DAY-NRLM Best Practices Workshop
New Delhi
19-20 February 2018

Railway Facility Management Service through Kudumbashree women

Kudumbashree
Kerala State Poverty Eradication Mission
Railway Facility Management Service For…

• Additional Employment Generation
• Developing a business model in service sector
• Building convergence initiatives
Kudumbashree Facility Management Service

• Year of starting: **2015**
• Location: **7 Districts** under Southern Railway Thiruvananthapuram division
• Service Providers: **240** Kudumbashree NHG women
• Key Component: *Convergence* with Railway
• **24 x 7** Kudumbashree manned Railway parking and Waiting hall
Railway Parking Management

197 Kudumbashree women engaged
41 Stations managed
7 districts covered

22-Feb-18
Railway Waiting Hall Management

43 Kudumbashree Women engaged
5 Stations managed
4 Districts Covered

22-Feb-18
Emergence of Best Practice (1/4)

- To bring in more revenue and to provide quality services by breaking the prevalent monopoly, has approached Kudumbashree

- First unit in Ernakulam

- Revenue sharing model depending on the revenue inflows.

22-Feb-18
Emergence of Best Practice (2/4)

- *Extended to all main stations* under Trivandrum division of Southern railways.

- The *positive feedback* in parking service prompted railway - *premium A/C waiting halls*

- In *2017*, extension of period of contract to *3 years*.

- The revenue generated is *shared among railway* and *SHG*
Emergence of Best Practice (3/4)

- *Computerized billing system, Boom barriers, CCTV*

- The revenue share of SHG is utilized for the salary of the members, infrastructure development.

- *Interested people* from among the community were selected and provided with adequate training.

- The members are provided with *ID* and *uniform*. 
Emergence of Best Practice (4/4)

• Some of the units taken loan for infrastructure development

• Rs.8000/- to Rs.20,000/- per head monthly income

• Value added services - kids play zone, Infant feeding room, free reading of news papers and Magazines, mini libraries were also provided to add to the pleasant stay inside these cozy waiting halls for a nominal charge
Management structure

**District Supervisor**

Facility Management Teams in the district

**District Level**

- District Mission Coordinator and Micro Enterprise Team

- Commercial Inspector and staffs

**State Level**

- Kudumbashree Executive Director and Micro Enterprise Team

- Railway - Senior Divisional Commercial Manager and Commercial Team

**22-Feb-18**
Initial discussions were held with Southern Railway Palakkad division for expanding the project to remaining 7 districts
Based on the Kudumbashree experience this project is having potential of scaling up to a national level as Indian Railway has 7653 stations under which SHG manned stations are only 41 which means only 0.53% opportunity has been utilized so far.
Challenges

• Possibilities of vehicle theft
• Night shift
• Misbehavior from passengers

Timely intervention from Kudumbashree Mission, Railway Protection Force and Police support helped to overcome these challenges
Key Learning

• Tapping right *opportunity* in the right time

• Develop as a business model

• Close monitoring

• *Supervision* and *Periodical Evaluation*

• *Co-ordination and liaison* plays a critical role
Union Railway Minister’s tweet...

Also dedicated state-of-art AC waiting room at Ernakulam station. Another milestone in improving travel experience.
24 എകാദിഷ്ടം പൂർണ്ണം: തിയ്യറിക്കുന്ന കാരണം നിലകൊള്ളുന്നു പലനിരകൾ

എണ്ണാവിനെ ലേക്ക

പരിശീലനത്തിൽ എത്രയും കാലാവധിയും കുളറിക്കുന്നതാണെങ്കിൽ അതേസമയം തന്ത്രജ്ഞമൊക്കെ. പലകളെ ഖോഭിട്ടുന്നതിന് തുടക്കമാക്കുന്നതാണെങ്കിൽ യാതൊരു യാതൊരു അന്യജനങ്ങൾ അതേസമയം പ്രാപ്തമാക്കുകയും. പ്രശ്നങ്ങൾ ഇതാണ് എന്നാണെന്നാണ് കാരണം ഇത് നടക്കുന്നതാണെന്നാണ് വിശ്വസിക്കുന്നത്. പ്രശ്നങ്ങളാണ് പൊതുസൃഷ്ടിയിൽ നിന്നും അതേസമയം പ്രാപ്തമാകുന്നതാണെന്നാണ് വിശ്വസിക്കുന്നത്. പ്രശ്നങ്ങളാണ് പൊതുസൃഷ്ടിയിൽ നിന്നും അതേസമയം പ്രാപ്തമാകുന്നതാണെന്നാണ് വിശ്വസിക്കുന്നത്.

22-Feb-18
Trendy waiting room opened at Ernakulam Jn.

Staff Reporter

Kochi: People visiting the Ernakulam Junction railway station are in for a surprise with a trendy, air-conditioned waiting room having sofas and kids’ play area in place.

They can check into the new waiting room manned by friendly staff of Kudumbasree for Rs.20 an hour. The amenity was inaugurated on Saturday by Rajesh Chandran, Ernakulam Area Manager of Southern Railway.

Passengers travelling in all classes can use the facility which also has modern toilets and a television set.

WiFi soon

“WiFi will be made available within a few days. The land and building are ours while the furniture and amenities were readied by the Kudumbasree women self-help group (SHG). At present, 25 persons can be accommodated here. Provision to seat more people will be made in the coming days based on demand,” Mr. Chandran said.

The project has been implemented on a cost-sharing basis between Kudumbasree and the Railway’s commercial wing. The SHG will get 80 per cent while the rest will go to the Railway.

Cool Comfort: The air-conditioned waiting room inaugurated at the Ernakulam Junction railway station on Saturday.

— Thulasi Kakkat

Passengers can check into the new facility manned by Kudumbasree staff for Rs.20 an hour

Since announcements on train arrivals would not be audible in the room, Kudumbasree personnel who manage it will alert passengers every few minutes.

The new amenity has been set up at a time when the Railway is under fire for not adhering to the commitments made repeatedly in its annual budgets to renovate the station to world-class standards. Installation of escalators at platforms is suffering undue delays, reportedly due to red tape.

The demand for toilets and more passenger amenities at each platform too is hanging fire. Officials said that platform and coach indication boards would be installed in the station shortly to guide passengers to the right platform and to the approximate location where their coach would call at.
Ernakulam Junction gets a swanky AC waiting hall

Kochi: A swanky air-conditioned waiting hall, to be maintained and operated by volunteers of Kudumbashree Mission, has been opened at Ernakulam Junction railway station. The facility, to be charged Rs 20 per head for an hour, will be thrown open to public from Sunday.

“This is the first time the railways is associating with a non-governmental organization to maintain and operate a thematic waiting hall. Unlike the normal air-conditioned waiting halls available in other major stations in the country, our hall has facilities such as free Wi-Fi, kids play zone, mini-library, train-on-call service, gents and ladies washrooms, breastfeeding comfort, changing room for infants and digital display of trains arrival and departure timings,” said Rajesh Chandran, area manager, Ernakulam.

He inaugurated the hall set up at platform no one of the station on Saturday.

“Train-on-call” is a free service to be provided on request wherein a passenger can demand volunteers on duty to remind him/her about the train and coach position he/she wishes to travel. The waiting hall also has television, magazines and newspapers, mobile/laptop charging points and sleek sofas.

At a time, the hall can accommodate 40 passengers. Those using washrooms will be provided with bath towels, hand wash, etc. Four Kudumbashree Mission volunteers will be on 24X7 duty.

“We are very happy to associate with the railways for yet another service after parking lot operation and maintenance and serving home-ly food on demand in trains. Close to Rs 3 lakh has been spent by the Mission for setting up the hall, and the fund was raised from the savings of parking lot service,” said Dani Thomas, district coordinator (Ernakulam), Kudumbashree Mission.

In the initial phase, Kudumbashree and railways will share the revenue on an 80:20 ratio. It will be revised after a month.

The waiting hall, converted from a dilapidated space, is soundproof. Passengers will be given computerized receipts and Kudumbashree volunteers will maintain a record of passengers checking in and out.

This is the second air-conditioned waiting hall after Thiruvananthapuram central railway station.
Thank You

Akhila Devi P, ASPM (ME)
Kudumbashree