

**GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
LOK SABHA
UNSTARRED QUESTION NO. 1771
TO BE ANSWERED ON 29.07.2026**

**MARKETING OF LOCAL PRODUCTS, HANDICRAFTS AND PRODUCTS OF
WOMEN SELF-HELP GROUPS**

†1771. SMT. SANDHYA RAY:

Will the Minister of RAILWAYS be pleased to state:

- (a) whether adequate arrangements for marketing of local products, handicrafts and products of Women Self-Help Groups (SHGs) are not available at many railway stations in the country and if so, the details thereof;**
- (b) whether the Government proposes to set up permanent marketing centres for local products at major railway stations and if so, the details thereof;**
- (c) whether local products of Datia and Bhind region are also proposed to be linked to the said arrangement; and**
- (d) if so, the details thereof and if not, the reasons therefor?**

ANSWER

**MINISTER OF RAILWAYS, INFORMATION & BROADCASTING AND
ELECTRONICS & INFORMATION TECHNOLOGY
(SHRI ASHWINI VAISHNAW)**

(a) to (d) ‘One Station One Product’ (OSOP) scheme has been launched by Ministry of Railways with objective to promote the ‘Vocal for Local’ vision of the Government of India, provide a market for local/indigenous products and opportunity to railway passengers to buy these products thereby experiencing the rich heritage of India. Under this scheme, it is envisaged to encourage individuals at the bottom of the pyramid, marginalised and weaker sections and self help groups to meet the objective.

The scheme aims to provide enhanced opportunities for livelihood to local craftsmen, artisans, potters, weavers, handloom weavers, etc., through provision of sale outlets at Railway Stations across the country. This scheme envisages showcasing, selling and giving high visibility to

indigenous/local products viz. artefacts, handicrafts, textiles and handlooms, toys, leather products, traditional appliances/instruments, garments, gems and jewellery, processed/semi processed food products, etc. through provision of sale outlets at Railway Stations across the country.

As on 30.06.2026, a total of 2,055 OSOP outlets were operational at 1,740 stations across 29 states/UTs. A total of 1,51,181 direct beneficiaries have availed the opportunities under this scheme. Total sales of ₹ 158.86 crores has been registered over OSOP outlets across the period from 25.03.2022 to 30.06.2026. It is the continuous endeavour of Indian Railways to further proliferate the scheme.

Datia and Bhind stations are covered under OSOP scheme. The local products of Datia such as handmade pooja items, bakery products & coir products (baskets, mats, broom maker, etc) and local products of Bhind such as Bari, Papad, bakery products are being marketed under OSOP scheme.
