Abstract

Rural transportation facilities are following the traditional way of method in the olden times, as the time passing with the intervention of technology and advanced social legislation process it undergone changes with the urban transportation. As it is the success of it can evaluated through the satisfaction of the rural passengers and the assessment of how it can beneficial for them. Satisfaction levels are connected with the cost of transportation, distance of the rout, affordability of the people, time consuming and connectivity of road. Those factors determine the meaningful transportation facility which is beneficial for the society. In this study the researcher set that the main objective is to evaluate the satisfaction of rural transportation facilities in Mundrothuruth Grama Panchayat. And conducted the study in there by 6o respondents, who are the rural youth, through purposive sampling by using self-prepared questionnaire consist of 25 questions as the tool for data collection. The major findings of the study reveals that satisfaction of the youth towards the rural transportation facility in the Mundrothuruth Village is low and medium level, shows the lack of effectiveness of the transportation facility. The study concluded with the suggestive measures for the sustainable improvement of the transportation facility.
I. INTRODUCTION
A well-sew transport framework is critical for all-round and sound advancement of an economy. It consolidates diverse segments and distinctive divisions of the economy and influences the economy at all purposes of improvement. It is the fundamental ground on which the financial advancement is raised. A well created transport framework has turned into an image of development. So the development finished in the field of transport is utilized as one of the parameters to measure the financial advancement of a nation. At first the street traveler transport administrations have been overwhelmed by the private administrators. Most private administrators did not have successful funds to run the administrations in a smooth way. Their operations were not efficient and they tend to disregard non-productive country courses. Rural transportation services basically following the traditional way of services somehow the intervention by technological aspects transportation may changes to advancement in the water, Rail, and Road transportation services. Where the programs and policies were implemented at the government level and NGO level regarding the connectivity of rural transportation services and facilities, which are meaningful when it is affordable to the peoples in that area, and they can utilize it as timely service. There is the disadvantage of the transportation facility that the lack of interconnected roads, condition in the current infrastructure facility, usage pattern of that and peoples attitude towards that. Here arises the factor that the satisfaction level of passengers that using the transportation system, effectiveness of the transportation service depends upon the satisfaction of people who utilize it. Here the transportation cost, distance, reachability, timing, linking of services, private and public transportation services are the factors that determine the satisfaction level of people’s transportation facilities.

II. BACK GROUND TO THE STUDY
1. Mundrothuruth Grama Panchayat
Mundrothuruth Grama panchayt is under kollam district in kerala state and it is a rural area here the area of Sq. km is 13.4 and 25 kilometers from kollam by road, 38 kilometers from north Paravur 12 kilometers from kundara and about 25 kilometers from Karunagappalli. The kilometers are indicates the distance from the straight root where the connectivity of the road is absence in this. The road connectivity within the Panchayat is not effective physically. The study finds out the satisfaction of the rural youth they are using the transportation facility by the satisfaction assessment of them (using the transportation service more regularly for their educational need and occupation). Which is by generalize that the peoples satisfaction in the rural area about the rural transportation services.

2. Passenger satisfaction level about transportation services
   - James Stoner and Vincenzo Millione (1978), entitled “Behavior analysis of Travel and Activity “Conduct Examination of Travel and Activity - Determinants of Travel Choice” have closed that "singular travel conduct might be measured in
four measurements, for example, mental (travel comfort), social (word related status), financial (salary of level) and physical (excursion recurrence)

- **Burkhardt and Laga** (1979), "predicting Demand for Rural Transit Systems" has focused on the issues of rural traveler transportation in certain 6 specialized and additionally non-specialized zones. The review uncovers that specialized issues such as arranging systems, asset necessities and execution principles and the non-specialized zones advance almost no as prove especially in the regions of political initiative and budgetary security. The review likewise uncovers that 'expenses can be affected by at least one of the main considerations like working qualities, territorial qualities, working velocity, condition, expansion, etc.

- **Mahesh Chand** (1980), "Current Issues in Public Road Transport Administration" has made an endeavor to assess fundamentally the upsides and downsides of nationalization and also the limitations of open transport administration. He has highlighted its points of interest to the economy and society and has underlined that nationalization of traveler street transport ought to be given a solid force to finish the procedure of the nationalization at the earliest.

- **Partaker, P.G.** (1985) in his book entitled "Road Passenger Transport in India" has expressed that the sub-standard streets in rustic regions is the purpose behind the high working cost and operation of transports in rustic regions is not exactly conservative or effective or safe.

- **Arora S.K.** (1987) in his book "Financial aspects of Management in Road Transport Industry" has focused on the issues of administration in the street transport industry by and large and has recommended different strategies for the assessment of STUs. Plus, he has made a relative execution assessment of Privately Overseen Road Transport Industry opposite State Managed Industry in Punjab State what's more, has presumed that both general society segment endeavors - Punjab Roadways and PEPSU Road Transport Corporation are working much past their harmony levels and any further endorsing of routes to them will just expand misfortunes rather than return benefits. Just the private administrators are working beneath the harmony level and they have a degree for expanding their ability usage.

- **Ratan Kumar Singh** (1988) "Road Transport and Economic Improvement" has assessed the basic pretended by street transport as a fundamental foundation in monetary improvement and has dissected the relationship between the improvement of street transport and that of other key divisions of the economy in connection to Bihar State. He has called attention to that the state of streets is most certainly not agreeable, that the vast majority of the streets are surfaced, and that the improvement of streets in the State has not been very much arranged and co-ordinated with the monetary advancement. He has likewise concentrated the working of Bihar State Road Transport Organization as a case and has recommended certain rules for a reasonable street.
arrangement for Bihar and the means to be taken to enhance the working and execution of the Bihar State.

- **Arasangovan S.G** (2001), "Country Transport Planning and Operation" has recommended that country open transportation can be assessed by administrators on income, cost variables - capital and operational, asset usage for example, inhabitance proportion, dead kilometers, better kilometers per liter and ideal use of group individuals. Assessment of their execution with respect to suburbanites was done on the premise of value and solace of administrations for example, accommodation, diminished travel time, expanded recurrence, more agreeable seating, adequate holding up time at stops, financial toll, steadfastness and safety.

- **Munirathna Naidu K** (2006) in a paper entitled "Street Transport and Rural Development in India has specified that the working expense in country territories is high furthermore, uneconomical because of scattered and low thickness of populace and uneconomic passage structure confined by the Government.

- **Sahabandhu, M.J** (2006), "Action - Based Methodology to Find out Transportation Needs and Allocate Financial Support for Rural Bus Benefit" has talked about an assortment of viewpoints like transportation needs, level of benefit, level of endowment necessities, and so on., identified with country transport. He has to be expressed that the standard customary transport administrations can't be served at satisfactory expenses to the suburbanites despite the fact that it is basic on the grounds that scattered sporadic transport request brings about high working expense in country area.

- **Ganesan, R** (2007), has made an investigation of the "Financial aspects of Rural Transportation". In his review, he has expressed that ordinary transports would require certain base standard for ideal administration works in country zones. He has additionally discovered that the inside street condition in rustic range brings about higher devaluation, overwhelming fuel utilization and high cost of tire wear and tear and lower vehicle use per day because of lower speed.

- **Raman, A.V** (2007), in his paper "The Rationale of Nationalization of Passenger Street Transport" has sketched out the socio, financial and political points of interest of STUs contrasted and those of private transport administrators.

- **Sudarsanam Padam** (2008), "Nationalization of Passenger Road Transport - Looking Back and Looking Forward". In it, he has followed back the recorded bookkeeping of STUs and the conditions under which it has been delivered, to show that open area needed to make advances into transport industry due to the powerlessness of the private area to work proficient also, satisfactory administrations and also to give social welfare. He has likewise forewarned that any endeavor to restore private area would bring back the lack of private transportation facilities.

- **Anand Swaroop Behora** (2009) in his paper on "Systems for Augmentation of Transport Services on Existing Routes in STUs" has recommended two models to
work out expansion of transports in STUs - one in light of sufficiency criteria and the other on breakdown idea. He contends that an adjust must be accomplished between the two.

3. Rural Transportation Facility in Mundrothuruth Village
   ➢ Planning commission (2010) “An evaluation study on rural roads component” Govt. of India New Delhi. The necessity of a proper road network for the socio economic development of rural India and consequently the whole country was understood quite early in India. There was largely a misconception that rural roads being the lowest category of roads need to elaborate design and engineering.
   ➢ Malayala Manorama 2016/July The road that connects to 15 gram Panchayats in 3 Taluks will accomplished through bridges that built across the Kallada River. That is stagnant till now when the chief minister founded foundation stone in 10 July.

II. NEED OF THE STUDY
   • Significance of the satisfaction of youth who are using the Rural Transportation facilities, and asses the satisfaction level of them for identify the effectiveness of the rural transportation facilities in the youth influence.
   • Road connectivity within the rural area and the link of road to the urban area, whether it will beneficial and affordable to ruralites.
   • The benefits of the development of rural roads.

III. OBJECTIVES OF THE STUDY
   1. General Objective
      ➢ To study the satisfaction level of rural transportation facilities in Mundrothuruth Village.
   2. Specific Objectives
      ➢ To study the general profile of rural transportation in Mundrothuruth Grama Panchayat.
      ➢ To identify the problem faced by rural youth in the rural transportation facilities.
      ➢ To examine the extent of satisfaction level of rural youth about the rural transportation facilities and to identify the factors influencing it.

IV. DEFINITIONS
   1. Theoretical Definition
      ➢ Satisfation: Cambridge Dictionary defines that “satisfaction is a pleasant feeling that you get when you receive something you wanted, or when you have done something you wanted to do.
      ➢ Rural transportation facility: “the rural transportation facility refers to the facilities that providing transport links to rural communities. Low Rural Population density
makes viable public transport difficult; through people in rural areas usually have a greater need of transport than Urban.

2. Operational Definition

➢ Satisfaction: Satisfaction means Satisfaction derived by the satisfaction of youth about the transportation facilities in rural area.

➢ Rural Transportation Facilities: the specific transportation facilities that prevailed and utilize the rural youth in Mundrothuruth Grama Panchayat.

V. RESEARCH METHODOLOGY

1. Research Design: Descriptive research design is used in this study to analyze the satisfaction level of rural youth in Mundrothuruth Grama Panchayat.

2. Universe: Mundrothuruth Village

3. Population: Youths in Mundrothuruth Village between the age of 16 to 18

4. Inclusive Criteria: Youths in the Mundrothuruth village between the age group of 16 to 27

5. Exclusive Criteria: Others exclude youths between the age group of 16 to 22.

6. Sampling & Sampling Size: Researcher used purposive sampling in this study. 60 Rural youths in the Mundrothuruth Village.

7. Tools: Self-made Questionnaire

8. Statistical Method: SPSS- Statistical Package for Social Sciences, the software package used for analyzing the logical based and non-logical based data.

9. Ethical Consideration: Information is collected from the respondents who are cooperated and the data collection maintained confidentiality throughout the study.

VI. ANALYSIS AND INTERPRETATION

Figure 1: Satisfied with the transportation facilities in the Panchayat

Totally I am satisfied with the transportation facilities in the panchayath

<table>
<thead>
<tr>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
</tr>
<tr>
<td>50</td>
</tr>
<tr>
<td>40</td>
</tr>
<tr>
<td>30</td>
</tr>
<tr>
<td>20</td>
</tr>
<tr>
<td>10</td>
</tr>
</tbody>
</table>

Totally I am satisfied with the transportation facilities in the panchayath

Figure 1: Satisfied with the transportation facilities in the Panchayat
Table 1: Satisfied with the transportation facilities in the Panchayat

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>32</td>
<td>53.3</td>
</tr>
<tr>
<td>Disagree</td>
<td>18</td>
<td>30.0</td>
</tr>
<tr>
<td>Sometimes</td>
<td>8</td>
<td>13.3</td>
</tr>
<tr>
<td>Agree</td>
<td>1</td>
<td>1.7</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>1</td>
<td>1.7</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100.0</td>
</tr>
</tbody>
</table>

From the above mentioned table it is clearly evident that 53 of the respondents are strongly disagreeing with the satisfaction of transportation facilities in the Panchayat, 30% of the respondents are disagreeing with the transportation facilities in the Panchayat, 13% of the respondents are sometimes satisfied with the transportation.

VII. FINDINGS AND DISCUSSION

- The rural youth between 17 and 28 in the Mundrothuruth village chosen as target group in this study, especially selected this target group to understand the satisfaction level of those towards the transportation facility because to identify the opinion as in the youth voice.
- The satisfaction level of the target respondents towards the transportation services in the Panchayat are medium and low level of satisfaction with slight variance.
- From the respondents more than half are strongly disagreeing toward the satisfaction of the transportation facilities in the Panchayat. And next quarter of half are
disagreeing with the satisfaction of the transportation facilities in the Panchayat. Remaining have sometimes satisfied with the transportation facilities only.

- Majority of the respondents have the negative opinion about the allocation of money from the Panchayat towards improving the transportation services in the Panchayat. Half quarter of the respondents are strongly disagreeing it.
- About the water transportation facility on the Panchayat most of respondents are sometimes agreeing with the effectiveness, and half of the respondents are disagreeing with the effectiveness of jankar facility in the Panchayat. And remaining respondents feels sometimes about the effectiveness of jankar.
- Majority of the respondents are strongly agreeing that the construction of bridge will helpful for improving the transportation facility in the Panchayat.
- The majority of the respondents are reacted as disagree to the effectiveness of the road transportation in the Panchayat. It shows the negative feeling towards the road transportation facilities of the Panchayat.
- The factor that determines it is the condition of the road and road connectivity within the Panchayat.
- Most of the respondents are clearly written their opinion as disagree to the condition of the road and the connectivity of the road within the Panchayat.
- Respondents are reacted to the factors that cost of the transportation facility, time consuming, numbers of the depending transportation facility to reach town, the dependability of the transportation facility for the emergency service are:
- Majority of the respondents are reacted as agree to the difficulty that taken regarding the time consuming to reach the town from the Panchayat.
- The majority of the respondents are agreeing with that the difficulty to depend more than one transportation facility to reach the town.
- From the vast of the respondents opinion it is clearly identified that majority of the respondents are agreeing with that most of the time they have to depend on costlier transportation for emergency and the timely service.
- The factors are interdependent of each other and from the respondents can understood that they are feeling difficulty for time consuming, cost and acceptability of the single transportation facility.
- About the rail transportation facility in the Panchayat, most of the respondents are reacted as sometimes to the effectiveness of this, and remaining the respondents are reacted as agree and disagree.
- Above half percentage of the respondents are feels comfortless about the transportation facility in the Panchayat. That is they reacted as disagree to the transportation facility in the Panchayat.
- A vast majority of the respondents are disagreeing with the statement of the regularity of the transportation services in the Panchayat.
- The respondents are collectively disagreeing to the enough alternative transportation services in the Panchayat.
About the private and the public transportation facility in the Panchayat, 10% of the respondents are disagreeing towards public transportation facility more than the private transportation facility.

Majority of the respondents stated that people are facing interruption in the bus services.

The majority of the respondents have the negative opinion about the spending of money from the Panchayat for improving the transportation facility. They are reacted as disagree to the statement that “the Panchayat is spending enough money for improving the transportation facility in there. And the next quarter of the respondents feels strongly disagree and sometimes to the statement.

VIII. DISCUSSION

The satisfaction level of the respondents i.e.; rural youth towards the transportation facility in the Panchayat is low and medium level. The satisfaction level is reduced because of the determinants such as cost of the transportation, time taken, and accessibility of private and public transportation, inefficiency of the one transportation to reach the town from the Panchayat, inadequacy of the effective public and private transportation facility, interruption in the bus services, in efficiency of the timely services etc. The satisfaction level of the respondents towards the public and the private transportation facility has variations; the effectiveness of the public transportation facility is less than the effectiveness of private transportation facility. While comparing the water, road and rail transportation facility in the Panchayat respondents dissatisfied with those in the effectiveness of the water transportation facility majority of the respondents are reacted as sometimes and about the road and the rail transportation facility respondents are reacted disagree to it, a very slight variation shown in the rail transportation facility a quarter half of the respondents are reacted as sometimes to it.

Majority of them are reacted to the spending of money from the Panchayat level to the improvement of the facilities in the transportation is as disagree. This reveals that respondents are not satisfied with the Government level allocation of money to the improvement of the transportation facility in the Panchayat.

For the emergency service respondents are depend upon the costlier service most of the times. Likewise for the timely service respondents are depend upon the costlier transportation services most of the time. And the respondents suffer difficulty to spending money for the daily transportation service in the Panchayat. The cost and time are the factors that interdependent and in these two factors respondents are reacted as negatively. They are dissatisfied with these two factors. This clearly clarifies that there have no efficient transportation facilities that according with respondent’s attitude and affordability.

The satisfaction level of the respondents shown medium and low because that the respondents re disagreeing with the regularity of the transportation service, comfortability, effectiveness of water, road and rail transportation services, condition
of road in the Panchayat, road connectivity within the Panchayat, difficulty in taking time and cost, in efficiency in the public and private transportation facility, in adequacy of the one transportation facility to reach the town, interruption in the bus service and the lack of alternative transportation services in the Panchayat.

IX. CONCLUSION
The researcher conducted quantitative study to assess the satisfaction level of the rural youth in the Mundrothuruth village towards rural transportation facility in the Mundrothuruth village, and the researcher hereby identified that the satisfaction of the rural youth towards the transportation facility is medium and low. The factors that determine this level are the time, cost, lack of single transportation facility, and effectiveness of the transportation facility. From the vast response from the respondents can identifies that the people are not satisfied with the Government level allocation of money for the improvement of transportation facility in the Panchayat. The study shows the satisfaction level of rural youth towards the rural transportation facility as a representation of the rural youth of India. This indicates that the nation must be focus on the passenger’s satisfaction rather than the rural transport development in a broad way.

XI. SUGGESTION
The study titled “Satisfaction of Rural Transportation facilities in the Mundrothuruth Grama Panchayat” find out the result that the rural youth have the medium and low satisfaction level towards the transportation facilities. They are negatively remarked about the private and the public transportation facilities. And they suffered the difficulty in time, cost, and effectiveness of the transportation services in the existing level. So the researcher suggested that the root changing option for the affordability of the people. And from the vast of the respondents can identified that most of the respondents had the opinion of construction of bridge in the Panchayat for the improvement of the existing transportation facility. This shows that the construction of bridge will improve the existing transportation facilities in the road and water transportation services in the Panchayat. It is very better that the intensification of more NGO level activities for the advancement of the transportation facility with the involvement of the rural people for gathering their suggestion and take necessary action based on this.

XII. REFERENCES
BOOKS

JOURNAL


WEBSITES

[12] Shodhaganga.inflibnet.ac.in.
[14] Digital commons.ilr.cornell.edu/cgi-view content.
[15] www.transportation.gov.in

PAPER CITATION