

**GOVERNMENT OF INDIA  
PETROLEUM AND NATURAL GAS  
LOK SABHA**

UNSTARRED QUESTION NO:1276  
ANSWERED ON:04.03.2010  
OPENING OF RURAL RETAIL OUTLETS BY IOC  
Shantha J.

**Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:**

- (a): whether Indian Oil Corporation (IOC) proposes to open rural retail outlets in a big way by modernizing and expanding domestic oil market;
- (b): if so, the details thereof; and
- (c): the action plan prepared by the company in this regard?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF PETROLEUM & NATURAL GAS (SHRI JITIN PRASADA)

(a) to (c): Indian Oil Corporation Limited (IOC) is already developing its rural retail outlet network known as "Kisan Seva Kendras" in the rural areas. As on 1.1.2010, IOC has set up 2751 Kisan Seva Kendras (KSKs) all over India in the rural markets. KSKs are low cost retail outlets developed by IOC since 2004-05 to cater to rural/ agricultural market in order to reach diesel, other petroleum products and non-fuel products at Kisan's doorstep. The development of these KSKs is based on feasibility study of the locations.