



## A study on Innovative techniques adopted by Best Bus Services with reference to Chalo Bus app (Mumbai Sub-urban region)

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### ABSTRACT

The study endeavored to understand the innovative techniques adopted by Best Bus Services in order to bring out necessary changes into their service pattern. The Advancement in technology and digitalization forced every sector to make use of advance technology in their services which will lead to generate a greater demand and will improve efficiency and productivity of that particular industry. However, after the introduction of the app various changes have been observed and noted too in passengers/commuters' expectations. It is equally very important for commerce industry to understand the needs and expectations of the passengers and try to fulfill them through the best possible way. A survey has been conducted with a random sampling of 60 passengers belonging to the Mumbai suburban region. The findings of the study will help to identify the changes which have occurred after introduction of the bus app.

Key Words: Innovation, Creativity, Advancement, Generation friendly.

### Introduction:

Chalo is India's First bus transportation technology company that provides live bus tracking services and contactless payment solutions to transform everyday bus travel into a safer and more reliable experience. The legal name of Chalo is Chalo Mobility Private limited. It is launched in Mumbai in partnership with Brihanmumbai Electric Supply and Transport (BEST) undertaking. Chalo mobile app will let passengers to purchase online tickets and bus pass via an electronic wallet. The Chalo app is free, that allows commuters to track their bus live location and informs them when their bus will reach the destination stop. Passengers expectations matters, because if you can meet them than they are likely to spend more after a positive experience. The Chalo app allows passengers to buy passes which is more convenient than paying cash to the conductor. Along with app they do have a Chalo card, commuters can recharge the Chalo card wallet with any amount from Rs. 10 onwards, in multiple of Rs. 100/- the balance on card never expires.

### Why Innovation is important?

- ❖ In this era of competition where we can see every sector has achieved and adopted advanced technology in order to retain their customers, clients, passengers and so on.
- ❖ That is why innovation in products/ services is a must.
- ❖ So that one can continue their activities for a longer period of time.

- ❖ Chalo is operating in several Indian cities and plans to expand its network to other cities too.
- ❖ Chalo is working with city government across the country, is operational in 31 cities throughout India.
- ❖ And live- tracks nearly 15,000 buses daily.

## Review of Literature

**Gutierrez, Aaron et al (2020)** points out the prominent challenges for public transport during the times of COVID 19. The world came to a standstill with the lockdown imposed. Once the initial restrictions were lifted, people started travelling again, but the preference for public transport declined. The major reason for avoiding this mode was the fear of contracting the infection. The fear was obvious, and was bound to impact the psychology of the customer. The innovative technique adopted by Best Bus has improved its service parameter post pandemic.

**Rahul N. Wadekar<sup>1</sup>, K.Y. Shinde<sup>2</sup> and Kanwalpreet Kaur Puri<sup>3</sup> (2021)** Consumer Behaviour Towards Best Bus in Mumbai City Post Lockdown. The Objectives of the Study was 1. To evaluate the change in preference of BEST Bus. 2. To find influence of population strata on preference of BEST Bus post lockdown. Primary data is collected through online questionnaire and secondary data is collected from online material. Non -random convenience sampling. Sample size was 61. Residents of Mumbai City. Data has been collected from total 61 respondents out of which 34 are female respondents and 27 are male respondents. This is a positive aspect for BEST, and in case the people are satisfied, they might opt for the service in the coming days as well. The decrease in preference for services was seen towards educational purpose and sight- seeing.

**Ms. Kanwalpreet Kaur Puri, Asst. Professor, JM Patel College, Goregaon West Mr. Sohil Altaf Pirani, Research Scholar, BAMU University (2019)**, Consumers Perception towards BEST Bus Service in Mumbai City. The main purpose of the study was to identify Consumer's Perception towards travelling by BEST BUS and to Find Out Various Factors That Influences THE PREFERENCE OF TRAVELLING. The Data has been collected through online questionnaire. The Secondary source of data has been collected through Books, Journals and Magazines. Sample size was 75 respondents belonging to Mumbai city. This study also throws light on several factors such as professional drivers, comfort level, cost of ticket, frequency of bus, fixed timings of bus, waiting time etc that correlates to frequencies of travelling by BEST BUS.

## Scope of the Study

This study would be undertaken to analyze the innovative changes that have occurred in the service provided by Best Bus services in Mumbai. It would also be helpful to us to understand the factors that has influence passenger's perception towards the bus app.

## Research Methodology

It's a specific procedure used to identify, select, process and analyze the information used in the research paper. In order to present the accurate fact. It also helps the researcher to evaluate over all reliability and validity of the research paper. In short research methodology emphasis on systematic way or method of doing research.

Problem of the study: The study is based on innovative techniques adopted by Best Bus Services with reference to its app and what are the problems face by the commuters at the time of operating or using the bus app.

### **Research Objective:**

1. To study the innovative techniques adopted by Best Bus Services.
2. To identify the factors that has influenced passengers towards the use of the Chalo bus app.
3. To analyse how commuter's expectations helps Best bus services to improve further in terms of products and services.
4. To study the limitations of the Chalo bus app.

### **Hypothesis**

In light of the discussion in preceding sections, the following hypotheses are proposed:

- H0: There are no major changes occurred in best bus services after introducing the Chalo app.
- H0: There is a major change occurred in best bus services after introducing the Chalo app.

### **Research Design**

The research design provides guidelines about the data element. The study is based on both primary data and secondary data. The primary data was collected through structured questionnaire for which the sample size was 60 respondents (Bus passengers) were selected from different areas of the city. Secondary data gathered from different database sites; articles and journals written by various authors also referred.

### **Area of the Study**

The study is undertaken in and around the Mumbai city and its suburban areas.

### **Research Approach**

The questionnaire method of survey is used for collecting primary data from commuters belonging to Mumbai region. We appealed all respondents to fill in the questionnaire, by themselves by self- explaining the various aspects mentioned in it. It contained both open ended and close ended questions in the structured form which is very easy to understand at a glance.

## Sample Technique

A convenient sample (Probability sampling method) of 60 commuters belonging to Mumbai region shared their information regarding the study. They were requested to complete the questionnaire on voluntary basis. The study was done in January 2024.

## Data Usage

The analyses and interpretation are done on the basis of primary data. However, for conclusion and recommendation both primary and secondary data is used along with the verbal knowledge and information obtained from respondents. The data collected from these sources were analysed using tools like chi- squared test methods.

Demographic Category of Commuters	Parameters	Number of Representatives	
		Total (60)	Percentage
Gender	Male	25	58.3
	Female	35	41.7
	Other	-	-
Age	18-29 YEARS	54	90
	30-44 YEARS	5	8.3
	45-59 YEARS	1	1.7
	60 & ABOVE	-	-
Employment	Student	41	68.3
	Self- Employed	1	1.7
	Private Service	15	25
	Public Service	1	1.7
	Business	1	1.7
	Others	1	1.7

**Table- 1:** Indicates Demographic categories includes gender, Male- 58.3 and female- 41.7. majority of the respondents belongs to the age criteria from 18-29 years. Employment status 68.3 percent were students, 25 percent belonging to private sector job and other profession includes public sector, self-employed, others and business were 1.7 percent.

**Table- 2:** Do you think introduction of Chalo Bus app of Best Bus Services is one of the innovative techniques adopted by them?

Mode of Preference	Total (60)	Percentage
Yes		65
No		3.3
May Be		31.7

Table 2 Indicates that 65 percent of commuters felt that introduction of Chalo bus app of best bus services is one of the innovative techniques adopted by them, whereas 31.7 holding neutral opinion and 3.3 with the opinion of no.

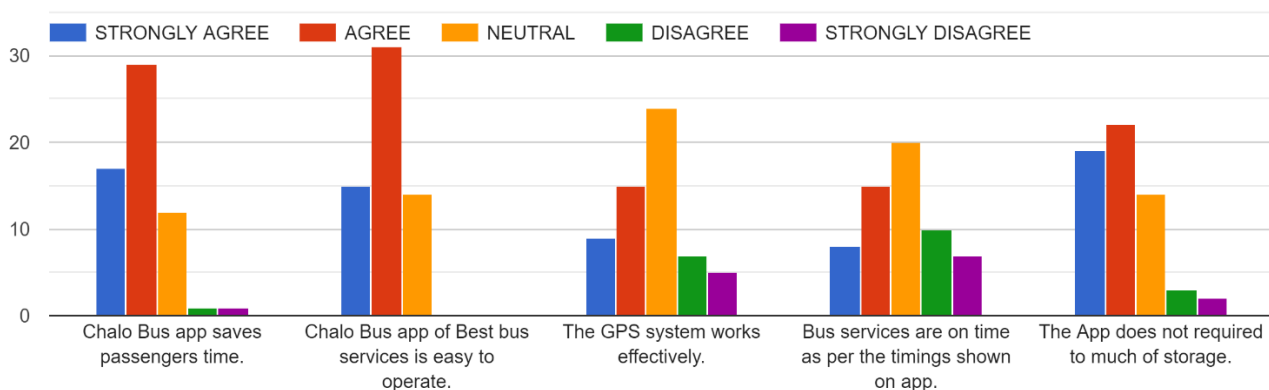
**Table- 3: Do you think Chalo Bus App of Best Bus services has improved their service parameters.**

Mode of Preference	Total (60)	Percentage
Yes		50
No		18.3
May Be		38.3

Table 3 highlighted that 50 percent of the commuters think that Chalo Bus app of Best Bus services has improved their service parameters, 18.3 with the opinion of No and 38.3 holding neutral opinion.



Please select your level of agreement to the following questions?



### Conclusion:

- 1) It is concluded that passengers want friendly and efficient service at the time of travelling.
- 2) And not just friendly it should feel like the services has been personalized for them.
- 3) Focus on retaining the passengers/ commuters rather than losing them.
- 4) Should come up with even more effective services.

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