

One Station One Product: Bringing India's Local Heritage to Railway Platforms

Posted On: 25 MAR 2026 11:59AM by PIB Delhi

At railway stations across India, a quiet transformation is underway, bringing local craftsmanship into the heart of everyday journeys. The **One Station One Product (OSOP)** initiative of Indian Railways, introduced in the Union Budget 2022–23, promotes indigenous products by creating dedicated retail spaces that provide market access to **local artisans** and **Self-Help Groups (SHGs)**, generate sustainable livelihoods, and showcase regional diversity. Today, over **2,000 railway stations** host around **2,326 OSOP outlets**, connecting local producers with millions of passengers and **benefiting over 1.32 lakh individuals** (as of 19 January 2026).



Tenkasi Jn. Railway Station, Tamil Nadu

Launched on **25 March 2022**, the initiative leverages the extensive reach of Indian Railways to transform stations into accessible marketplaces for regional products. Following a successful **15-day pilot across 19 stations**, OSOP was scaled up through a structured rollout, with stalls allotted on a rotational basis at nominal fees to ensure wider participation. Railway divisions implement the scheme in coordination with state agencies, SHGs, and Micro, Small and Medium Enterprises (MSMEs), enabling smooth operations and broader inclusion.

The products showcased under OSOP reflect the unique identity of each region. **In Tenkasi Junction, Tamil Nadu, delicately crafted cane products highlight indigenous skills and craftsmanship**, drawing attention to locally rooted traditions. **At Patna Railway Station, stall features the world-renowned Madhubani paintings**, offering local artists and artisans a platform to bring this traditional art to a wider audience.



Madhubani Paintings at Patna Junction, Bihar

With a focus on inclusion, OSOP prioritises artisans, weavers, farmers, and members of SHGs, particularly women-led groups. By targeting those with limited access to formal markets and supporting them through outreach and institutional coordination, OSOP enables grassroots communities to connect with a broader customer base while sustaining their traditional livelihoods.

Showcasing Regional Identity

OSOP outlets offer travellers a chance to purchase authentic local products as souvenirs, reflecting the unique cultural and economic identity of each state while also supporting grassroots livelihoods.

Asansol Railway Station, West Bengal

At Asansol Railway Station in West Bengal, an OSOP kiosk at Platform No. 4 showcases handloom bags, handcrafted artefacts, and carpets, attracting waiting passengers. As travellers browse and make purchases, they take along more than souvenirs; they carry a piece of the region's craftsmanship and cultural identity.



Moore Market Complex Railway Station in Chennai, Tamil Nadu

At Moore Market Complex Railway Station, a stall showcases cotton handloom products that highlight the state's rich textile traditions. These stalls allow travelers to conveniently purchase authentic handloom items while supporting local weavers.



Nearby, an **attar perfume stall** introduces visitors to traditional fragrances, blending sensory experience with cultural heritage, offering travelers an opportunity to experience traditional fragrances while supporting local artisans and craftsmanship. From the southern coast to the eastern belt, the initiative continues to **connect local craftsmanship with a wider audience**.



Balangir Railway Station, Odisha



At Balangir Railway Station in Odisha, a **small toy stall set up** under the **One Station One Product (OSOP)** initiative is creating meaningful livelihood opportunities for local artisans and Self Help Groups (SHGs). Displaying a range of colourful, handcrafted stuffed toys, the stall reflects the creativity and skills of local communities, particularly women associated with SHGs who are now able to bring their products directly to a wider market.

With a steady flow of passengers passing through the station, the outlet ensures visibility and consistent demand, helping artisans earn a sustainable income while preserving traditional craftsmanship. The initiative not only promotes regional handicrafts but also strengthens entrepreneurship at the grassroots level, embodying the spirit of **‘Vocal for Local’** by connecting local producers with a national audience. Moving westward, the diversity of products evolves, but the underlying impact remains consistent, empowering artisans while preserving traditional skills.

Jaipur Junction Railway Station, Rajasthan



At Jaipur Junction Railway Station, the OSOP outlet brings alive the vibrant legacy of **Rajasthan's Sanganeri print textiles**. With travelers pausing to browse the intricately patterned fabrics, the stall offers a glimpse into the region's rich artistic tradition. Beyond showcasing heritage, the initiative provides a vital platform for local artisans, creating sustainable livelihood opportunities while preserving age-old craftsmanship.

Tatanagar Railway Station, Jharkhand



Similarly, at **Tatanagar Railway Station in Jharkhand**, OSOP stalls feature a range of **handcrafted products** made by local artisans. For many of them, this platform has expanded market access beyond local boundaries, allowing their work to reach a wider audience. Each interaction at the stall becomes a link between tradition and opportunity.

A Platform for India's Local Talent

The growing network of OSOP outlets illustrates how public infrastructure can support inclusive growth. By integrating local products into everyday transit spaces, the initiative strengthens grassroots entrepreneurship while preserving traditional skills.

More importantly, OSOP transforms routine journeys into meaningful encounters. Travelers engage with stories behind the products they purchase, while artisans gain recognition and economic stability. In this exchange, railway stations evolve into spaces where culture, commerce, and community converge. As OSOP continues to expand, it stands as a compelling example of how local talent can be amplified through national platforms—ensuring that India's rich heritage travels far beyond its place of origin.

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