



One Station One Product (OSOP) Scheme Of Indian Railway – A Critical Evaluation Of Agra Division

Avdhesh Kumar Singh¹, Mohini², V. K. Gangal³ and Jyoti Gogia⁴

^{1&2}Research Scholar, Department of Applied Business Economics, Faculty of Commerce

³Professor, Faculty of Commerce,

⁴Professor, Department of Economics

^{1, 2, 3 & 4}Dayalbagh Educational Institute (Deemed to be University), Agra, Uttar Pradesh, INDIA

ABSTRACT

Aim: Locally based indigenous crafts/skills/products are vital for revitalizing the local economy. The preservation and promotion of local crafts and products have the potential to enhance the economic well-being of the artisans. The paper evaluates the Indian Railways' One Station, One Product (OSOP) Scheme in the Agra Division of the North Central Railway Zone.

Methodology: This study was conducted in the Agra Division of the NCR Zone, which has the other divisions named Jhansi and Prayagraj. Out of 47 stations in the Agra division nominated for the scheme, only 17 stations are running it. A total of 63 respondents from 17 stations were included in the study.

This paper is based on primary data collected from direct personal interviews of the artisans/vendors and secondary data collected from the railway officials (Sr-DCM Agra Division-NCR, Station Master and Station Superintendent), websites (<https://ncr.indianrailways.gov.in/>, <http://odop.up.in>), news reports (DD News, PIB News etc.) and several research papers have also been reviewed.

Findings: This paper discusses the problems faced by the OSOP vendors. Most vendors raise their voice regarding the selection criteria, complaints about the high operational cost, and the absence of full-time jobs. Based on suggestions- location of the stall, creation of public awareness, uniform packaging, etc, the researchers prepared an action plan.

Limitation of the Study: The study is based on only one of the divisions of the NCR.

Conclusion: OSOP has great potential as a new source to enhance the livelihood of artisans and support the call of 'Vocal to Local'.

Keywords: One Station One Product (OSOP), One District One Product (ODOP), Artisans, Economic Independence, Challenges, Outlets, Railways.

1. INTRODUCTION

The **One Station One Product (OSOP)** Scheme was initiated by the Ministry of Railway, Government of India, in pursuance to the Union Budget (2022-23) announced in the Lok Sabha / Parliament. The key objectives of the OSOP Scheme are presented below in the table:

Table 01 – LIST OF OBJECTIVES OF OSOP SCHEME

1. Promote ‘Vocal for Local’
2. Provide a Market for Local/ Indigenous Products
3. Provide an opportunity to railway passengers to experience and buy such Local/Indigenous Products
4. Create an additional income opportunity for the marginalised section of society.

Source: Commercial Circular No. 12/2022, Ministry of Railway

Under this OSOP scheme, the local and indigenous products, crafts, or skills that are famous or specific to a particular region or area are promoted at railway stations through a temporary stall or Kiosk referred to as OSOP Outlets. Each railway division functioning under its respective railway zone identifies the stations and creates it a promotional centre for local artisans/manufacturers to sell their famous indigenous products. The initiative of the OSOP is to provide an opportunity and support for local artisans/manufacturers to generate additional income. The railway stations have a huge influx of mass passengers, which offers high exposure and potential for marketing of identified products on OSOP outlets.

The products identified under the OSOP scheme are indigenous /Geographical Indications (GI) tagged/local to that particular area or region. The major products categorized are Handicrafts/Artefacts, Textile and Handlooms, Traditional Garments, Local agricultural produce (including Millets)/ Processed/semi processed foods (**DD News 07-08-2023 IST 11:30**). In view to focus and uplift the marginalised section of society the beneficiaries under this scheme includes Artisans, Craftsman, Weavers, Tribals, Farmers, Members of Self Help Groups, Micro Enterprises, Social Organisations etc (**Ministry of Railway-Press Information Bureau 26-07-2023**).

OSOP – Illuminated from ODOP

The OSOP Scheme of the Ministry of Railway is inspired by the success of the prevailing **One District One Product (ODOP)** Programme of the Government of Uttar Pradesh (GoUP), which was implemented in the year 2018 to preserve and develop local products/crafts/skills in each district of Uttar Pradesh. **The ODOP programme covers all 75 districts of the state, and each district is identified by its products for a revival of local crafts and products.** For instance, in Agra District: *Leather Products & Marble Handicrafts*, Firozabad District: *Glasswork*, Lucknow District: *Chikankari & Zari-Zardozi*, etc. The ODOP programme of the U.P. government has played a transformative role in the state, and the export of the state has reached ₹ 2 lakh crore (**The Indian Express News 25-01-2024 IST 04:27**). ODOP programme, a government-led initiative, brought meaningful change to the economic revitalisation and lives of artisans /craftsmen in the state (**ODOP UP-Abhinav Pahal**).

1.1 OSOP Scheme (Status till Now)

The OSOP scheme was commenced on 25-03-2022 to attain its objectives and to provide enhanced income opportunities to local artisans/craftsmen by OSOP Outlets at railway stations (**Ministry of Railways-Press Information Bureau 12-05-2023**). The table given below shows the number of stations, operational OSOP outlets, and the number of beneficiaries covered under the OSOP scheme till now:

TABLE 02: OSOP PROGRESS AT A GLANCE ACROSS THE COUNTRY

As On	Number of Railway Stations under the OSOP Scheme	Number of OSOP Outlets	Number of Beneficiaries – Artisans/Craftsman
01-05-2023	728	785	25109
30-11-2023	1083 (48.76)	1189 (51.46)	41280 (64.40)
30-11-2024	1906 (76)	2170 (82.51)	83299 (101.79)

Source: Press Release-Ministry of Railway (12.05.23), News Station (07.12.23), and Lok Sabha Question – Ministry of Railway GOI

In the above table, the figures shown in the brackets are the growth rates. The table shows that in terms of Number of Railway Stations, Outlets and Beneficiaries, the growth rate (in %) was recorded to 48.76, 51.46, and 64.40 respectively from May to November 2023, and followed by 76, 82.51, and 101.79 respectively by November 2024.

2. REVIEW OF LITERATURE & RATIONALE OF THE STUDY

One station and one product provide a new opportunity and fame to local artisans at a global level (**Yadav, U. S. et al 2022**). The public-private sector needs to encourage skill development and provide supporting services to local artisans (**Bharati 2019**). An environment shall be created to promote the use of superior quality raw materials and traditional methods in local product development (**Thuy, D. M. & Dat, P. M. 2024**). Handicrafts possess the potential to advance the lifestyle and well-being of people in a region (**Bardhan, A., & Bhattacharya, A. 2022**). However, the marketing problems in hand handmade carpet industry need to be solved by establishing more carpet outlets and creating a brand for accessibility to the consumers (**Gayatri 2022**). There is a need for the development of an online market place for artisans to connect directly with potential customers (**Dalal, A. & Chattopadhyay, S. 2021**). There ought to be a website for marketing products made in India by small-scale industries. (**Srivastava, D. et. al 2021**).

The study is an attempt to boost the local economy by encouraging the local products that are significantly manufactured in the particular area and not covered in the ODOP programme.

3. OBJECTIVE OF THE STUDY

The objective of this research study is to critically evaluate the OSOP Scheme in the Agra Division.

4. SCOPE OF THE STUDY – Profile of Agra Railway Division (NCR)

The Indian Railway operates across the country through its 18 zones, headed by a General Manager (GM), which are further subdivided into divisions headed by a Divisional Rail Manager (DRM). The North Central Railway (NCR) is one of the zones of Indian Railways, headquartered at Prayagraj, Uttar Pradesh, which comprises 3 divisions, i.e., Prayagraj Division, Jhansi Division, and Agra Division.

Agra Division was created on 01-04-2003, which holds a rail track route length of 829.352 Kms. Its track routes are spread in the states of Uttar Pradesh, Rajasthan & Haryana. Many trains run on its track and carry a large number of passengers daily, like Rajdhani, Shatabdi Express, etc. Among the fastest trains, Gatiman Express runs at 160 kmph with a ceiling permissible speed limit on its track. In this Division, tourist places, forts, and temples are located like the Taj Mahal, Red Fort, the Krishna Janam Bhoomi Mathura, Ghana Sanctuary, Bharatpur, etc. Agra Division comprises 103 Stations (**Minyard Plan-Agra Division NCR**). Therefore, it is an important division of the NCR Zone and has been selected in the study. Out of the total stations mentioned above, 47 stations are being nominated by the NCR for the implementation of the OSOP Scheme (**Chairman & CEO, Railway Board**). From the above-nominated 47 stations, the OSOP Scheme is functional on 17 stations only as on 31.01.2025. The table below shows the stations in functional mode with identified products for the OSOP scheme.

Table 03: List of OSOP Railway Stations (Functional) with Identified Products in Agra Division

S.No.	OSOP Outlet - Railway Stations	Identified Products
1	Agra Cantt [AGC]	Marble Handicraft
2	Agra Fort [AF]	Leather Handicraft
3	Bhuteshwar [BTSR]	Thakurji Ki Poshak and Poojan Samigri
4	Deeg [DEEG]	Motikand Mithai
5	Dholpur [DHO]	Mustard Oil
6	Fatehabad [FAB]	Meethi Gujiya
7	Fathehpur Sikri [FTS]	Nan Khatai
8	Goverdhan [GDO]	Statue of Ladoo Gopal
9	Govindgarh [GVH]	Jalebi
10	Hodal [HDL]	Terrakota / Clay Item
11	Idgah [IDH]	Artificial Jewellery
12	Kherli [KL]	Pickles
13	Kosi Kalan [KSV]	Milk Products
14	Mandawar Mahwa Road [MURD]	Food Grain (Daliya)
15	Mathura Junction [MTJ]	Brass Sculpture and Photo Frame of Lord Krishna
16	Nadbai [NBI]	Bhuna Chana
17	Shamsabad Town [SSDT]	Handmade Carpet / Galicha

Source: Sr. DCM (NCR-Agra Division)

5. RESEARCH METHODOLOGY

This research paper is based on primary and secondary data. The primary data was collected from January to March 2025 through direct personal interviews with the OSOP vendors/artisans, who are the respondents in this study, for deeper insight, as mentioned in Table 03. The prior permission to interview the respondents has been acknowledged from the Station Master, and the average time spent to interview the respondent was 45 minutes. The secondary data was collected from railway officials (O/o DRM Agra Division-NCR, Sr. DCM, Station Master, and Station Superintendent), websites (<https://ncr.indianrailways.gov.in/>, <http://odop.up.in>), news reports (DD News, PIB News, etc.), and research papers reviewed.

In view of getting the responses from the vendors, the researchers prepared a structured questionnaire, which was used as a schedule during the personal interview with the vendor. In respect to know the problems and suggestions regarding policy and operational aspects of the OSOP Scheme, the respondents have been asked to rate these problems and suggestions between 1 to 5. Later on, these responses have been used to calculate the mean and standard deviation.

6. ANALYSIS OF DATA

The researchers analyse the collected data to identify the cause of problems faced by vendors and develop suggestions to be considered by policy/scheme makers for making effective decisions.

6.1 PROFILE OF RESPONDENTS

TABLE 04: OVERVIEW OF RESPONDENTS PROFILE

S.No.	Particulars		Number of Respondents	In (%)	Remarks
1	GENDER	Male	58	92.1	Women's Participation is less observed at the OSOP Outlet
		Female	5	7.9	
	TOTAL		63		
2	AGE (In Years)	20 - 35	9	14.29	Adult Participation between the ages of 36 - 50 years is commonly observed at many OSOP Outlets
		36 - 50	43	68.25	
		Above 50	11	17.46	
	TOTAL		63		
3	ACADEMIC QUALIFICATION	Below 8th	31	49.21	Almost half of the respondents have below a High School education
		Up to 10th	15	23.81	
		up to 12th	13	20.63	
		Beyond 12th	4	6.35	
	TOTAL		63		
4	BELONGS TO	Local Station	52	82.54	The majority of respondents are from the same station area
		Other Station	11	17.46	
	TOTAL		63		
5	ARE YOU	Manufacturer	27	42.86	The majority of respondents are traders of identified products
		Trader	36	57.14	
	TOTAL		63		
6	MAJOR SOURCE OF INCOME	From OSOP	13	20.63	OSOP Business is not a primary source of income
		From Non-	50	79.37	

		OSOP			
		TOTAL	63		
7	AVERAGE SALES FROM OSOP OUTLET PER DAY (In ₹)	Less than 500	19	30.16	Many respondents have recorded poor sales due to lower passenger footfall at the station
		500 - 1000	15	23.81	
		Above 1000	29	46.03	
		TOTAL	63		

Source: Direct Personal Interview

The inference drawn from the above table has been mentioned in the respective column of remarks.

6.2 PROBLEMS FACED BY RESPONDENTS

During the interview, the researchers asked the respondents about the problems they are facing related to policy issues and operational aspects. The same is presented in Table 05 below:

TABLE 05: LIST OF PROBLEMS OF OSOP VENDOR

S.No.	PROBLEMS OF OSOP VENDOR	MEAN (Standard Deviation)
1	OSOP vendors consider the selection of applicants for the stall/outlet on a Lottery method as inappropriate and luck by chance.	4.75 (0.78)
2	OSOP vendor does not consider it a full-time business/job.	4.54 (1.10)
3	The cost of running an Outlet/Stall is a vital issue for the OSOP vendor.	4.48 (0.97)
4	OSOP vendors consider that there is a lack of awareness in the public about the OSOP scheme.	4.40 (0.98)
5	OSOP stalls/outlets/kiosks are not appropriately located on the railway stations	4.26 (1.14)
6	OSOP product is not well-branded and poorly rated by purchasers.	3.97 (1.33)
7	OSOP vendor faces complexity from banks and financial institutions due to the availability of credit.	3.87 (1.52)
8	OSOP vendor faces hardship in product advertisement and marketing on the station.	3.86 (1.37)
9	The unsold stock of identified products is an important issue for the OSOP vendor.	3.79 (1.34)
10	The selection of a product with respect to the stations is not appropriate for the OSOP vendor	3.68 (1.52)
11	OSOP vendor faces poor sales of the identified product.	3.66 (1.64)
12	Poor packaging of the OSOP product is one of the important challenges.	3.63 (1.45)
13	OSOP vendor fails to save/store the identified edible product, which is highly perishable in nature.	3.39 (1.16)
14	OSOP vendor is facing a lack of business stability.	3.38 (1.53)
15	OSOP vendor is struggling to acquire customer reviews.	3.34 (1.62)
16	OSOP vendor face the bureaucratic hurdles in addressing their grievances.	2.12 (1.37)

Source: Authors' Computational Work

The table presented above clearly reveals that the first five problems are commonly faced by most of the vendors, as described through their respective mean values.

The researchers have formulated the hypothesis, and the chi-square test (χ^2) is applied to test the same.

H_0 : All problems of the Vendors are equally important.

TABLE 06: RESULT OF CHI-SQUARE TEST

Here, $n = 16$ and $v = n - 1$ $\therefore v = 15$	Table Value: $\chi^2_{0.05} = 25$	Calculated Value: $\sum [(O-E)^2 \div E] = 1.56$
From the above, the calculated value is less than the table value. Thus, the H_0 is Accepted. Hence, it is proved that all given problems are equally important for the vendors.		

Source: Authors' Computational Work

6.3 SUGGESTIONS

During the research process, the researchers found the potential solutions to the problems experienced by the vendors, which are discussed as follows:

TABLE 07: LIST OF SUGGESTIONS

S.No.	SUGGESTIONS	MEAN (Standard Deviation)
1	Free Electricity to specified Units of Consumption.	4.51 (0.80)
2	The Lottery Method may be avoided.	4.46 (0.77)
3	Installation of OSOP Outlets needs to be near the Entry/Exit on the Platform	4.33 (1.15)
4	Online/Offline Tickets will be provided with Tags/Labels of OSOP.	4.32 (1.14)
5	Uniform Licence Fee	4.24 (0.92)
6	The number of outlets is to be determined by Passenger footfall at Stations.	4.22 (1.16)
7	Awareness in public about the OSOP scheme through Mass Media, Display Boards, etc.	4.14 (1.01)
8	The duration of the license period for the OSOP outlet/stall should be increased.	4.13 (1.33)
9	Permit Vendors/ Hawkers on the train to Exhibit/Sale of OSOP items	4.08 (1.25)
10	Timely Announcement on Station Radio	4.06 (1.18)
11	Uniform branding and packaging with the OSOP Logo.	4.00 (1.32)
12	Expand the scope OSOP product/items on Online Shopping (Amazon, Flipkart, etc).	3.89 (1.44)
13	Trains' halt time should be increased, which is dealt by the Concerned Section, keeping in view the punctuality of services and passenger amenities.	3.81 (1.61)
14	Periodic review of identified products under OSOP on the basis of sales	3.79 (1.45)

15	Customer feedback should be recorded	3.68 (1.49)
16	The website and APP of OSOP are to be developed.	3.64 (1.27)
17	Fairs and Exhibitions shall periodically be organised.	3.52 (1.28)
18	Opportunity for the marginalised section of society (artisans, craftsmen, weavers, etc.)	3.48 (1.31)
19	IRCTC should play a promotional role for the identified OSOP edible product.	3.34 (1.56)
20	The product/item should be appropriately identified for stations	3.32 (1.51)
21	Availability of credit for OSOP vendors with ease.	3.29 (1.52)
22	Women artisans/vendors should be promoted/encouraged.	3.19 (1.47)
23	Adequate funding should be channelized	3.10 (1.50)
24	Upgradation of Stations or Re-Identification of such Stations	3.02 (1.28)
25	OSOP outlet/stall should be in collaboration/Sponsored by Local Associations or Development Boards	2.98 (1.36)
26	OSOP Scheme should be made functional on busy stations	2.92 (1.66)
27	Group of 8-10 Kiosk/Outlets/Thellas to be structured outside the station, consisting of other famous products of the region that remain unselected under OSOP & ODOP.	2.89 (1.42)
28	Other vendors should be restricted to the sale of other products/items	2.81 (1.39)

Source: Authors' Computational Work

The table above shows the suggestions to cope with the prevailing problems with their respective mean and standard deviations computed for perusal.

6.4 ACTION PLAN

The problems are compiled and an Action Plan is suggested with possible solutions to those problems in Table 08 mentioned below:

TABLE 08: CONSOLIDATED ACTION PLAN TO OVERCOME THE PROBLEMS.

S.No.	Main Problems	Associated OSOP Railway Stations	Causes for Problems	Suggestions to Overcome the Problems
1	Less Number of Applicants applying for OSOP Outlet	All 17 Stations	Lack of awareness about the OSOP Scheme	Awareness through Mass Media, Display Boards, etc.
		BTSR, DEEG, DHO, FAB, FTS, GDO, GVH, HDL, IDH, KL, KSV, MURD & SSDT	Less Business Opportunities	Collaborations/Sponsored with Local Associations or Development Boards
2	Lack of Business Stability	All 17 Stations	Short Operating License Period, i.e., 3 months (In case of AGC OSOP Outlet operating period is of 15 days only)	Increase the Duration of the License period
3	Poor Sale	All 17 Stations	Single Outlet for One Station	The number of outlets is to be determined in accordance with Passenger footfall on Stations.
		BTSR, DEEG, DHO, FAB, FTS, GDO, GVH, HDL, IDH, KL, KSV, MURD & SSDT	Poor response of Passengers	Timely Announcement of OSOP Scheme on Station Radio
		AF, AGC & MTJ	Enough Trains with less Halt Time	Issue to be dealt with by the Concerned Section, keeping in view the punctuality of services and passenger amenities
		BTSR, DEEG, DHO, FAB, FTS, GDO, GVH, HDL, IDH, KL, KSV, MURD & SSDT	Very Few Trains with less Halt Time	
		BTSR, DEEG, DHO, FAB, FTS, GDO, GVH, HDL, IDH, KL, KSV, MURD & SSDT	Hardly Stoppage of Express Train	Upgradation of Stations or Re-Identification of such Stations

		BTSR, DEEG, DHO, FAB, FTS, GDO, GVH, HDL, IDH, KL, KSV, MURD & SSDT FTS, KL, & SSDT	Tourist prefers to come by road to visit FTS - Fathehpur Sikri (Tourist Place). Not well sheltered and have absence of basic facilities	FTS is a Tourist Place. Upgradation of other Stations is required.
4	Cost	All 17 Stations	Capital Invested, License Fee varies station to station (Maximum at: MTJ), and Electricity Consumption	Free Electricity to specified Units of Consumption. Uniform Licence Fee
5	Part-Time Business	BTSR, DEEG, DHO, FAB, FTS, GDO, GVH, HDL, KL, KSV, MURD & SSDT	Peak Hours of Sales depend on the halt of the Train	Expand the scope to Online Shopping (Amazon, Flipkart etc). Even IRCTC should also promote it.
			Engaged in other supportive businesses like Chai, Water etc.	Permit Vendors/ Hawkers on a train to Exhibit/Sale of OSOP items
6	True Beneficiaries are Deprived of the OSOP Scheme	All 17 Stations	Allotment of One OSOP Outlet on Station by Lottery Method	Opportunity for the marginalised section of society (artisans, craftsmen, weavers, etc.) shall be of prima-facie goal. The Lottery Method may be avoided as the True Beneficiaries are deprived.
		AF, AGC, BTSR, GDO, HDL, IDH, KL, MTJ & SSDT	The majority of respondents are not artisans/craftsmen of identified products	
		AF, AGC, BTSR, GDO, HDL, IDH, KL, MTJ, MURD, NBI & SSDT	Purchase of products from city outlets and Sales are made on OSOP Outlets.	Group of 8-10 Kiosk/Outlets/Thellas be structured outside the station, consisting of other famous products of the region that remain unselected under OSOP & ODOP.
7	Lack of Exposure and Visibility	AF, AGC, DEEG, DHO, FAB, GVH, HDL, IDH, KL, KSV, MURD, MTJ & SSDT	OSOP Outlets/Thellas are installed on the far end of the platform. Moreover, no OSOP Outlet/Kiosk/Thella was found on FTS.	Installation of OSOP Outlets needs to be near the Entry/Exit on the Platform
		All 17 Stations	Absence of Marketing and Advertisement on the station itself	The website and APP of OSOP are to be developed, Online/Offline Tickets are to be provided with Tags/Labels of OSOP. Fairs and Exhibitions

				shall periodically be organised.
8	Adoption of Product	DEEG, DHO, FAB, GVH, IDH, KL, KSV, MURD, NBI & SSDT	Product is not appropriate as per stations, i.e., (KL-Pickel not appropriate in Winter Season. SSDT-Galicha not appropriate as per the station because of High Price). In case of a food item at the OSOP outlet, an unhygienic setup is a vital issue.	Periodic review of identified products under OSOP based on sales. OSOP Food items shall be in accordance to food safety rules.
9	Lack of Financial Assistance	Almost all Stations	Banks are reluctant to provide credit due to Business Instability	Business stability should be present, and short-term financial assistance shall be targeted.
10	Lack of Women's Participation	Almost all Stations	Cultural and societal barriers	Skill Development and Entrepreneurial Training programme shall be conducted for the promotion of women's engagement in the OSOP business

Source: Direct Personal Interview

The satisfactory level of the respondents was very low due to the problems which are reported above. Poor/Unsatisfactory sale and high operating costs is a vital issue for all vendors. None of the stations has made an advertisement of any type or any kind, which in them being less exposed.

7. LIMITATION OF STUDY

The study has covered only one of the divisions, out of the total three divisions of the NCR Zone

8. CONCLUSION

The critical evaluation of the OSOP Scheme in the Agra Division showed the major problems faced by the respondents. This scheme is successful in those railway stations where the number of trains and passengers is higher in comparison to small stations, as revealed by the study. Among these Bhuteshwar [BTSR] Deeg [DEEG], Dholpur [DHO], Fathehabad [FAB], Fathehpur Sikri [FTS], Govindgarh [GVH], Goverdhan [GDO], Hodal [HDL], Idgah [IDH], Kherli [KL], Kosi Kalan [KSV], Mandawar Mahwa Road [MURD], Nadbai [NBI] and Shamsabad Town [SSDT] are poor in the performance in term of sales and failing to

enhance their livelihood. The identified problems are raised as voices of Locals, and an action plan with suggestions is reported in Table 8 to mitigate those problems for better and satisfactory business through OSOP outlets by the artisans /craftsmen. The Ministry of Railways should increase the duration of the licence period of the OSOP outlets so that business stability is maintained. It should make periodic surveys and promote the OSOP Scheme through mass awareness, and develop the Website and APP for online shopping so that the dependency on passengers is not confined to the station itself but can reach across the country. Furthermore, in the case of food products, strict adherence to food safety regulations is vital for building customer faith. The financial security of the artisans is to be secured by ensuring and promoting the financial assistance scheme for the vendors. At last, women's participation should be promoted to boost the scheme. The OSOP scheme has huge potential to enhance economic independence and a sustainable livelihood for the artisans/craftsmen.

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