



Flipkart and FICCI conduct workshop for MSMEs in Bhubaneswar to help them boost their business

- *Flipkart has partnered with FICCI for the workshop titled 'Winning big on e-commerce' to create awareness among MSMEs of benefits of selling online*
- *Odisha's MSMEs got the opportunity to interact with Flipkart's leadership and other experts*

Bhubaneswar, February 28, 2020: Flipkart, India's homegrown e-commerce marketplace, in partnership with Federation of Indian Chambers of Commerce & Industry (FICCI) today organised a workshop for MSMEs in Bhubaneswar on the theme - *"Winning big on e-commerce"*. Third in a series of workshops that are being held across the country, these are aimed at helping MSMEs accelerate their businesses with the benefits of e-commerce while familiarising them on how digital tools can be instrumental in increasing brand visibility and grow their business many folds. The workshop was the result of the partnership between the two entities that began in November 2019.

These workshops are focused on providing MSMEs with the right knowledge on leveraging the efficient & cost-effective e-commerce channel, thus opening opportunities beyond the limitations of traditional trade channels. Participants received inputs in areas that include business growth planning, accounting and taxation, access to capital, identifying new opportunities, the significance of digital brand building, developing and scaling brands, managing supply chain and inventory planning, among others.

MSMEs continue to be one of the strongest growth contributors to the economy and e-commerce is a powerful enabler for small businesses to expand their reach beyond their physical brick-and-mortar presence to a pan-India customer base. The exponential growth of the Indian e-commerce industry has enormous potential to serve the sector by providing new and improved opportunities for growth and employment.

Mr. Rajneesh Kumar, Senior Vice President and Chief Corporate Affairs Officer, Flipkart, said, *"As a homegrown company, Flipkart understands how a strong MSME sector directly contributes to the inclusive economic growth in India while creating large scale employment opportunities for people around the country. We are committed to the empowerment of small businesses and entrepreneurs with innovation, technology, the required training and marketing of their products among pan-India customer base. Odisha is an important state for us, and we look forward to partnering with MSMEs & the State*



government here and welcoming them into the e-commerce fold. This workshop is in line with our aim to create a democratic and inclusive e-commerce marketplace.”

Mr. J.K. Rath, Chairman, FICCI MSME Committee (Odisha Chapter), in his welcome remarks mentioned, “FICCI is happy to partner with Flipkart group to organise such workshops across the country and specifically in Bhubaneswar to support the growth of MSMEs in the emerging digital economy aimed at fostering the inclusion, growth and success of MSMEs in e-commerce. Since MSMEs are the backbone of economic development of the state, the growing platform of E-Commerce would boost their growth and expansion pan-India as well as globally.”

Mr. U.N. Das, Additional Secretary, MSME Department, Government of Odisha thanked FICCI and Flipkart for creating the opportunity for MSMEs and rural artisans market their products on-line and reach out to larger customer base. Since most of the grievances of MSMEs within Odisha are related to marketing of products and concepts, forum of e-commerce by Flipkart would be much beneficial. Government of Odisha would facilitate any regulatory or, policy level sanctions required for facilitating MSMEs linkage with Flipkart through intervention of FICCI.

Mr. J.K. Barik, Deputy CEO of ORMAS, Government of Odisha informed that there is a process going on at the government level to enter tie-ups with some e-commerce organisation for marketing of rural artisan products. A huge network of rural artisans, small entrepreneurs across the state can relate to Flipkart E-Commerce network.

The partnership with FICCI for the workshop in Bhubaneswar is the latest in the several steps that Flipkart has taken towards making e-commerce more inclusive and bringing India’s small businesses and sellers into the e-commerce fold.

About Flipkart Group

The Flipkart Group is one of India’s leading digital commerce entities and includes group companies Flipkart, Myntra, 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 200 million, offering 150 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, which holds a prominent position 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.

About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India’s struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. A non-government,



not-for-profit organisation, FICCI, provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian Industry including MSMEs, policy makers and the international business community.

MSME Sector has always been the priority for FICCI and in December 2013 FICCI established the Confederation of MSMEs (CMSME) which is an affiliated body to FICCI. FICCI-CMSME is a dedicated body to provide a one stop organization to work closely with the MSME sector. The mission is to Empower MSMEs. FICCI-CMSME, as a pan India body, endeavors to play an active role as an aggregator for developing MSME capabilities in various aspects of their business. CMSME plays an active role in generating holistic grid to connect MSMEs with mentors, incubators and accelerators and assist MSMEs through capacity building programs and services.

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