

Notification

Installation of temporary stalls to sale Coconut Mat product at Balasore and Silver & Stone products at Jaleswar Railway stations.

No. COM/G.18/2/Catg./One product one station

Date: 14.3.2022

On the basis of union budget announcement 2022-23 and workshop held at railway board on 12.03.2022, S.E.Railway, Kharagpur division desires to promote local food items, handicrafts, artifacts, handlooms, processed/semi processed food items etc distinct to the particular area by providing installing stalls to sell the identified products on pilot basis for 15 days w.e.f 25.03.2022. Now, Balasore and Jaleswar station have been identified for the pilot project under one station one product scheme. Intending applicants (Preferably local manufacturers) may contact with the concerned station managers regarding the modalities of the scheme and submit their application with token fee @Rs.500/- per stall to Station Manager within 10.30 hrs on 22.03.2022. The application will be processed in the chamber of Station Manger in presence of Divisional officers on same day at 12.00 hrs for further processing the issue as per extent rule, so that the proposed stall may be functional on and from 25.03.2022. Open lottery/Public draw to be done in case large no. of applications are received. The details are as under :

Station	Product	Token fee (Rs.) per stall	Executing authority & person to be contacted & Ph No.	Erection Cost of the Stall	Last date for submission of application	Date of opening of application	Remarks
Balasore	Coconut Mat	500/-	Station Manager/Balasore Ph. No.- 9777581958	To be borne by the Railway	10.30 hrs of 22.03.2022	12.00 hrs of 22.03.2022	If any applicant desires to participate in other stations, may also consult with the nearest station managers & Sr.DCM Office/Kharagpur. Ph No.- 9800388946 9002081945
Jaleswar	Silver & stone Jewellery	500/-	Station Manager/Jaleswar Ph. No.- 9437684729	To be borne by the Railway	10.30 hrs of 22.03.2022	12.00 hrs of 22.03.2022	

Details of terms and conditions are available in the Website www.ser.indianrailways.gov.in.

MODALITIES ON “ONE STATION, ONE PRODUCT” SCHEME

Objective:

- To provide enhanced livelihood & welfare of local artisans, potters, weavers/handloom, tribals etc., a marketing channel through the medium of earmarked space for stalls at platforms would be provided.
- To help in promotion of local food items, handicrafts, artifacts, handlooms, processed/semi-processed food items etc., distinct to the particular area.

Scope: A pilot project will be launched at one station of each zonal railway for a period of 15 days. Based on the feedback and experience of the pilot project, a policy will be formulated.

Product Categories: Product categories include but are not limited to the following-

- (i) Food items- Seasonal foods, processed-semi processed foods.
- (ii) Handicrafts
- (iii) Textiles and Handlooms
- (iv) Local toys
- (v) Leather products
- (vi) Traditional appliances/instruments
- (vii) Garments
- (viii) Local Gems and Jewellery

Number of stalls: Number of stalls and location to be decided by the zones.

Mode of stall allotment:

- Flexibility may be exercised by zones in developing the mode of allotment
- Same stall may be allotted to sellers at different points of time for different durations.
- Stalls to be allotted on token registration fee.

Stall structures: Temporary stall structures would be erected by the zonal Railways in sufficient water and electricity connection may be provided for the pilot project free of cost.

Vending: The sellers to whom the stalls allotted may carry out platform vending and also be allowed to sell on trains till the next stopping station on proper travelling authority.

Digital payments: This shall be encouraged.

Advertising and Outreach: Zones are requested to engage with the general public including local public representatives and obtained their inputs and suggestions. In addition, advertisement in popular local newspaper may be made.

Roles and responsibilities for the pilot project: The Pilot project will be monitored directly by the General Managers of the Zonal Railways. The Nodal Officer of the pilot scheme will be CCM/PS(any SAG Commercial Officer nominated by PCCM, in case of no post of CCM/PS) of the concerned Railway and Sr.DCM/Commercial Branch Officer at the divisional level. At the station level, the overall responsibility shall be vested with the Supervisory station superintendent other than ASMs working in shifts who will be single point contact for the public for this project.

However, after detailed deliberations and interaction with field officers during the workshop held at Railway Board on 12.03.2022, following actionable were agreed upon:

1. Pilot to be undertaken from 25.03.22 for 15 days.
2. A token fee of Rs. 500 for 15 days shall be charged.
3. Stall/kiosk to be set up in the areas, which are easily accessible to boarding/de-boarding as well as transit passengers.
4. Station Superintendent to be the single point executing authority for the pilot.
5. Station entry authority to be given by Station Superintendent to ensure no unauthorized entry clearly indicating name of the authorized vendor, product name and duration. In addition, a badge clearly indicating One Station One Product scheme would be given to the authorized vendors.
6. It was suggested that identification of artisans/Potters/craftsmen/craftswomen/weavers could be through local Self Help Groups (SHG), NGOs, Co-operatives dealing with the identified products. In addition, applications would be invited through advertisements in local newspapers, TV channels and leaflets etc.
7. Open lottery/Public draw to be done in case large no of applications are received.
8. Advertisement in local newspapers/social media etc to be undertaken to spread awareness about this scheme.
9. An undertaking would be taken by the Station Superintendent from the vendor indicating that no activity would be undertaken to adversely affect the train operations, passenger safety and image of the Railways.
10. Station Supervisors and Field officers would proactively interact with artisans and railway passengers to take the feedback which would help in policy formulation.
11. Infrastructure at the identified stations for this pilot scheme would be provided by Railways.

Sr.Divl. Commercial Manager
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