

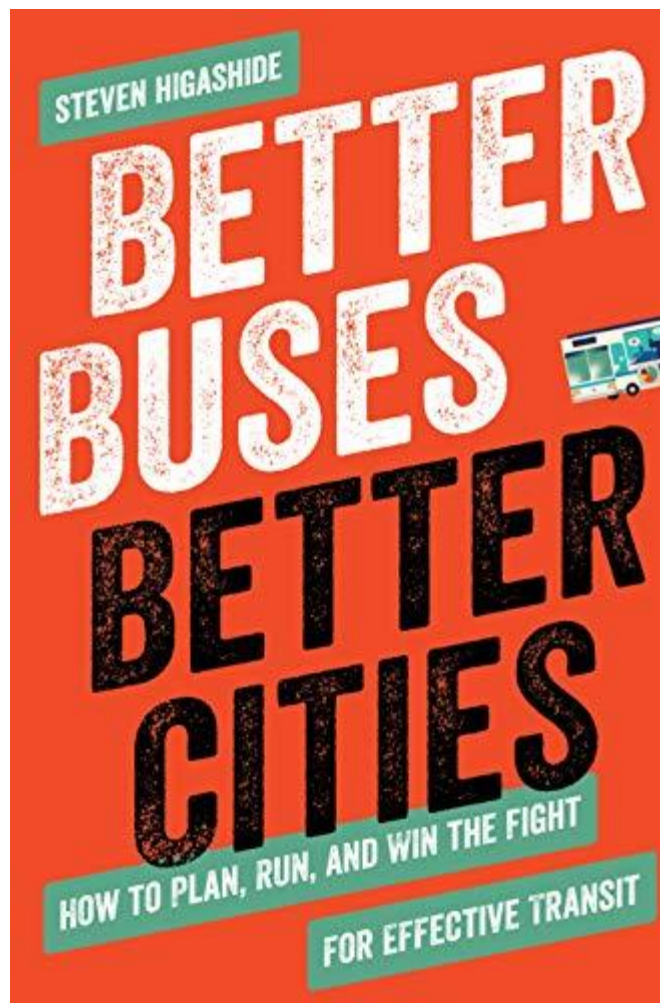
**Introducing a Book:**

*Better Buses Better Cities*

*How to Plan, Run, and Win the Fight for Effective Transport*

**Author: Steven Higashide**

**Kindle Edition**



Courtesy: [https://www.amazon.com/Better-Buses-Cities-Effective-Transit-ebook/dp/B07VZ4G5KV/ref=sr\\_1\\_1?dchild=1&keywords=Bus+Transportation+policy&qid=1633408673&s=digital-text&sr=1-1](https://www.amazon.com/Better-Buses-Cities-Effective-Transit-ebook/dp/B07VZ4G5KV/ref=sr_1_1?dchild=1&keywords=Bus+Transportation+policy&qid=1633408673&s=digital-text&sr=1-1)

The book ***Better Buses Better Cities: How to Plan, Run, and Win the Fight for Effective Transport*** by **Steven Higashide** is a very useful for our students who may like to specialize in transport business. Bus industry in India has grown in tremendous ways. Developing and maintaining better Roads has become an important declaration in all election manifestos in every state in India. Government take-over of bus service is also noticed. There is great competition to join government bus service corporations as officers, employees, drivers, and conductors, etc. Number of Bus Stands (Bus Stations) has been growing every year all over the country. Private Bus corporations are also numerous. Long distance travel within a state and from one state to another is also very common. Naturally, we need a look into the operations of bus service and improve its performance. Business administration graduates and specialists in running bus services are needed.

The book ***Better Buses Better Cities: How to Plan, Run, and Win the Fight for Effective Transport*** by **Steven Higashide** has the following chapters following the author's preface (My Own Bus Story) and Acknowledgments:

Introduction: We Need to Unleash the Bus.

01. What Makes People Choose the Bus?

02. Make the Bus Frequent

03. Make the Bus Fast and Reliable

04. Make the Bus Walkable and Dignified

05. Make the Bus Fair and Welcoming

06. Gerrymandering the Bus

(Gerrymandering is manipulation through illegal means)

07. Technology Won't Kill the Bus -- Unless We Let It

08. Building a Transit Nation

Conclusion:

Winning Mindsets and Growing Movements

As of now, using a town bus/city bus to go to workplaces, sightseeing, restaurants, markets, etc. is not a pleasant experience in most cities in India. But we all do not have our cars, and so we have to use the public transport. Major problems faced in running a bus service company need to be looked into on a regular basis. This book offers several suggestions. This book is written with experience and data from an economically advanced nation (the United States of America). Even there the Public Transport is under review and criticism, with their own problems. Our major problems include omnipresent corruption and conduct and behavior of some of the employees and some of the passengers as well as crowded roads, etc. Such problems can be overcome, and bus service can really become a service to the people.

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Moral sayings from well-known Indian classical writers, portraits of great Indian/local leaders, decorating the buses for events such Independence Day, etc. are all common. We become skeptical when passengers and employees and officers behave in a manner not intended by these messages. However, bus service continues to grow and improve itself. Seats reserved for women and differently abled persons are an important part of most of the bus services in India.

The author Steven Higashide points out, the “combination of indifference and hostility [from people’s representatives in the United States] leads to neglect that makes so many of the bus trips we take miserable: plodding, unpredictable, and circuitous. Bus speeds have fallen as city traffic gets worse ...” While the bus ridership has been decreased over the years, our bus ridership has actually increased. But the problems the author Steven Higashide point out for the United States, continue to increase in India. Hopefully with proper training and service-mentality Indian bus service will continue to perfect itself with appropriate plan and administration.

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