



GeM Promotes 'The AABHAR Collection' to Showcase India's Cultural Heritage and Support Local Artisans

AABHAR Collection Features 294 Product Listings from 10 State and Central Handloom and Handicraft Emporiums

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The Government e-Marketplace (GeM) is promoting 'The AABHAR Collection', a dedicated digital storefront showcasing curated gift items and hampers that reflect India's rich cultural heritage. The collection features products associated with the One District, One Product (ODOP) initiative and Geographical Indication (GI) tags, providing government buyers with convenient access to distinctive regional products while supporting artisans, weavers, rural entrepreneurs and women-led enterprises.

The collection features 294 product catalogue listings from 10 State and Central Handloom and Handicraft Emporiums. These include COTTAGE from Central Cottage Industries Emporium, KHADI INDIA from the Khadi and Village Industries Commission, Garvi Gurjari (Gujarat), Himcrafts (Himachal Pradesh), Jharcraft (Jharkhand), Cauvery (Karnataka), Mrignayani (Madhya Pradesh), Marhati (Maharashtra), Purbashree (North East) and Poompuhar (Tamil Nadu).

Seven additional government emporiums and organisations are at an advanced stage of completing the seller onboarding process, which will enable them to offer their curated products through the AABHAR Collection storefront. These include the Coffee Board, Manjusha and Biswa Bangla (West Bengal), Jammu & Kashmir Handloom & Handicrafts Marketing Corporation Ltd. (JKHHMC), Merakai (Nagaland), Utkalika (Odisha) and Panthoibi (Manipur). The proposed addition of their product catalogues is expected to further diversify the collection's regional representation and product range.

The collection includes handicrafts, handlooms, artisanal foods, pantry products and personal care items. It offers government buyers gifting options for official ceremonies, conferences, State events, foreign delegations, employee recognition, retirement functions and festive occasions.

Speaking on the launch of the AABHAR Collection 2026 initiative, Chief Executive Officer, GeM, Shri Mihir Kumar, said, "The Aabhar Collection marks an important milestone in enhancing visibility of indigenous arts and crafts, showcasing the rich tapestry of Indian

heritage and culture, and empowering underserved seller groups through the network of Central and State Handicraft and Handloom Emporiums.”

Explaining the rationale behind the launch of ‘The AABHAR Collection’ in July 2024 and the current campaign, Additional Chief Executive Officer, GeM, and In-charge of Social Inclusion, Shri Ajit B. Chavan, said, “The idea was to provide an effective market linkage to the country’s artisanal ecosystem by integrating them through this #VocalForLocal storefront on GeM with the country’s public procurement landscape.”

He added that the collection enables Ministries, Departments, public sector undertakings (PSUs) and other government buyers to meet their gifting requirements while supporting indigenous products and local livelihoods.

Government buyers can explore the collection at <https://gem.gov.in/Aabhar> and contribute to promoting India’s cultural heritage and local enterprises through the procurement of #VocalForLocal gift hampers.

C N Abhijith Narayanan/Shabbir Azad/Anushka Pandey

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