

Marketing of Divyangjan Vishwakarma Products through One Station One Product(OSOP)

The OSOP initiative under the PMV scheme aims to provide resources and opportunities to enhance their skills, access markets and improve their livelihoods

प्रविष्टि तिथि: 11 JUN 2026 12:20PM by PIB Delhi

PM Vishwakarma (PMV) is a flagship scheme of the Government, designed to support traditional artisans and craftspeople through the three pillars of **Samman, Samarthya, and Samriddhi**.

To promote Samriddhi (Prosperity) under the PMV Scheme, Ministry of MSME is implementing the One Station One Product (OSOP) initiative for Divyangjan Vishwakarma artisans. Under this initiative, dedicated retail outlets have been set up at selected high-footfall railway stations to showcase and sell their products. The OSOP is helping artisans to expand their market reach by increasing visibility and creating better sale opportunities and providing sustainable livelihoods.

Through this effort, Ministry is fostering economic inclusion, encouraging financial independence to Divyangjan artisans and strengthening its commitment to inclusive growth and socio-economic empowerment.

Till Date, 28 Divyang beneficiaries from different trades have been facilitated with stalls at different stations under OSOP initiative. The trade-wise allotments are given below:

Trade	Total allotments	State covered
Cobbler	5	Gujarat, Maharashtra, UP, Delhi
Sculpture	6	Haryana, Odisha, Bihar, MP
Carpenter	5	Maharashtra, Haryana, Bihar, Gujarat, Rajasthan
Doll & Toy Maker	6	Maharashtra, UP, Puducherry, MP, Haryana
Metal Smith	2	Jharkhand
Basket Maker	2	Madhya Pradesh, Maharashtra
Tailor	2	Goa, Haryana

Total Stalls	28	12
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The OSOP initiative has had transformative impact on Divyangjan artisans towards economic self-reliance are highlighted below.

- i. **Shri Atul, a Divyang sculptor**, specializes in the delicate art of crafting crystal-based statues and utility products. His success story began with registration under PMV Scheme. Thereafter, skill training empowered him to innovate his designs to navigate the competitive landscape. Under the OSOP initiative, Shri Atul was allotted a dedicated retail outlet at Platform No. 1, Indore Railway Station. Since the outlet's inauguration in January 2026, the response from customers has been very encouraging with sales steadily rising.
- ii. **Shri Ajeet Sharma, a Divyang metalsmith** registered under PMV Scheme has been allotted a retail outlet for his handcrafted metal products near Deoghar railway station. He earned ₹19,000 within 15 days. Despite physical challenges, Ajeet has built a sustainable livelihood by showcasing exceptional craftsmanship and dedication. Ajeet's journey highlights how PMV Scheme through skill development and market support under OSOP, is empowering Divyangjan artisans to rise economically and socially.



- (iii) **Sh. Ghanshyam Kumawat, a carpenter Divyangjan** from Jaipur, Rajasthan, with the support of PMV Scheme has built a successful livelihood through his carpentry work. He has been allotted a retail outlet near Gandhinagar Railway Station. He earned significant revenue within just 15 days from his wood products. Sh. Ghanshyam has gained the trust of customers by delivering quality furniture and woodwork and improved his family's economic status.



OSOP: Creating opportunity to Economic Empowerment for Divyangjan Artisans

Recognizing the unique challenge being faced by Divyangjan artisans, the OSOP initiative under the PMV scheme aims to provide resources and opportunities to enhance their skills, access markets and improve their livelihoods. Giving focus to the Divyangjan beneficiaries, the initiative of OSOP foster an inclusive environment where these talented artisans can thrive and contribute meaningfully to India's rich heritage.

For more information on PM Vishwakarma and One Station One Product scheme visit [Link - PM Vishwakarma](#):

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