



Vocal for Local initiative

Source: [PIB](#)

Recently, the [NITI Aayog \(National Institution for Transforming India\)](#) launched the '**Vocal for Local**' initiative under its [Aspirational Blocks Programme \(ABP\)](#).

- Initiative aims to boost **sustainable growth by showcasing indigenous products** through '**Aakanksha**.' A dedicated window on the GeM portal facilitates e-commerce for local products.
 - As a part of this initiative, indigenous local products from **500 Aspirational Blocks** have been mapped and consolidated under Aakanksha.
- The CEO of NITI Aayog urged district collectors and block-level officials to collaborate with partners such as [Government e-Marketplace \(GeM\)](#) and [Open Network for Digital Commerce \(ONDC\)](#) to facilitate sustainable growth of microenterprises in Aspirational Blocks.
- The ABP is a development initiative announced in the **Union Budget 2022-23**, it aims to **provide direction, guidance, and support for social and economic advancement** in the most underdeveloped regions in India and to direct development benefits towards marginalised and vulnerable sections of the population.

Read more: [Aspirational Blocks Programme](#)

PDF Reference URL: <https://www.drishtias.com/printpdf/vocal-for-local-initiative>