

A Study on E-Catering (Food on Track App) Services Provided by IRCTC

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INTRODUCTION

Railway is a life line of our country. Millions of people travelling by train for short and long distances every day. Indian railway have developed and operationalized and institutionalized mechanism for monitoring of quality and hygiene of catering services through regular inspection at various level. Indian Railway Catering and Tourism Corporation Ltd. (IRCTC) has been set up by the Ministry of Railways, which was incorporated in 1999 with the basic purpose of hiving off entire catering and tourism activity of the railways to the new Corporation so as to professionalize and upgrade these services with public-private participation. It is an Indian Railways subsidiary and takes care of the online ticketing, catering, and tourism operations. On 1 April 2015, Indian Railway Catering and Tourism Corporation (IRCTC) created a new national record with 13,45,496 tickets booked in a day.

The following are the services provided by IRCTC

ONLINE TICKETING

No need to wait in line for long time for booking tickets. Online ticketing make easier to book e-tickets

Seeking to make it easier to book e-tickets, It launched a scheme called Rolling Deposit Scheme (RDS). RDS is an e-ticket booking scheme allowing passengers to reserve seats against advance money kept with the corporation. It has also added flights and hotels booking facilities to their line of online reservation services.

Passengers are allowed to book tickets through e-ticketing all the day except from 11:45 pm to 12:20 am, following when IRCTC shut down its main server for 35 minutes for maintenance.

TATKAL SCHEME

Under the Tatkal scheme, passengers who plan their journey at short notice can book their tickets in almost all Mail/Express trains through the Indian railways internet portal. The booking starts at 10:00 AM daily for AC coach reservation and for Non-AC timing is residual to 11.00 AM, one day prior to the departure of the train from source station.

TOURISM

Indian Railways Catering and Tourism Corporation also organises budget and deluxe package tours for domestic and foreign tourists. A popular tourism package for budget tourists covering important tourist destinations across India is called "Bharat Darshan".

E-CATERING

E-Catering is the latest addition to the catering and hospitality business of IRCTC through which the company has been able to amalgamate technology with food. It also provides best services to the passengers.

THE FEATURES OF E-CATERING (FOOD ON TRACK) SERVICES ARE

Food on track is an app which provides service to customer for ordering food. It is launched by Indian Railway Catering and Tourism Corporation. The service is available for passengers travelling on reserved tickets only. Passengers can choose and order food which are offered in the app online.

Passengers can make payment for the meals ordered by cash on delivery (COD) as well as online.

Passengers can give feedback on e-catering website itself after delivery of order.

OBJECTIVES OF THE STUDY

1. To study the e-catering services of Indian Railway Catering Tourism Corporation.
2. To study on food on track app developed by IRCTC.
3. To analysis on consumer satisfaction on e-catering services.
4. To make suitable suggestions for improve e-catering services.

RESEARCH METHODOLOGY

Research Design: Descriptive

Sample size: 51

Sampling method: convenience sampling

COLLECTION OF DATA

Primary data: structured questionnaire used to collect data

Secondary data: Internet, Journals, Books and Newspapers

DATA ANALYSIS

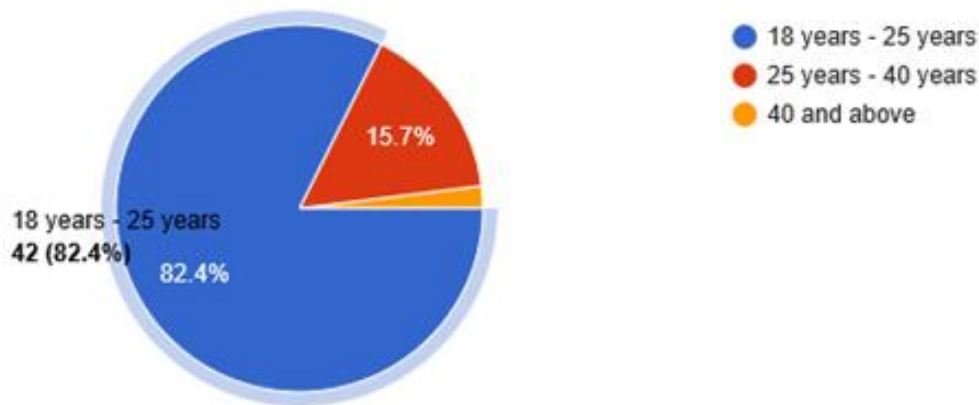
Graphical representation: Pie chart

Software used: MS Word and MS Excel

DATA ANALYSIS AND INTERPRETATION

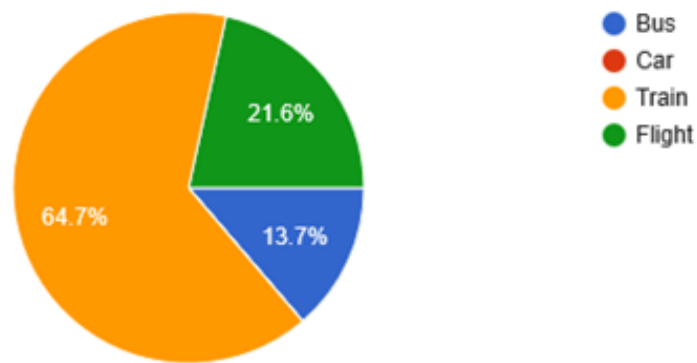
1) Age group

18 years - 25 years	01
25 years - 40 years	08
40 and above	42



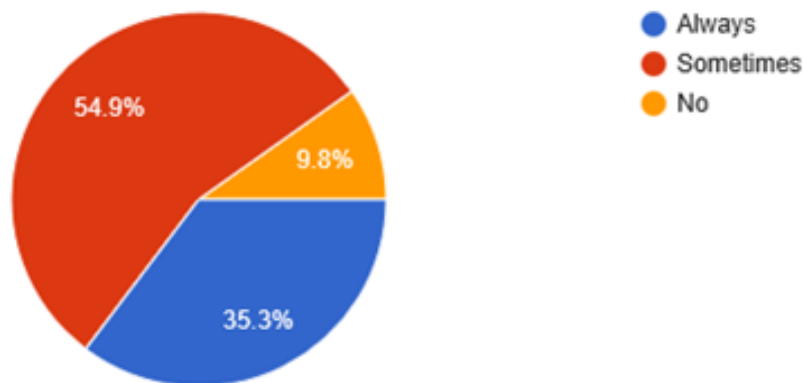
2) Which mode of transport will you use to travel across India?

Bus	07
Car	00
train	33
flight	11



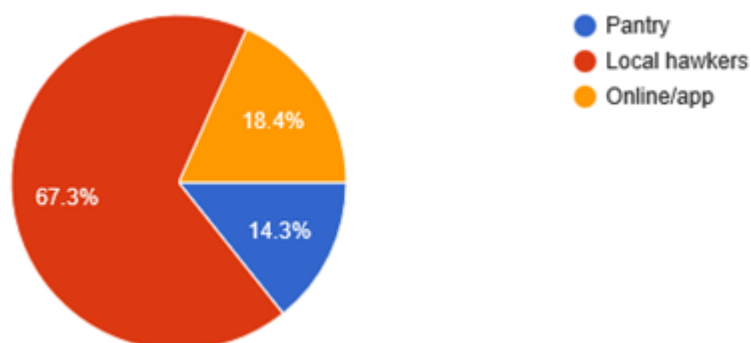
3) While you travelling by train do you carry home food?

Always	18
Sometimes	28
No	05



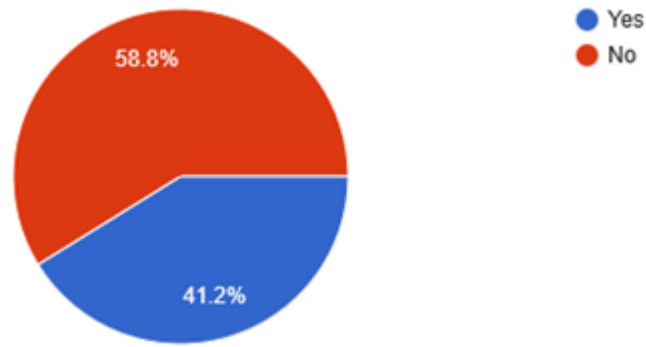
4) If sometimes or no, from where do you get food?

Pantry	07
Local hawkers	33
Online/app	09



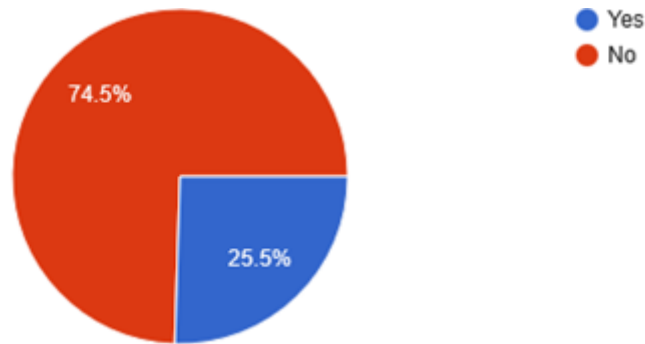
5) Do you know about IRCTC food app (food on track)?

Yes	21
No	30



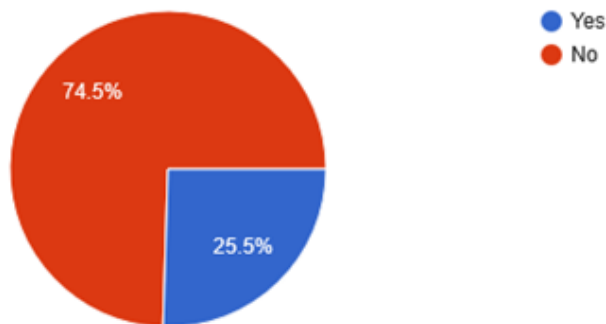
6) Have you ordered food from IRCTC app (food on track)

Yes	13
No	38



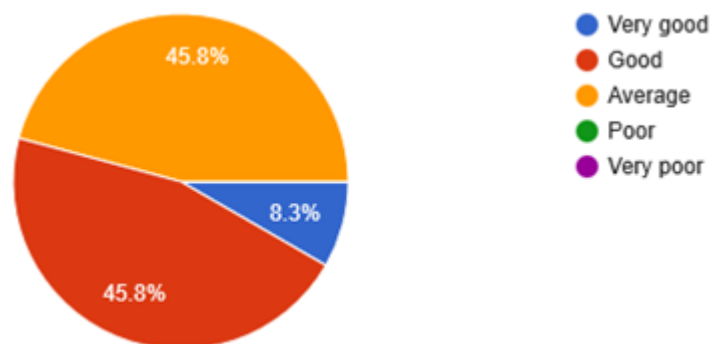
7) Quality of food ordered from IRCTC app (food on track)

Very good	03
Good	09
Average	11
poor	01
Very poor	00



8) Food delivered by IRCTC app is on time

Very good	02
Good	11
Average	11
poor	00
Very poor	00



DATA INTERPRETATION

Data collected from 51 respondents: 64.7% travel by train, 21.6% by flight and 13.7% by bus. Maximum people use train for travel across India. From the data collected, only 35.3% people carry home food, rest depends on outside food. 67.3% people purchase food from local hawkers which is actually not hygienic. 14.3% and 18.4% people order from pantry and online respectively.

The food on track app, introduced by IRCTC, is known by only 21 respondents, but only 13 respondents ordered food from this app. The quality of food and the delivery on time is good.

CONCLUSION AND SUGGESTIONS

In the study, maximum people are travelling by train. Not all the time they carry home food; they depend on local hawkers for food, which is less hygienic and not good for health. Therefore, IRCTC launched an e-catering app (Food on Track) which provides good food at their seat. But maximum people are not aware of this app. To spread awareness about this app, there should be more variety of food in the menu of the Food on Track app.

LIMITATION OF THE STUDY

1. Time constraints
2. Small sample size
3. Reliability of the data

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