

‘Aabhar’ online platform

Prelims: Current events of national and international importance

Why in news?

Indian Railways, launched the ‘Aabhar’ online store in a bid to encourage local artisans.

- **Aabhar** - The online store, which showcases the **gift items manufactured by indigenous tribes, handloom weavers, local artisans** and others.
- It is also known as the "Aabhar Collection".
- It showcases the handloom, handicraft, gift-hampers, ODOP ([One District One Product](#)) and GI (Geographical Indication) items.

A GI (Geographical Indication) tag is a sign used on products that have a specific geographical origin and possess unique qualities, reputation, or characteristics attributable to that origin.

- **Hosted by** - Government e-Marketplace (GeM).
- **Purpose** - To promote India’s rich heritage through handlooms, handicrafts, artisanal goods, etc., by providing market access to local artisans, rural entrepreneurs and women-led enterprises.
- **Source** - Gift items are exclusively sourced from the Central Cottage Industries Emporium (CCIE), Khadi and Village Industries Commission (KVIC), and various Central and State Handicraft and Handloom Emporiums.
- It is part of ‘**Vocal for Local**’ campaign.

Quick Fact

‘One Station One Product’ (OSOP) scheme

- **Launched by** - Indian Railways.
- **Objective** - To promote local and indigenous products by providing dedicated sales outlets at railway stations.
- **Aim** - To support local artisans, weavers, and craftsmen by offering them a market and creating income opportunities.

'Vocal for Local' campaign

- **Launched by** - NITI Aayog in 2024.
- **Goal** - To create a strong, self-reliant economy by supporting local businesses and artisans.
- It encourages citizens to buy locally produced goods and services to boost the domestic economy, promote self-reliance, and foster grassroots entrepreneurship.

Government e-Marketplace (GeM)

- It is an online platform for public procurement in India.
- Designed to ensure transparency, efficiency, and speed in the purchase of goods and services by various government departments, organizations, and Public Sector Undertakings (PSUs).

Reference

[The Hindu | Indian Railways launched 'Aabhar' online store](#)