

भारत सरकार Government of India
रेल मंत्रालय Ministry of Railways
रेलवे बोर्ड (Railway Board)

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

नई दिल्ली New Delhi Dated: 30.07.2024

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

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

Ref.: DO no. 128/CEO-GeM dated 12.06.2024 from CEO/GeM

CEO/GeM vide his DO under ref., has stated that GeM has launched a new #Vocalforlocal online store for exquisite gift items/hampers comprising of select One-District, One-Product (ODOP)/Geographical Indicated (GI) products sourced exclusively from the Central Cottage Industries Emporium (CCIE), Khadi and Village Industries (KVIC) and various Central & State Handicraft and Handloom Emporiums. It has been requested to visit the above store to make best use of these offerings in forthcoming events thereby promoting social inclusion.

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

DA: As above


(Anurag Grover)
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, CORE,
WPO/Patna and RWP/Bela
Sr. Prof. (Material Management), NAIR, Vadodara, 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, JDPG/MOSR(S), Sectt. of MOSR (R)

All AMs, PEDs & Executive Directors of Railway Board

प्रशान्त कुमार सिंह, भा.प्र.से.
मुख्य कार्यकारी अधिकारी
P. K. SINGH, IAS
Chief Executive Officer



सत्यमेव जयते



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

12th June 2024

DO No. 128/CEO-GeM

Respected Ma'am/ Sir,

Since its inception in 2016, Government eMarketplace (GeM) has championed the cause of **Transparency, Integrity and Social Inclusion** in public procurement and has worked towards promotion of heritage Handicrafts and 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 gift items/ hampers comprising of select ODOP/ GI products sourced exclusively from the Central Cottage Industries Emporium (CCIE), Khadi and Village Industries Commission (KVIC) and various Central & State Handicraft and Handloom Emporiums.

3. These 120+ gift items/hampers comprising of handicraft, handloom, artisanal foods and personal care items are tailored for 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, etc.

4. These gift items/ hampers are available in the price range of ₹ 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 brought through the Direct Purchase and Proprietary Article Certificate (PAC) mode of procurement available for all Government buyers on the GeM portal.

5. GeM is working in a mission mode with all Central/ State Handicraft and Handloom Emporiums for showcasing their best heritage products in "The Aabhar Collection" which can be viewed at <https://gem.gov.in/Aabhar> and is committed for the continued improvisation of their offerings through the listing of high quality products.

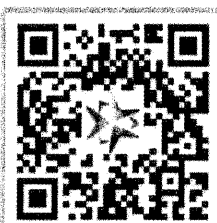
6. On this note, I invite you to visit the new GeM #Vocalforlocal store and experience the product offerings and also urge you to direct the establishments under your remit to make the best use of these offerings in all their forthcoming events thereby promoting social inclusion.

Warm regards,

Yours sincerely,

(P. K. SINGH)

Secretaries – All Ministries, Government of India



Scan to land directly on
the Aabhar Collection