



**Government of India  
Ministry of Railways (Railway Board)**

2024/Heritage/7/Souvenirs-Policy  
E-office no. 3470217

Rail Bhavan, New Delhi  
Dated the 2<sup>nd</sup> September, 2024

**POLICY ON RAIL SOUVENIRS**

**Subject: Policy guidelines to empanel suppliers of rail souvenirs; centralise/standardise rail souvenir designs, specifications and prices; and manage rail souvenir shops – regarding**

**Reference: Railway Souvenirs Policy issued by Board vide 2016/Heritage/Museum Program on 25.04.2018**

**Objective**

**1.0** Rail Souvenirs are cherished mementos that rail passengers and rail museum visitors collect to capture the essence of their journeys and visits. These keepsakes, often small and symbolic, serve as tangible reminders of the places visited and the experiences shared. Whether it is a handcrafted miniature locomotive, a piece of rail-themed local art, or a simple postcard depicting a story, each souvenir holds a story and a connection to the rich heritage, culture and history of Indian Railways (IR). Beyond their personal significance, souvenirs also make thoughtful gifts, allowing us to share a piece of our travels with loved ones back home.

**2.0** Indian Railways have several mountain railways, three of which are UNESCO World Heritage Sites (UWHs), beautiful heritage bridges and stations including Chhatrapati Shivaji Maharaj Terminus (formerly Victoria Terminus), a UWH, and 34 rail museums including National Rail Museum (NRM) in New Delhi and four regional museums at Howrah, Chennai, Nagpur and Mysuru. These railway sites are truly marvellous and attract a large number of tourists, rail fans and visitors.

**3.0** Therefore, well stacked souvenir shops at railway premises across IR and a centralised e-commerce portal under the brand name 'Rail Smaarika', combined with a liberal policy stipulating a procedure to empanel entities to supply standardised rail souvenirs would play a vital role in popularising rail souvenirs and bringing customised/specialised rail souvenirs to their buyers.

#### **4.0 Broad Principles**

The broad guiding principles leading to this new initiative to bring rail souvenirs to their buyers are as under:

- a. Periodic empanelment of agencies for supply of rail souvenirs
- b. Centralization and standardisation of approval of designs, dimensions, material specifications and prices of rail souvenirs (category-wise)
- c. Seamless system for indenting and procurement of rail souvenirs
- d. Management of departmental and outsourced rail souvenir sale on railway premises
- e. Intellectual Property Rights (IPR) to remain with IR

#### **5.0 Standing Committee**

5.1 There shall be a standing committee of three members for empanelment of agencies for supply of rail souvenirs. The members of the committee shall be as under:

- a. The standing committee shall comprise two (02) Junior Scale/Senior Scale level officers of Delhi Division (NR), i.e., one each from Stores and Finance Departments nominated by DRM/Delhi, and one member from NRM, i.e., Assistant Director.
- b. The member drawn from NRM shall be the convenor.

#### **5.2 Terms of Reference:**

- a. The applications received via an Expression of Interest (Eoi) shall be scrutinised by the standing committee, which shall submit its recommendations to Joint Director/Director NRM for approval.
- b. The standing committee shall give its recommendations regarding designs, material specifications and also determine the maximum retail price (MRP), inclusive of mark-up price (Railways' share), of the souvenirs.
- c. The guiding criteria for determination of the maximum retail price shall be prevalent market rates for products of similar nature, cost price and product features.
- d. For each category of rail souvenirs, a minimum of three (03) vendors shall be empanelled.
- e. Examination of proposals received from wholesalers including public/private agencies for sale through retail outlets/online platforms and determination of bulk pricing (lot-size wise).
- f. Zonal Railways may undertake stakeholder consultation at Divisional level and may suggest incorporation of designs reflecting local skills unique to that particular state/area, to the standing committee. Incorporation of such proposals shall be given due consideration by the standing committee while finalising the catalogue.



- g. Any other matter specifically referred to by JD/Director NRM necessitating the committee's inputs and recommendations.

5.3 Joint Director/Director of NRM shall be the competent authority to accept/reject/modify the recommendations of the standing committee after duly recording the reasons in writing.

## 6.0 Procedure to Empanel Suppliers

The detailed procedure for empanelment of suppliers of rail souvenirs is as under:

- a. NRM shall invite applications from various agencies, artisans, entrepreneurs, manufacturers, MSMEs, self help groups, and any other interested parties involved in making miniature engine models, rail-themed toys, crockery, gifts, merchandise, etc. to design, develop and supply rail souvenirs to IR for sale through souvenir shops and website.
- b. Application shall be invited for different categories of souvenirs like stationery, crockery, miniature engine models, merchandise, etc., wherein an applicant can apply for more than one category.
- c. Application shall also be invited for the development of the souvenirs for which designs shall be provided by IR.
- d. The process to empanel rail souvenir suppliers shall be fair and transparent.
- e. The empanelment notice or Expression of Interest (EOI) shall be floated after approval from the Joint Director/Director of NRM.
- f. The notice to empanel rail souvenir suppliers should be given wide publicity.
- g. There shall be a stakeholder consultative meeting before calling EOI.
- h. In order to widen the scope and enhance competition, there shall be no bar on the type of entity, and prior work experience and/or financial turnover are/is not required.
- i. The applications received shall be scrutinised by the standing committee, as detailed in para 5.2 above, which shall submit its recommendations to Joint Director/Director NRM for approval.
- j. Post approval, the suppliers shall be empanelled for a period of five years with further extension of two years. The extension shall be at the sole discretion of JD/Director NRM, on behalf of Indian Railways.
- k. Based on the non performance of the agency, deviation in quality/specification/price of the souvenir and/or the souvenirs in less demand, the empanelled agency along with the approved design may be de-empanelled.
- l. The process to empanel fresh suppliers shall be carried out annually or as per need and fresh suppliers shall be empanelled for a period of five years.
- m. The empanelled vendors shall register themselves on IREPS and Government e-Marketplace (GeM) compulsorily.



## **7.0 Central Pool of Approved Designs, Specifications and Prices**

During the empanelment period, following procedure shall be followed:

- a. Once empanelment is done, NRM shall prepare a central pool of designs along with material specifications and prices, tagged to each supplier.
- b. NRM shall prepare a rail souvenirs catalogue for circulation to all Zonal Railways, PUs, railway PSUs, rail museums, etc. The catalogue shall have design, specifications, price, minimum order quantity and list of empanelled vendors. The product(s) in the central design pool can only be manufactured and supplied by the supplier tagged against the product(s). In other words, suppliers shall strictly adhere to the catalogue and shall not manufacture and supply products/designs for which they are not empanelled/approved.
- c. IR shall hold the copyrights for all designs/products in the central pool of designs, and the same cannot be manufactured by any entity without prior permission of the standing committee of NRM.
- d. Railways shall embed/engrave distinct logos (eg. NRM, DHR, NMR, GIPR) to create signature brands.
- e. Empanelled vendors can apply for additional souvenir designs along with specifications during the period of empanelment. However, once the empanelment is done, additional souvenirs shall be approved on quarterly basis and the catalogue will be revised accordingly.
- f. NRM shall invite applications for empanelment of new vendors every year and the process of empanelment shall be as mentioned in para 6.0 above. Based on the new empanelment and performance of the already empanelled vendors, details of empanelment shall be revised and published.

## **8.0 Procurement**

Railways may procure the approved souvenirs published in the catalogue through a limited e-tendering system on IREPS or through GeM.

## **9.0 Sale of Rail Souvenirs through Government e-Marketplace**

Suppliers are allowed to register their products, as per the catalogue circulated by NRM, on GeM for sale. The selling price would be governed by guidelines of GeM subject to the maximum retail price (MRP), as approved by the standing committee.

## **10.0 Operation of the Rail Souvenir Shops**

Railways/rail museums are permitted to operate the rail souvenir shops under two different modes (Departmental and Commercial):



- a. Departmental mode: Railways/rail museums can operate and manage the rail souvenir shops in-house. However, prime location and suitable manpower shall be ensured so as to popularize rail souvenirs.
- b. Commercial mode: Railways/rail museums can outsource management of rail souvenir shops to competent professional agency(ies), where day to day management of the souvenir shop shall be carried out by the outsourced agency under the supervision of Railways and the outsourced agency shall procure the souvenirs based on the catalogue published by NRM OR through NINFRIS (New, Innovative Non-Fare Revenue Ideas Scheme) on 'revenue sharing basis'. Such outsourced shops may adopt any business model, subject to at least 40% of the total shelf space dedicated to rail souvenirs procured from the empanelled suppliers and the remaining space for other activity(ies) as approved under the proposal. The selling price would be governed by the marketing principles subject to the maximum retail price (MRP), inclusive of mark-up price (Railways' share), as approved by the standing committee.
- c. The revenue accrued to Railways via rail souvenir shops shall be considered as Non Fare Revenue (NFR).
- d. The rail souvenir shops shall sell rail souvenirs procured only from the suppliers empanelled by NRM as published in the catalogue circulated to Railways.
- e. The outsourced shops shall maintain daily sales records.
- f. The shops shall also make arrangements for payment in digital mode.

#### **11.0 Rail Souvenir Sales through IR Heritage Website**

A website on Indian rail heritage is being developed to host content related to rail heritage on Indian Railways. The website shall also have a provision for an e-commerce portal ('Rail Smaarika') for sale of rail souvenirs to the public. The provisions pertaining to the e-commerce portal are:

- a. The empanelled suppliers shall be allowed to upload rail souvenirs, as per the catalogue published by NRM, on the website for sale to the general public.
- b. Suppliers can also publicise the rail souvenirs through any media, however, sale shall be as per provisions of this policy only.
- c. The selling price would be governed by the marketing principles subject to the maximum retail price (MRP), as approved by the standing committee.

#### **12.0 Guidelines for Sale of Rail Souvenirs through Retail Outlets/Online Platforms and Other Public/Private Agencies**

- a. All such proposals shall be examined by the standing committee as detailed in para 5.2(e) above.



- b. The empanelled outlets/platforms/public or private agencies shall be allowed to sell rail souvenirs, as per the catalogue published by NRM, to the general public/railways directly.
- c. The selling price would be governed by the marketing principles subject to the bulk pricing (lot-size wise), as approved by the standing committee.

### 13.0 Promotion

Railways shall provide shelf space at VIP lounges, rest houses, railway stations, Divisional and Zonal Headquarters, Railway Board, OSOP shops, etc., where sample souvenirs shall be displayed and a QR code shall be available for online order.

**14.0** This policy will supersede the existing souvenir policy issued on 25.04.2018 vide no. 2016/Heritage/Museum Program. This is issued with the concurrence of the Finance Directorate of Ministry of Railways and has the approval of Board (MF and Chairman & Chief Executive Officer).

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Dated the 2<sup>nd</sup> September, 2024

Copy to:

1. General Managers of all Zonal Railways for kind information and necessary action.
2. EDPG/MR, EDPG/MoSR (R), EDPG/MoSR (S), EDCC and OSD/MR for kind information.
3. PCMEs of all Zonal Railways for information and necessary action.
4. PFAs of all Zonal Railways for information and necessary action.
5. National Rail Museum, New Delhi
6. Regional Rail Museums at Howrah, Chennai, Nagpur and Mysuru.
7. DRM, Delhi Division for necessary action.