

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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INTRODUCTION

Finance minister Smt Nirmala Sitaraman in the recent budget 2022, allocated Rs 1,37,000 crores to Indian Railways. In her speech she announce One Station One product scheme. OSOP as a concept which aims to promote a local product from each stop of the Indian Railways by making the railway station of that area

Promotional and sales hub for the product. Indian Railways is among the world's largest rail network, and its route length network is spread over 67,956 kms, with 13,169 passenger trains and 8,479 freight trains, plying 23 million travelers and 3 million tons (MT) of freight daily from 7,349 stations The concept is based on One District One Product (ODOP) which is an initiative seen as a transformational step forward towards realizing the true potential of a district, fuel economic growth and generate employment and rural entrepreneurship, taking us to the goal of Atma Nirbhar Bharat. ODOP scheme not only adds to the employment, but MSME also played a crucial role in its massive success.

It is known, that railway has the biggest potential and reach to every corner of the country. Thus, this will help develop more efficient logistics for farmers and agri- enterprises and present unique regional products to a wide audience, i.e. railway travelers, passing through the stations.

What is ODOP?

One District One Product (ODOP) is an initiative which is seen as a transformational step forward towards realizing the true potential of a district, fuel economic growth and generates employment and rural entrepreneurship, taking us to the goal of Atma Nirbhar Bharat.

One District One Product (ODOP) initiative is operationally merged with the 'Districts as Export Hub' initiative.

The objective is to identify one product per district based on the strength of a district and develop a cluster ensuring quality, scalability with market linkages.

OSOP In-Line with ODOP & Aatma Nirbhar Bharat Abhiyan

With the similar and successful model of ODOP, the focus of 'One station one product', will continue to be placed on enabling ecosystem and providing stable marketing platform to improve income, local employment, skills and livelihood of the people join them to the mainstream economy.

The 'One station one product' now acquires further significance and relevance in the context of the pioneering "Aatma Nirbhar Bharat Abhiyan" campaign, with the aim to strengthen the domestic industries and make India self-reliant. One Station One Product' Concept: Tirupati station to become South Central Railways' first station to implement 'One Station One Product'. In Union Budget 2022-23, the government announced the Concept of "One station one Product". This concept's main objective is to make each railway station a promotional hub as well as showcase destination for a local product.

OBJECTIVES OF STUDY

- To know working of One station one product.
- To know the benefits of the scheme One station one product.
- To know that how this scheme will benefit the MSME sector
- To know how will it give impetus to Atma nirbhar Bharat vision.

OBJECTIVE OF SCHEME

- The objective of the scheme is to promote and synchronise the supply chain of local products using the Railways and making each railway station a promotional hub and showcase destination for a local product, thus giving voice to 'vocal for local' purpose. It will help in developing more efficient logistics for farmers and agri-enterprises pioneering "Aatma Nirbhar Bharat Abhiyan" campaign launched by Prime Minister. It also aims to strengthen the domestic industries and make India self-reliant. It will help to promote local products to a wide audience fuel economic growth, generate employment and rural entrepreneurship.
- To make each railway station a promotional hub and showcase destination for a local product

KEY BENEFITS

- It will promote supply chain of local product using the railways and making each railway station a promotional hub and showcase destination for a local product.
- This 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.
- One station, one product takes forward the 'one district, one product' programme of the government which has successfully started promoting unique products from every district of India.
- It will generate employment at the local level.
- It will boost the handicraft industry.
- It will help farmers and local artisans to reach to the wider audience.
- Boost the young entrepreneur to believe in the local industry.
- Railways revenue will see a positive upsurge due to rising footfall on the station.

From the customer view point, this scheme will ensure them with the authentic and true product with the government assurance...From the Government viewpoint, will help to reach the last mile, integrate the economy from bottom to top approach, and work towards the welfare state framework. From the viewpoint of the producers of the product, it will help them to reach to the large audience, and get them true value of the product.

CHALLENGES

Implementation of the scheme is a challenge as it involves many factors and sectors, these are:

- coordination among various ministries and departments
- clear objectives assign to the implementing agency
- transparency and accountability of the implementing agency and ministry
- funds allocation to the department
- data about various local products and its feasibility to the consumer market
- Rights of the artisans.
- Securing from frauds or copy.

CONCLUSIONS

Railway is one of the important pillar of the economy as also emphasised by our Prime Minister. It is one of the pillars of PRADHANMANTRI GATI SHAKTI YOJANA. With the emphasis on 'One Station, One Product' Railways will develop new products and efficient logistics services for small farmers and Small and Medium Enterprises, thus a major boost to the MSME'S sector, who are suffering after the setback of covid19 pandemic and lockdown.

Besides taking the lead in the integration of Postal and Railways networks to provide seamless solutions for the movement of parcels, it will boost for the postal services. Thus, the implementation of the scheme will benefit the large section of the society especially women, MSME sector, startup's, artisans, self help groups, and above all local culture. It will generate

The scheme will boost the economy and promote the MSME, it will bridge the supply chain mismanagement and also provide the consumer with the original and authentic product. Help the railway to increase its revenue. Farmers and people involved in other allied sectors will get the real exposure to the market and get the actual and true price of their produce. Thus, government' vision of transferring the benefits of the flourishing economy to every individual will go through the way of schemes like OSOP. For the proper implementation of the scheme, GOVERNMENT has to work on multiple dimensions. All the stakeholders need to bring on a single platform. to avoid red tapism. Product chosen should reflect the true nature of he station. Marketing and advertisement can play a major role in popularizing the product. ...Involvement of the local players will boost the local economy. Employment on a very large scale and also bring in focus to the hidden treasure of Indian diversity.

SUGGESTION

This is an ambitious scheme of the central government. The following suggestions can be given by the government for the maximum success of this scheme and to achieve the set goals-

- Marking each stations, the featured items there should be publicized at the stations an the stations adjunct to it.
- Should be publicized and broadcast through trains run from the stations concerned in the area for ex. through pictures and slogans in train coaches.
- If possible, the specialized items of the area concerned should be publicized through paper tickets given from the major stations.
- Exhibition should also be organized from time to time for the expiation and success of this scheme.
- Through this scheme, excellent items of the region should be promoted for sale by vendors or franchisees at the station.

REFERENCES

1. *Budget speech 2022*
2. *Sansad TV*