



# भारतीय अन्तर्देशीय जलमार्ग प्राधिकरण (पत्तन, पोत परिवहन और जलमार्ग मंत्रालय, भारत सरकार)

मुख्यालय: जलमार्ग भवन, ए-13, सेक्टर-1, नोएडा-201 301 (उ०प्र०)

## INLAND WATERWAYS AUTHORITY OF INDIA

(Ministry of Ports, Shipping and Waterways, Govt. of India)

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F No. IWAI-11014/16/2025-ADMIN RECTT

Date: 22.10.2025

### CIRCULAR

In pursuance of the Ministry of Commerce & Industry Government e-Marketplace, D.O. No. 321/CEO-GeM/2025 dated 07.10.2025, regarding promotion of Government e-Marketplace (GeM) newly launched "The Aabhar Collection" under the One-District, One-Product (ODOP).

The same is **enclosed** herewith for information and for necessary action.

This issues with the approval of the Competent Authority.

(Neeraj Singh)

Assistant Secretary (Admn. & Estt.)

Email Id: nsingh@iwai.gov.in

Phone: 0120-2474050

Encl: As above

### Copy also to: (By e-mail)

- i. CE (Tech)/CE (JMVP)/ CE (Tr. & Log. & NER) / CE (OW)/Hydrographic Chief /CAO /Deputy Secretary (P&C) /Director (RE) /Director (OW) /Director (P&C) /Director (JMVP) /Director (Tech)/ Assistant Secretary (P&C)/ Assistant Secretary (L&H), IWAI, Noida.
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- iii. Officer-In-Charge, Sub Offices, Prayagraj, Sahibganj, Farakka, Swaroopganj, Vijayawada/ Srinagar/ Haldia/ Bhagalpur/ Dibrugarh/ Dubri/ Badarpur/ Karimganj/Kollam
- iv. PCSA (IT), IWAI, Noida- for uploading on IWAI website
- v. Hindi Cell- for Hindi translation
- vi. Section Officer (Estt-I)/II/III
- vii. Office Copy/Master Copy
- viii. Notice Board

### Copy for kind information to: (By E.mail)

PPS/PS/PA to Chairman /Vice-Chairman/Member (Fin.)/ Member (Tech.)/  
Member (Tr. & Log.- I/c)/Secretary, IWAI

मिहिर कुमार, आईडीएस  
मुख्य कार्यकारी अधिकारी  
MIHIR KUMAR, IDAS  
Chief Executive Officer



सत्यमेव जयते



भारत सरकार  
वाणिज्य एवं उद्योग मंत्रालय  
गवर्नमेंट ई मार्केटप्लेस  
Government of India  
Ministry of Commerce & Industry  
Government e-Marketplace

DO No.321/CEO-GeM/2025

7<sup>th</sup> October 2025

Dear Sir/ Madam,

Since its inception in 2016, Government Marketplace (GeM) has championed the cause of **Transparency, Integrity and Social Inclusion** in public procurement and has worked towards promotion of **heritage Handicrafts, Handloom** and other products under the **One-District, One-Product (ODOP)** initiative in respective States/ UTs.

2. As part of its mandate to promote Social Inclusion, GeM has launched "**The Aabhar Collection**" a new **GeM #Vocalforlocal online store** for showcasing exquisite collectible items/ hampers (**currently 150+ items**) comprising of select ODOP products sourced exclusively from the Central Cottage Industries Emporium (CCIE), Khadi and Village Industries Commission (KVIC) and Central & State Handicraft and Handloom Emporiums. An illustrative digital showcase of current offerings under the Aabhar Collection can be seen on (URL – <https://shorturl.at/H0iWH>).

3. The purpose of this initiative is to.

- Promote Bharat's rich heritage through Handlooms, Handicrafts, Personal care and Artisanal Foods,
- Provide Buyers with access to unique items under the One District, One Product (ODOP) initiative,
- Support sustainable and inclusive economic development by strengthening market access for artisans, rural entrepreneurs, and women-led enterprises, and
- Enable bulk-procurement of curated, and authentic products suitable for large-scale gifting requirements.
- Enable gifting at official events/ ceremonies, conferences, state events etc. organized by various Ministries/ Depts./ PSUs, as well as for foreign delegations and dignitaries, employee recognition/ retirement events and festive giftings, etc.

4. These showcased items/ hampers are available in various **price ranges** (between Rs. 500 to 1,000/-, 1,001/- to 2,000/-, 2,001/- to 5,000/-, 5,001/- to 10,000/-, 10,001/- to 20,000/- and 20,001/- to 25,000/-) and can be bought under the various modes of procurement on the GeM portal. "**The Aabhar Collection**" can be viewed at <https://gem.gov.in/Aabhar>.

5. Through this letter, I would like to request you to disseminate this information to all buyer organisations under your Ministry/ Department with a request to explore the collection and make the best use of this opportunity to promote the AABHAR collectible items/ hampers in public procurement, thereby promoting social inclusion and swadeshi.

7. For any further assistance or queries in this regard, your officers may contact Shri Anurag Awasthi, Chief Manager, Social Impact and Inclusive Seller Growth ([anurag.awasthi@gem.gov.in](mailto:anurag.awasthi@gem.gov.in) | Cell: 993 630 4149) or Ms. Anamika Srivastava ([anamika.srivastava@tcs.com](mailto:anamika.srivastava@tcs.com) | Cell: 81791 52361).

I look forward to your kind support in this regard.

Yours sincerely,  
  
Mihir Kumar

To  
The Secretaries – All Ministries/Departments of Government of India.

Enclosures:

Annexure 1 – Illustrative Digital Catalogue – URL <https://shorturl.at/H0iWH>



वाणिज्य एवं  
उद्योग मंत्रालय  
MINISTRY OF  
COMMERCE  
AND INDUSTRY

सत्यमेव जयते



GeM<sup>®</sup>  
Government  
e Marketplace

Efficient • Transparent • Inclusive

UNBOXING  
INDIAN  
STORIES

the habhar  
collection  
Celebrating Bharat



SWADESHI

SUSTAINABLE

TRADITIONAL

ODOP/GI-TAGGED



\*For illustration purposes only, the actual product may vary.



Explore Aabhar on GeM



### **The Journey of Aabhar Collection**

'The Aabhar Collection' on GeM brings you handmade collectibles, each carrying a fascinating story of Bharat's cultural pride.

Launched on 9<sup>th</sup> July 2024, the Aabhar Collection derives its name from the Sanskrit root word '**Aabhara**', meaning gratitude - a sentiment embodied in every piece. This exclusive GeM e-store offers curated handloom and handicraft hampers from Central and State Emporiums,

reflecting Bharat's timeless artistry, heritage and sustainable values.

Ideal for government events, official conferences, and dignitaries, the collection not only celebrates diverse crafts from States and UTs but also uplifts artisans and local communities. These curated collectibles champion the **#VocalForLocal** cause through purposeful expressions of pride, gratitude and inclusivity.

# Crafted Traditions Timeless Charm

Discover treasures that celebrate  
India's rich heritage with "*The Aabhar Collection*"

Exquisite collection of curated  
ODOP & GI-tagged products

Exclusive listing of indigenous  
artisanal products

Signature handcrafted pieces  
to elevate every moment

Six thoughtfully crafted price brackets  
designed to showcase your products at  
their true value

Curated to honour Bharat's artisanal  
legacy & the ethos of responsible  
procurement

Celebrating Swadeshi, powering  
progress through sustainable crafts

# Champions of Inclusive Craftsmanship

We are proud to feature emporiums that contribute to an inclusive marketplace, bringing together diverse artisans, cultures and traditions from across India.



**Central Cottage Industries Corporation of India Limited (Central)**  
A Government of India undertaking under the Ministry of Textiles.



**Cauvery (Karnataka)**  
State emporium of Karnataka, showcasing traditional crafts and handlooms.



**Garvi Gurjari (Gujarat)**  
The flagship handicraft brand of Gujarat State Handloom & Handicrafts Development Corporation.



**Khadi India (Central)**  
National brand under the Khadi and Village Industries Commission (KVIC).



**Manjusha (West Bengal)**  
The state emporium of West Bengal, under West Bengal Handicrafts Development Corporation.



**Poompuhar (Tamil Nadu)**  
Operated by Tamil Nadu Handicrafts Development Corporation.

Purbashree

**Purbashree (Assam)**  
Brand under North Eastern Handicrafts & Handlooms Development Corporation (NEHDC).



# Inside the Aabhar Collection



**HANDLOOMS**



**HANDICRAFTS**



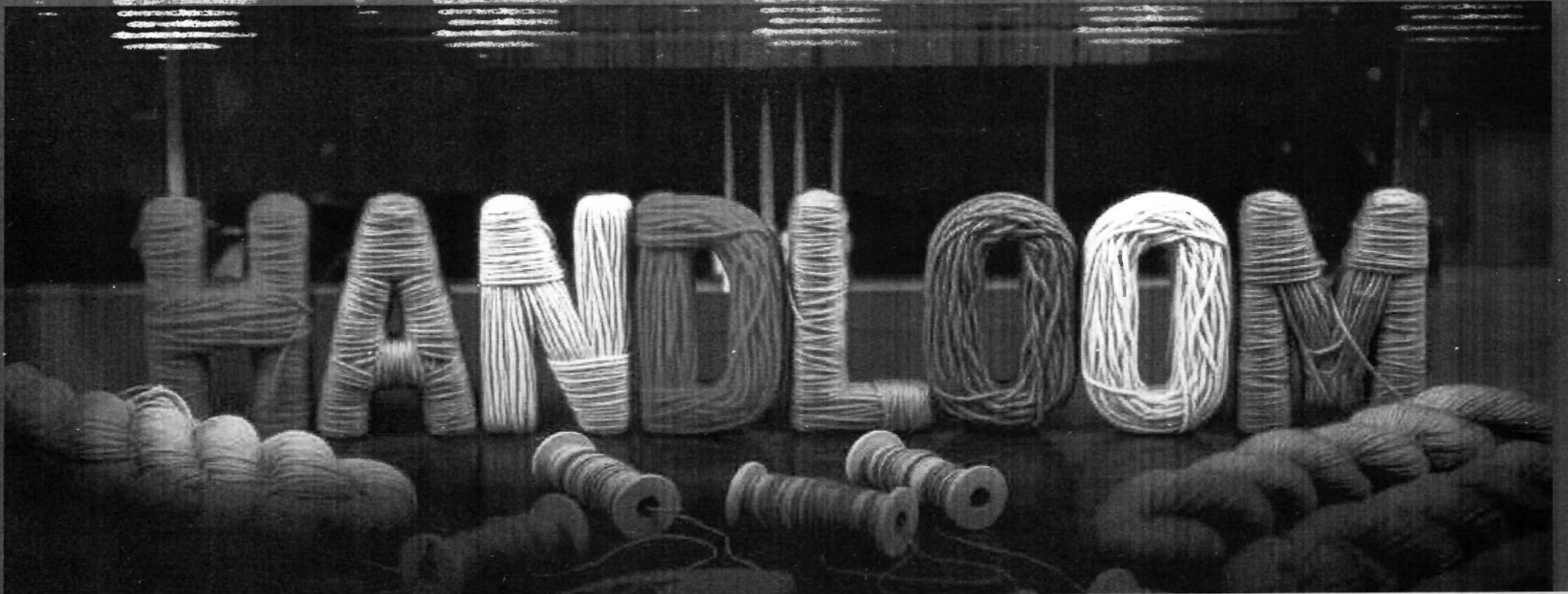
**ARTISANAL FOODS**



**PERSONAL CARE**

**Procure the Aabhar Collection Your Way**





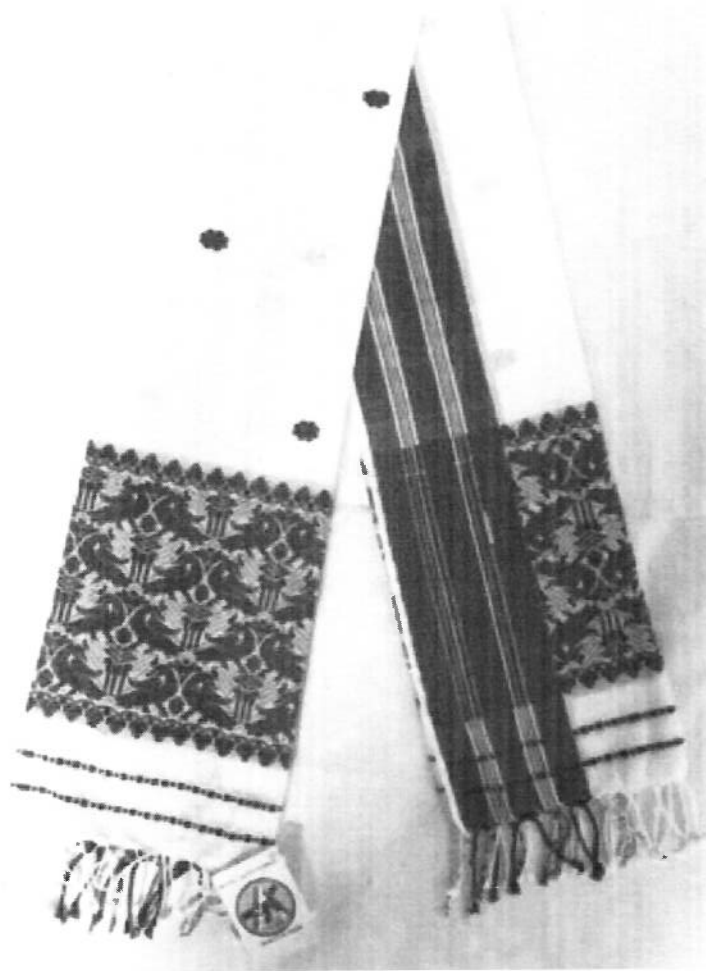
Celebrate India's timeless weaving traditions  
with authentic, handcrafted creations.

**HANDPICKED  
PRODUCTS**  
CELEBRATING  
BHARAT'S HERITAGE



**AVAILABLE ACROSS  
A WIDE SPECTRUM  
OF PRICES**

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\*For illustration purposes only, the actual product may vary.

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## Assamese Gamusa

India's handloom tradition is one of the oldest and richest in the world. Every motif woven carries the essence of Bharat's diverse culture, passed down through generations of skilled artisans. Supporting handloom is not just about preserving tradition — it is about sustaining livelihoods and celebrating Swadeshi.

Among India's most cherished handloom products is the Assamese Gamusa — a symbol of respect, gratitude and cultural identity. Handwoven with intricate motifs and vibrant red borders, the Gamusa holds a special place in Assamese cultural identity. It is offered as a token of honour, worn during festivals and treasured as a mark of affection.



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# HANDLOOM - PRODUCT LISTING



PURBASHREE NORTH  
EASTERN HANDICRAFTS...

Seller:

4.0 - 4.49 ★ VA

Brand: PURBASHREE-NORTH  
EASTERN HANDICRAFTS AND  
HANDLOOMS DEVELOPMENT  
CORPORATION LIMITED

Min. Qty. Per Consignee: 50

₹ 5,906.00 12% OFF



Cottage Gift Hampers -  
Handloom

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 2,488.00 10% OFF



PURBASHREE NORTH  
EASTERN HANDICRAFTS...

Seller: OEM

4.0 - 4.49 ★ VA

Brand: PURBASHREE-NORTH  
EASTERN HANDICRAFTS AND  
HANDLOOMS DEVELOPMENT  
CORPORATION LIMITED

Min. Qty. Per Consignee: 50

₹ 3,407.00 12% OFF



Cottage Gift Hampers -  
Handloom

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 2,488.00 10% OFF



Cottage Gift Hampers -  
Handloom

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 2,488.00 10% OFF

EXPLORE NOW

EXPLORE NOW

EXPLORE NOW

EXPLORE NOW

EXPLORE NOW

[Click here](#) to explore 'The Aabhar Collection' for the complete range of handloom products.

\*For illustration purposes only, the actual product may vary.  
\*Prices subject to change. Please refer to portal for the latest pricing.

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# HANDPICKED ARTIFACTS RAFFI

Explore exquisite artefacts that reflect the rich heritage  
of Bharat's artistry and craftsmanship.

**HANDPICKED  
PRODUCTS**  
CELEBRATING  
BHARAT'S HERITAGE



**AVAILABLE ACROSS  
A WIDE SPECTRUM  
OF PRICES**



\*For illustration purposes only, the actual product may vary.

[EXPLORE NOW](#)

### Elephant Embosse Painted In Kadamwood

India's handicraft tradition reflects centuries of artistry, skill, and symbolism. Each handcrafted piece carries the cultural legacy of Bharat, where artisans transform natural materials into objects of meaning and beauty. Supporting handicrafts is not just about honouring tradition – it is about preserving heritage and sustaining rural livelihoods.

Among the most distinctive creations is the **Elephant Cottage**, a symbol of strength, wisdom and prosperity. Handcrafted with care and intricate detailing, it represents the timeless artistry of Indian craftspeople and is cherished as both a decorative piece and a cultural emblem.



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# HANDICRAFT - PRODUCT LISTING



Poompuhar Gift Hampers  
- Handicrafts

Seller: OEM

4.5 - 5.0 ★ VA

Brand: Poompuhar  
Min. Qty. Per Consignee: 1

₹ 88,704.00 10% OFF



Poompuhar Gift Hampers  
- Handicrafts

Seller: OEM

4.5 - 5.0 ★ VA

Brand: Poompuhar  
Min. Qty. Per Consignee: 1

₹ 38,707.00 10% OFF



Poompuhar Gift Hampers  
- Handicrafts

Seller: OEM

4.5 - 5.0 ★ VA

Brand: Poompuhar  
Min. Qty. Per Consignee: 1

₹ 37,094.00 10% OFF



Poompuhar Gift Hampers  
- Handicrafts

Seller: OEM

4.5 - 5.0 ★ VA

Brand: Poompuhar  
Min. Qty. Per Consignee: 1

₹ 27,417.00 10% OFF



Poompuhar Gift Hampers  
- Handicrafts

Seller: OEM

4.5 - 5.0 ★ VA

Brand: Poompuhar  
Min. Qty. Per Consignee: 1

₹ 21,168.00 10% OFF

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EXPLORE NOW

[Click here](#) to explore 'The Aabhar Collection' for the complete range of handicraft products.

\*For illustration purposes only, the actual product may vary.  
\*Prices subject to change. Please refer to portal for the latest pricing.

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Indulge in wellness with naturally-inspired personal care essentials.  
Thoughtfully curated to combine traditional practices with modern utility.

**HANDPICKED  
PRODUCTS**  
CELEBRATING  
BHARAT'S HERITAGE



**AVAILABLE ACROSS  
A WIDE SPECTRUM  
OF PRICES**



\*For illustration purposes only, the actual product may vary.

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### **Khadi India**

India's personal care heritage is rooted in purity, simplicity, and natural wellness. Handcrafted from time-honoured recipes and all-natural ingredients, these traditions reflect a holistic approach to health and beauty. It is not only about choosing sustainable living but also celebrating self-reliance and the Swadeshi spirit.

*Khadi* personal care products embody this philosophy. Gentle, natural, and crafted with care, they bring together India's ancient wisdom and modern needs. From soothing oils to nourishing soaps, *Khadi* represents wellness that is proudly Indian, ethical and timeless.



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# PERSONAL CARE - PRODUCT LISTING



Cottage Gift Hampers  
Personal Care

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 7,500.00 10% OFF



Cottage Gift Hampers  
Personal Care

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 6,999.00 10% OFF



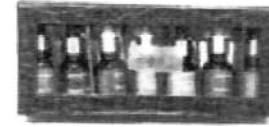
Cottage Gift Hampers  
Personal Care

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 5,000.00 10% OFF



Cottage Gift Hampers  
Personal Care

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 3,790.00 10% OFF



Cottage Gift Hampers  
Personal Care

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 2,199.00 10% OFF

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EXPLORE NOW

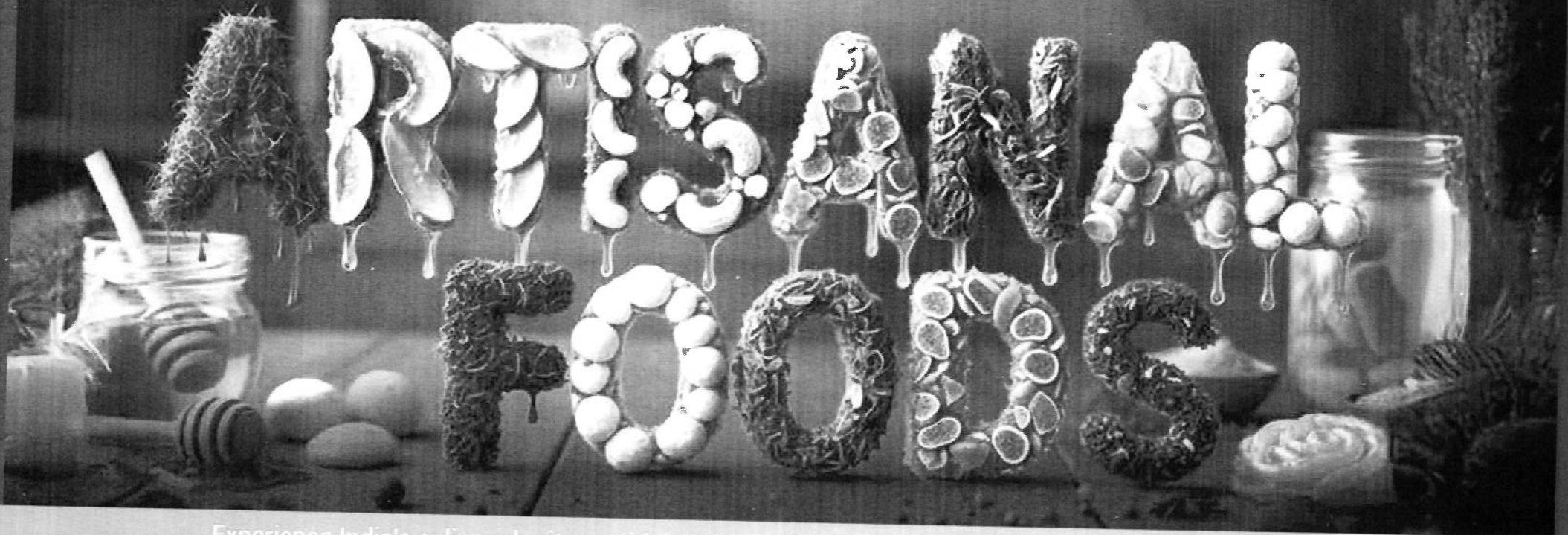
EXPLORE NOW

EXPLORE NOW

EXPLORE NOW

[Click here](#) to explore 'The Aabhar Collection' for the complete range of personal care products.

\*For illustration purposes only, the actual product may vary.  
\*Prices subject to change. Please refer to portal for the latest pricing.



Experience India's culinary heritage with handcrafted delicacies made by skilled artisans. Each product brings authentic flavours and a touch of tradition to the table.

**HANDPICKED  
PRODUCTS**  
CELEBRATING  
BHARAT'S HERITAGE



**AVAILABLE ACROSS  
A WIDE SPECTRUM  
OF PRICES**

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## Spring First Flush Darjeeling Tea

India's artisanal food traditions are steeped in heritage, flavour and wellness. Every product tells the story of its origin – of land, climate and the people who cultivate it. Supporting artisanal food is about nurturing sustainable practices and celebrating the richness of Bharat's soil.

At the heart of this tradition lies Darjeeling Tea. With its delicate aroma, light golden liquor and unique flavour, it is prized across the world. Cultivated in the misty Himalayan slopes, each sip carries with it the essence of India's finest terroir and centuries of tea-making heritage.

\*For illustration purposes only, the actual product may vary.

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# ARTISANAL FOODS - PRODUCT LISTING



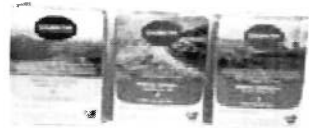
Cottage Gift Hampers  
Snacks, Condiments and ...

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 8,480.00 10% OFF



Cottage Gift Hampers  
Snacks, Condiments and ...

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 8,480.00 10% OFF



Cottage Gift Hampers  
Snacks, Condiments and ...

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 3,900.00 10% OFF



Cottage Gift Hampers  
Snacks, Condiments and ...

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 2,290.00 10% OFF



Cottage Gift Hampers  
Snacks, Condiments and ...

Seller: OEM

4.0 - 4.49 ★ VA

Brand: Cottage  
Min. Qty. Per Consignee: 1

₹ 1,625.00 10% OFF

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EXPLORE NOW

EXPLORE NOW

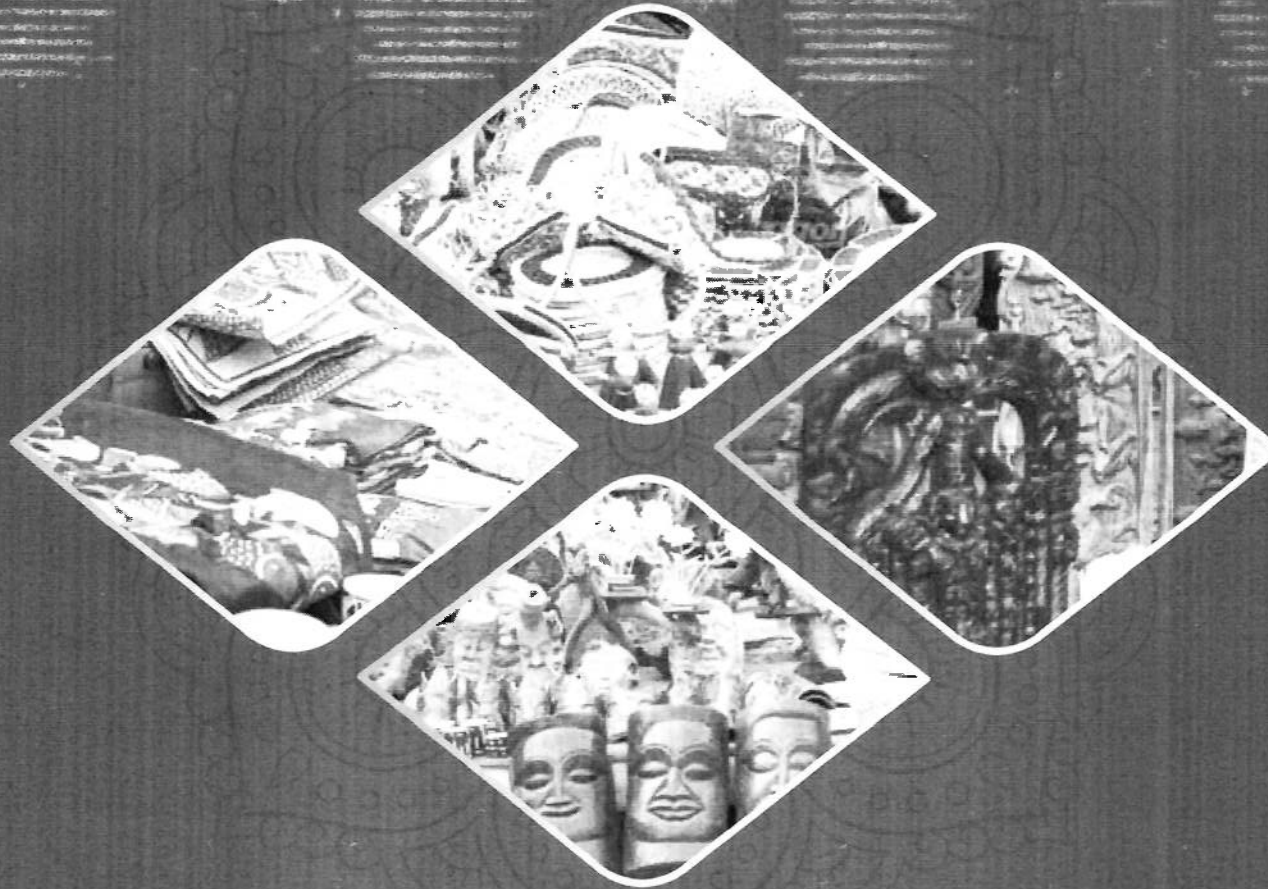
EXPLORE NOW

EXPLORE NOW

[Click here](#) to explore 'The Aabhar Collection' for the complete range of artisanal foods.

\*For illustration purposes only, the actual product may vary.  
\*Prices subject to change. Please refer to portal for the latest pricing.

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## Need help?

We have a dedicated team to help out with your Aabhar procurement needs.

Reach out to **+91 81791 52361**

**Support hours: 10:00 AM – 6:00 PM (Mon-Fri)**

*\*The guidebook is an illustrative representation of the procurement processes*



Explore Aabhar on GeM



E-tender • Transparent • e-bidding

E-Mail : [support@gem.gov.in](mailto:support@gem.gov.in)

[www.gem.gov.in](http://www.gem.gov.in) | 1800-419-3436 / 1800-102-3436

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