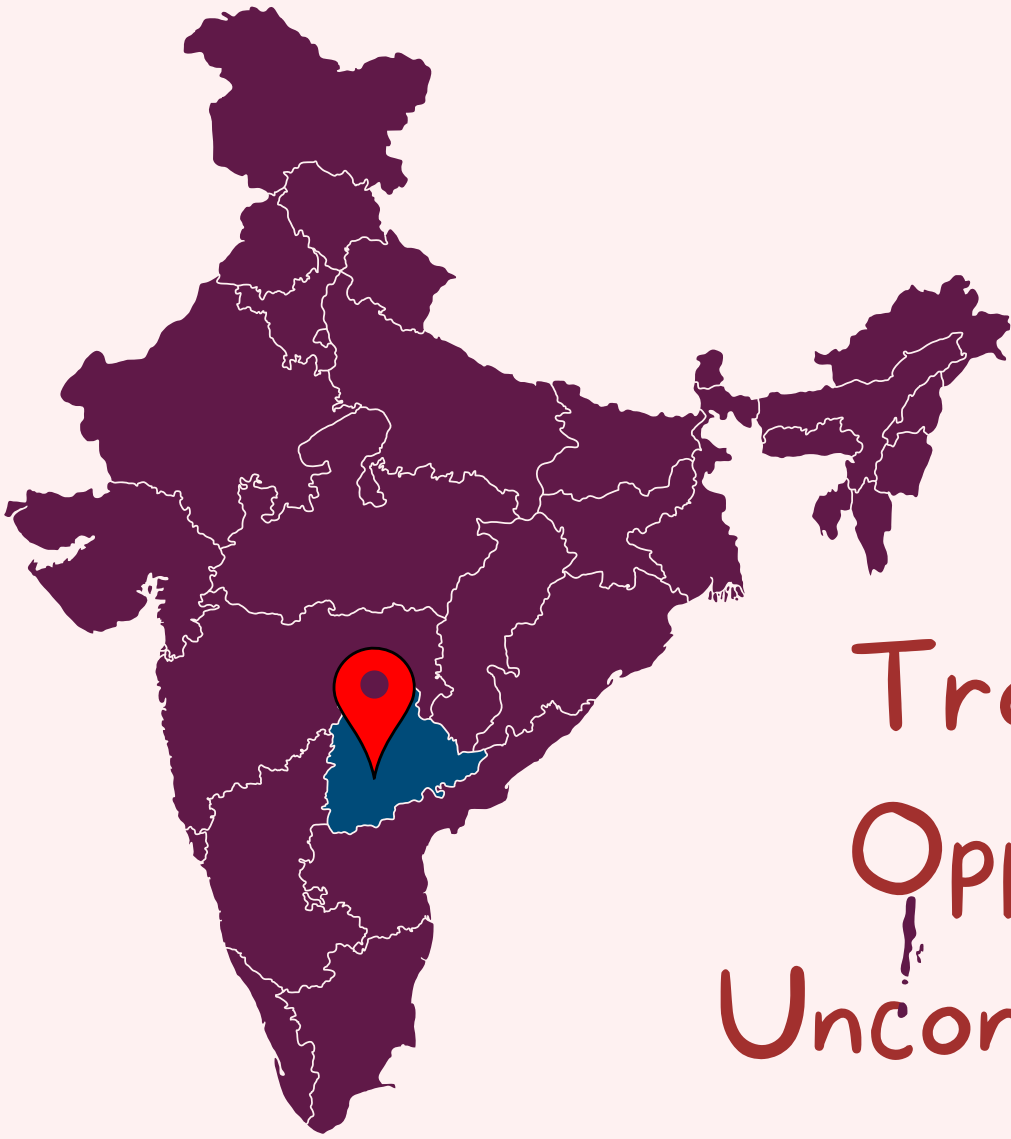


TOILET 2.0 TALES



Transforming Challenges into Opportunities: Medchal City's Unconventional public toilet with a cloth ironing shop

Toilets 2.0 embodies a transformative vision aimed at elevating the standards of public and community toilets across India. Unveiled by the Ministry of Housing and Urban Affairs (MoHUA) on World Toilet Day 2022, this initiative outlines five pivotal themes essential for the establishment of accessible, well-kept, and environmentally sustainable toilet facilities. One notable case study highlighting the success of Toilets 2.0 is the example from Medchal, where an informal yet innovative model has been implemented.

In the heart of Medchal City stands a public toilet beside the Chakali Llama statue. But this is no ordinary toilet. It also houses a cloth ironing shop. The story of this unique toilet starts with Anjaneyulu, a man in his mid-50s, and his fight to turn a challenge into an opportunity.

When the idea of a toilet near the statue was proposed for the first time by the Municipality, it was met with heavy resistance from the community due to concerns for hygiene and the reverence of the location. It was only after open and continuous discussions that a bridge of understanding was built, and a toilet was constructed. The story took a surprising turn when the Commissioner, in a bold move, entrusted the toilet's operation to Anjaneyulu, a resident who had initially expressed reservations about its construction. This act of trust empowered Anjaneyulu, but a new challenge emerged – income. The toilet alone wasn't enough to support his family. However, Anjaneyulu persisted.



Thinking outside the box, Anjaneyulu saw an opportunity in the unused space within the toilet and transformed it into an ironing and dry-cleaning service. This innovative step created a dual income stream, making the venture more sustainable. Anjaneyulu ensures that the toilets remain clean for the whole day, right from 7 AM in the morning to 10 PM at night, while juggling this with his shift work in a private company. He is a man of many hats – toilet operator, ironing man, and entrepreneur.

The revenue from the toilet fluctuates with weekdays generating an average of Rs. 150-200, but the revenue on Mondays increases to Rs. 350-400 due to the weekly market rush. The ironing shop, has proved to be a consistent earner, generating Rs. 700-800 daily.

| Day of the Week | Earning from Public Toilet (Rs.) | Earning from Ironing Shop (Rs.) | Total (Rs.) |
|-------------------------|----------------------------------|---------------------------------|-------------|
| Weekdays | 100-150 | 2-10 | 400-450 |
| Mondays (Weekly Market) | 350-400 | 700-800 | 1050-1200 |

Anjaneyulu has collaborated with another community member who possesses the necessary skills to manage a cloth iron shop. This partnership ensures seamless operations during Anjaneyulu's absence while he attends to his private job. The toilet is cleaned three times a day or whenever needed. Monthly expenses for cleaning supplies range from Rs. 500 to Rs. 1000, reflecting the focus on quality and upkeep of the toilet and its premises.

The toilet's location near the market comes with another challenge – septic tank maintenance. Here, the Medchal Municipality has stepped in, and desludges the tank every six months to prevent hygiene issues. This collaboration ensures the long-term success of the project.



Anjaneyulu's story is more than just that of a successful business. It's a testament to overcoming initial resistance and embracing innovation. Anjaneyulu has successfully turned a public toilet into a well-received venture, providing a much-needed amenity and an essential service to the community.





His journey serves as an inspiration for others to find opportunities in challenges and adapt to changing circumstances and his unconventional venture has left an indelible mark on the local community of Medchal City.

Medchal's innovative approach to improving public toilet facilities is indeed commendable and serves as a model for other cities in India. By encouraging micro-entrepreneurs through rent-free space provision, the city supports local businesses while simultaneously addressing the need for clean and accessible toilets. The additional income stream from users further incentivizes caretaker entrepreneurs to maintain cleanliness and usability standards.

Community involvement plays a vital role in ensuring the success of this model. Social monitoring helps uphold cleanliness expectations, while setting service benchmarks with the entrepreneurs fosters accountability and ensures a sustainable business model. Through these collaborative efforts, Medchal has created a win-win situation that benefits both entrepreneurs and the community at large.

Kudos to Medchal city and individuals like Anjaneyulu who have spearheaded this initiative. Their dedication to innovation and community engagement sets a high standard for others to follow in improving public infrastructure and fostering local entrepreneurship.



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