



## Flipkart and Government of Odisha partner to promote local handloom and handicrafts sector

- The two parties sign MoU as a part of Flipkart's Samarth initiative
- Renowned brands from Odisha such as Boyanika, Utkalika and Sambalpuri Bastralaya to set up store on Flipkart Marketplace

**Bhubaneswar, Odisha - July 15, 2020:** Flipkart, India's homegrown e-commerce marketplace, has signed a Memorandum of Understanding (MoU) with the state of Odisha to promote the state's Arts, Crafts and Handloom sectors by bringing them into the e-commerce fold.

The partnership with State Institute for Development of Arts & Crafts (SIDAC) under the *Flipkart Samarth* programme will enable Odisha's local artisans, weavers and craftsmen to showcase their hallmark products to millions of customers across the country. Both SIDAC and Flipkart will focus on creating avenues to increase business and trade inclusion opportunities for these underserved segments of the society, thereby adding further thrust to *Made in India* efforts.

As part of this MoU, Flipkart will onboard renowned local Odia brands such as **Boyanika, Utkalika and Sambalpuri Bastralaya** - the enterprises that work with local artisans and weavers in the state to promote the best of Odisha's local handicraft and handloom products, besides individual master artisans and weavers associated with the Government.

Commenting on the MoU, Sri Kailash Chandra Sahoo, **Additional Secretary to Handlooms, Textiles & Handicrafts Department, Govt. of Odisha** said, "*The partnership with Flipkart is the start of a new era in Odisha's Handicrafts and Handloom sectors, led by Boyanika, Utkalika and Sambalpuri Bastralaya, among others. With the help of Flipkart, handloom and handicraft artisans living in remote areas of Odisha will now be able to better market their products to consumers across India. This partnership will also help the artisans gain valuable knowledge about branding, digital marketing and financial management while showcasing the local heritage and hallmark products.*"

"*We are delighted to join hands with the Govt. of Odisha to bring the state's heritage on our platform while providing the state's artisans and weavers a chance to fulfil their ambitions and expand their businesses pan-India. These are challenging times, and as a homegrown platform, we believe it is our responsibility to boost local businesses and transform them through ecosystem partnerships. This MoU will bring the benefits of Flipkart Samarth to the thousands of handloom artisans, weavers and craftsmen in the state,*" said **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group.**

In less than a year since its launch, Flipkart Samarth has been playing a significant role in building capabilities within the rural and underserved society of the country and is today supporting the livelihood of more than 500,000 artisans, weavers and micro enterprises across India. Flipkart Samarth works closely with reputed NGOs and Government bodies and livelihood missions to reach a large number of rural entrepreneurs, with a special focus on women-led enterprises, differently-abled entrepreneurs, artisans, and weavers, who often face obstacles such as lack of



access to working capital, poor infrastructure, and inadequate training. Flipkart has assessed the pain points and aspirations of these groups and designed Flipkart Samarth to address their problems and make it easier for them to list and sell online.

### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and PhonePe. Started 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 over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs has driven us to innovate on many industry firsts. 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.

**For more information, please contact [media@flipkart.com](mailto:media@flipkart.com).**