



भारतसरकार Government of India
रेलमंत्रालय Ministry of Railways
रेलवेबोर्ड (Railway Board)



No. 2024/RS(G)/709/10

नई दिल्ली New Delhi, Dated: 21.10.2025.

The General Managers, All Indian Railways/PUs, NF(C), CORE
DG/RDSO/Lucknow
PCAO, PLW/Patiala, RWP/ Bela.
CAO, WPO/Patna, COFMOW.

Sub.: "The Aabhar Collection" – a new online store- reg.

Ref.: DO no. 321/CEO-GeM/2025 dated 07.10.2025 from CEO/GeM

CEO/GeM, vide his D.O. letter under reference, has informed that GeM has launched a new #VocalForLocal online store showcasing a range of exquisite gift items and hampers comprising select One District One Product (ODOP) and Geographical Indication (GI) products. These items have been sourced exclusively from the Central Cottage Industries Emporium (CCIE), Khadi and Village Industries Commission (KVIC), and various Central and State Handicraft and Handloom Emporiums.

2. It has been requested that above-mentioned store may be visited and the available product offerings may be suitably utilized in forthcoming official events, ceremonies, and functions, thereby contributing towards the promotion of social inclusion and encouragement of local artisans and traditional industries.

3. A copy of the said DO is enclosed herewith for your information please.

DA: As above

Ajay
Kumar

Digitally signed
by Ajay Kumar.
Date: 2025.10.21
10:19:21 +05'30'

(Ajay Kumar)

Dy. Director Railway Stores(G)

Railway Board

Email- ddrsg1@rb.railnet.gov.in

Tele- 011-23047529

LIST FOR DISTRIBUTION

Directors of all CTIs,

CMDs /MDs of all Railway PSUs/ autonomous bodies/ societies,

PCMMs, PCEs, PFAs, PCMEs, PCEEs, PCSTEs, All Indian Railways & PUs, COFMOW, WPO/Patna and RWP/Bela

ED (Stores), RDSO, Lucknow

Chief Commissioner, Railway Safety, Lucknow

Zonal Railway Training Institute, Sukadia Circle, Udaipur

Copy to:

The Genl. Secy., AIRF, Room No. 248, & NFIR Room No. 256-C, Rail Bhavan

The Secy. Genl., IRPOF, Room No. 268, FROA, Room No. 256-D & AIRPOA, Room No. 256-D Rail Bhavan.

Copy to:-

PSOs/Sr. PPSs / PPSs / PSs to :

MR, MoSR(S), MoSR(R)

CRB&CEO, M(TRS), M(Infra), M(O&BD), M(F), Secretary/RB, DG (RHS), DG (RPF), DG(HR), DG(Safety)

EDPG/MR, EDPG/MoSR(R), JDPG/MoSR (R)

All AMs, PEDs & Executive Directors of Railway Board

मिहिर कुमार, आईडीएस
मुख्य कार्यकारी अधिकारी
MIHIR KUMAR, IDAS
Chief Executive Officer



भारत सरकार
वाणिज्य एवं उद्योग मंत्रालय
गवर्नमेंट ई मार्केटप्लेस
Government of India
Ministry of Commerce & Industry
Government e Marketplace

DO No.321/CEO-GeM/2025

7th October 2025

Dear Sir/ Madam,

Since its inception in 2016, Government Marketplace (GeM) has championed the cause of Transparency, Integrity and Social Inclusion in public procurement and has worked towards promotion of heritage Handicrafts, Handloom and other products under the One-District, One-Product (ODOP) initiative in respective States/ UTs.

2. As part of its mandate to promote Social Inclusion, GeM has launched "The Aabhar Collection" a new GeM #Vocalforlocal online store for showcasing exquisite collectible items/ hampers (currently 150+ items) comprising of select ODOP products sourced exclusively from the Central Cottage Industries Emporium (CCIE), Khadi and Village Industries Commission (KVIC) and Central & State Handicraft and Handloom Emporiums. An illustrative digital showcase of current offerings under the Aabhar Collection can be seen on (URL – <https://shorturl.at/HQWVH>).

3. The purpose of this initiative is to:

- Promote Bharat's rich heritage through Handlooms, Handicrafts, Personal care and Artisanal Foods,
- Provide Buyers with access to unique items under the One District, One Product (ODOP) initiative,
- Support sustainable and inclusive economic development by strengthening market access for artisans, rural entrepreneurs, and women-led enterprises, and
- Enable bulk-procurement of curated, and authentic products suitable for large-scale gifting requirements.
- Enable gifting at official events/ ceremonies, conferences, state events etc. organized by various Ministries/ Depts / PSUs, as well as for foreign delegations and dignitaries, employee recognition/ retirement events and festive giftings, etc.

4. These showcased items/ hampers are available in various price ranges (between Rs. 500 to 1,000/-, 1,001/- to 2,000/-, 2,001/- to 5,000/-, 5,001/- to 10,000/-, 10,001/- to 20,000/- and 20,001/- to 25,000/-) and can be bought under the various modes of procurement on the GeM portal. "The Aabhar Collection" can be viewed at <https://gem.gov.in/Aabhar>.

5. Through this letter, I would like to request you to disseminate this information to all buyer organisations under your Ministry/ Department with a request to explore the collection and make the best use of this opportunity to promote the AABHAR collectible items/ hampers in public procurement, thereby promoting social inclusion and swadeshi.

7. For any further assistance or queries in this regard, your officers may contact Shri Anurag Awasthi, Chief Manager, Social Impact and Inclusive Seller Growth (anurag.awasthi@gem.gov.in | Cell: 993 630 4149) or Ms. Anamika Srivastava (anamika.srivastava@tcs.com | Cell: 81791 52361).

I look forward to your kind support in this regard.

Yours sincerely,

Mihir Kumar
Mihir Kumar

To
The Secretaries – All Ministries/Departments of Government of India.

Enclosures:

Annexure 1 – Illustrative Digital Catalogue – URL <https://shorturl.at/HQWVH>