

ONE STATION ONE PRODUCT

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ABSTRACT

In the budget session 2022, the finance minister Smt Nirmala Sitaraman announced One Station, One Product (OSOP) scheme, based on the successful 'One District, One Product' (ODOP) scheme, under budget allocation for Railways. It has been introduced with a focus on promoting the supply chain of local products using the Railways and making each railway station a promotional hub and showcase destination for local products. Railways being one of the most important engines for economic growth and pillar of Pradhanmantri Gati Shakti yojana is also one of the largest rail network in the world, and its route length network is spread over 67,956 kms, with 13,169 passenger trains and 8,479 freight trains, plying 23 million travellers and 3 million tonnes (MT) of freight daily from 7,349 stations. It will help develop more efficient logistics for farmers and agri-enterprises and present unique regional products to a wide audience, i.e. railway travellers, passing through the stations. The scheme aims to promote 'vocal for local' by giving local products true identity and value.

One Station, One Product has based itself on the successful model of One District One Product scheme. Based on a district's strengths, ODOP has been a transformational step towards realising the true potential of a district, fueling economic growth, generating employment and rural entrepreneurship.

KEYWORD: *ODOP, Supply Chain, Vocal for Local, Atmanirbhar Bharat*

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