Joining hands with Indian Oil Corporation

Today, let me explain about the service model being implemented by Kudumbashree in partnership with Indian Oil Corporation. We started this partnership from 2016 - 17. The discussions with the officials of the Indian Oil Corporation regarding extending more services through the petrol pumps of Indian Oil Corporation led to the commencement of this model. This partnership is aimed at maintaining good toilet facilities in petrol pumps through Kudumbashree service providers. Further there's provision in the partnership to set up kiosks for selling the products of micro entrepreneurs.
In the first phase of this project the plan was to set up basic amenities (toilets and kiosks) would be set up under the leadership of dealers of IOC in the selected outlets of Indian Oil Corporation. Once Commissioned, these service units will be taken care by kudumbashree by collecting a user fee and through the income generated from sales of products. As of now, kudumbashree is maintaining toilets of 46 Indian Oil Corporation outlets in the state. Our service providers are maintaining clean and hygienic toilets.

In the first phase, the vision was to use the income received from selling of products for payment of wages towards toilet maintenance. However, many of the units did not receive sufficient income to manage the project economically. IOC intervened again and supported Kudumbashree GR prociding gap funds or financial assistance and ensured that all toilets are maintained neat and clean. We are happy that we were able to implement this project in the best possible manner. We aspire to implement more projects in partnership with Indian Oil Corporation, in future.