not only selected areas.
 - Increase the No. of pick up points to ease the accessibility and make traveling easy.
 - Improve the services and facilities in terms of refreshments stops by locating better shops which will help the travelers to feel homely with better comfort zones.
 - Provide more discount facilities to the frequent travellers and also provide summer discount to the public to make their trip affordable.
 - Install speed governors to avoid the drivers to drive the vehicle rashly.
 - Concentrate more on e-booking so that the public can avail the ticket at one click from home/office rather than standing in long queues.
-

-
- Provide basic facilities like water, blankets etc to all travelers by charging nominal fees.
 - Provide individual headphones to passengers so as to other passengers will not be disturbed.
 - Train the employees to deal with the customers/travelers politely and strict action has to be taken if any one misbehaves with the customers.
 - Encourage the female travelers to do journey by bring the awareness about the special services provided to them such as safety, seat reservation etc.
 - Maintain a system, which regularly monitors the facilities that are actually promised before traveling.
 - Bus stations should be neatly maintained.
-

CONCLUSION

After a detailed analysis of the presented above the following conclusion can be made which will enhance the image of corporation.

KSRTC

KSRTC already has extremely high customer high image and even loyalty. The customer satisfaction level rating is high with a satisfied level of about 85% and above. It is a positive sign towards the services rendered to people. So, to maintain the image in the mind of the people more and more amenities and facilities has to be provided such as maintenance of bus stops, providing more security, safety to travelers and so on. So, It is conclude that some of them would be focused on the need to just maintain this image, while others would be directed towards further increasing the levels of customer satisfaction.

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Company Profile- K.S.R.T.C Report

Website: <http://ksrtc.in>
<http://ksrtc.in/History.html>
http://en.wikipedia.org/wiki/Talk:Customer_satisfaction
<http://www.sitepoint.com/article/satisfaction-7-steps>
<http://en.wikipedia.org/wiki/Transport>

ANNEXURE:

The following questionnaire was used for conducting the survey on “Analysis of Customer Satisfaction towards services rendered by K.S.R.T.C

Al-Ameen Institute of Management Studies
Bangalore

Dear Sir/Madam,

I am a student of AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES studying my final M.B.A Presently I am making a project report in “Analysis of Customer Satisfaction towards KSRTC with reference to Bangalore city”.

I would be taking few minutes of your precious time during which you would be answering a set questions.

I seek all possible, help and co-operation from you during the entire session.

Thanking you,
(UMMER SHARIEFF)

PERSONAL DATA

1. Name :
 2. Age :
 3. Sex :
 4. Qualification :
 5. Occupation :
-
-

QUESTIONS

1. Do you **travel** by K.S.R.T.C?

Yes () No ()

2. How **often** do you travel?

Daily () Weekly ()

Fortnightly () Monthly ()

3. How was your **experience** of traveling in KSRTC buses?

Awesome () Very Good ()

Good () Bad ()

4. Did you feel any **changes** in traveling in KSRTC buses compared to other **private bus**?

Yes () No ()

5. What **change** you felt? (You can tick more than one)

Comfort () Luxury ()

Environment () Driving ()

6.How would you rate KSRTC on timings?

Always on time () Mostly on time ()

Always late () Not at all on time ()

7. How would you rate KSRTC on frequency?

More frequent () Frequent ()

Less frequent () Other ()

8.. How would you rate KSRTC on area coverage?

Most places () Selected places ()

Very few () Other ()

9..How would you rate KSRTC on price?

High cost () Moderate ()

Least () Other ()

10. How would you rate KSRTC on cleanliness and maintenance?

Very Good ()

Average ()

Poor ()

Other ()

11. How do you rate KSRTC on Behavior of Conductors and Drivers?

Very Good ()

Average ()

Bad ()

Other ()

12.How would you rate KSRTC on speed?

Rash ()

Fast ()

Moderate ()

Slow ()

13.Were you satisfied after traveling in KSRTC BUSES?

Yes ()

No ()

14.Which traveling you prefer?

Day ()

Night ()

15. Which payment facility you prefer?

Cash ()

Credit Card ()

E-booking ()

Other ()

16. What do you think about the luggage space in KSRTC buses?

More Adequate ()

Adequate ()

Less Adequate ()

Other ()

17. How would you rate KSRTC on pick up points?

More ()

Moderate ()

Less ()

Other ()

18. Are you interested in discount facilities?

If available yes ()

Depends ()

Sometimes ()

No not at all ()

19. How would you rate KSRTC on refreshments stops?

Excellent ()

Good ()

Average ()

Bad ()

20.How would you rate KSRTC overall?

Excellent ()

Very Good ()

Good ()

Average ()

Poor ()

21.How would you rate KSRTC in terms of facilities?

	GOOD	AVERAGE	POOR
Entertainment system			
Drinking Water			
Blankets			
Bags in motion			
Magazines			

22. Do you think any more changes are required in services provided by KSRTC?

If yes, specify:

If no, specify:

23. Are there any aspects of KSRTC that you are not happy about?

24.Your suggestion regarding KSRTC?
