



Flipkart partners with National Skill Development Corporation to train its 20,000 strong supply chain workforce

- **Over one-fifth of the wishmasters already trained in less than a quarter at company warehouses since May**
- **Workforce to get certified in all aspects of product delivery and customer experience and receive government's Recognition of Prior Learning (RPL) certification, recognized across seven countries**

Bangalore, August 12, 2019: Flipkart, India's leading e-commerce marketplace, has partnered with National Skill Development Corporation's (NSDC) Logistics Sector Skill Council (LSC) to train 20,000 of its wishmasters (delivery executives) across the country. This is the first ever partnership between an e-commerce company and LSC and is intended to certify the supply chain workforce in all aspects of product delivery and customer experience.

In its commitment to provide a career progression to its workforce, Flipkart also envisions to have a robust training program along with LSC for its additional 30,000 strong supply chain workforce.

As part of the training program, Flipkart in conjunction with LSC is conducting 8-hour training modules for its delivery executives to impart them with the knowledge on the finer nuances of delivery mechanism. From preparing for delivery to understanding of local transportation laws and regulations and providing sound knowledge of end-to-end supply chain, these training sessions are aimed at imparting a holistic view of the e-commerce industry to the workforce. Apart from these, it also includes imparting the necessary soft skills to interact with customers better through behavior-focused sessions, including role-plays. These finer aspects play a stellar role in increasing efficiency at hub level and is one of the key components of improving customer experience.

Upon successful completion of the training, the wishmasters are awarded with 'Recognition of Prior Learning' (RPL) certification as per National Skill Qualification Framework (NSFQ). Issued by the Union Ministry of Skill Development and Entrepreneurship, this co-branded certificate is recognized across 7 countries including Germany, Denmark, Australia and Saudi Arabia, besides India. Flipkart, which currently delivers more than 1 million shipments every day across 100% pincodes in the country, has co-developed this training module along with the Logistics Skill Sector Council.

"As a committed player, we at Flipkart, understand the importance of having not only trained workforce but giving them a path to grow, thereby empowering the entire ecosystem. Our industry-best training modules co-created with the Logistics Skill Sector Council would help our strong supply chain workforce build capabilities across domains of product delivery and customer experience. With this partnership, we are pleased to take forward the skilling mission of our government and create value for some of our most important stakeholders, the delivery executives as well as the customers," said **Amitesh Jha, Senior Vice-President for Ekart.**

LSC began training Flipkart's wishmasters in May 2019 and has trained over 4,000 of the 20,000 delivery executives and aims to train its 30,000 strong supply chain associates in the coming months. These capability development programs become increasingly important in the backdrop of the constantly evolving role of delivery executives as e-commerce enters every section of the society.

"Skill development has been a key focus of the Union government and has been initiated to benefit the largely unorganised logistics industry. Flipkart is one of the largest e-commerce firms in India and it is heartening to see them come forward for a collaboration at such a large scale. We hope this inspires other big players, who employ a large number of delivery executives, to similarly create opportunities for their growth and success. Our combined efforts could go a long way towards creating an organized sector from India's logistics workforce," said **Capt. T. S. Ramanujam, Chief Executive Officer at Logistics Skill Sector Council**.

This partnership with LSC is one of the several capability development initiatives undertaken by Flipkart for its employees. Earlier, Flipkart trained nearly 10,000 of its supply chain associates and executives under FlipAhead, a talent development program started in 2016 to clear the path for their career development.

About Flipkart

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe. Launched in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce revolution. With a registered customer base of over 150 million, offering over 80 million products across 80+ categories, Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra and Jabong, which hold prominent positions in the online fashion market, and PhonePe, India's fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.

For more information, please contact:

Ashish Kulshrestha (Ashish.kp@flipkart.com)

Sheetal Singh (Sheetal.s@flipkart.com)