



Flipkart Signs MoU with Government Of Andhra Pradesh To Support Local Artisans, Weavers and Craft Producers

- *MoU signed as a part of Flipkart's Samarth initiative*
- *Local handicraft and handloom artisans from the state to set up stores on Flipkart marketplace*

Bengaluru - July 17, 2020: Flipkart, India's homegrown e-commerce marketplace, has signed a Memorandum of Understanding (MoU) with Andhra Pradesh State Skill Development Corporation (APSSDC) to promote the state's Arts, Crafts and Handloom sectors by bringing them into the e-commerce fold.

The partnership under the *Flipkart Samarth* programme will enable local artisans, weavers, and craftsmen from 13 districts of Andhra Pradesh, to showcase their hallmark products to a pan-India customer base. Both the Government of Andhra Pradesh and the Flipkart Group 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.

Flipkart Samarth seeks to break entry barriers for artisans by extending time-bound incubation support, which includes benefits in the form of onboarding, free cataloguing, marketing, account management, business insights and warehousing support.

Commenting on the MoU, **Dr. Arja Srikanth, IRTS, Special Secretary to Government, and MD & CEO, Andhra Pradesh State Skill Development Corporation** stated that this collaboration with Flipkart India will help all producers like artisans and FPO's from the remotest places in Andhra Pradesh in seamless marketing of their products in relevant markets.

"Andhra Pradesh has always been at the forefront of economic growth and currently leads the charts when it comes to Ease of Doing Business. We are thrilled to partner with the Government of Andhra Pradesh to give the state's artisans the opportunity to showcase and sell their products on a transparent platform; with a promise of wider market access. As a homegrown platform, over a decade, we have built a localized platform that understands Indian MSMEs and consumers. This allows our platform to very effectively bridge the market access gap that the two communities face. Through technology acting as a catalyst, we believe that we can bring the true value of e-commerce to such ecosystem partnerships. Flipkart Samarth will continue helping underserved communities in breaking social and demographic barriers and bringing them into the fold of the formal economy," said **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group.**

In a year since its launch, *Flipkart Samarth* has played 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. Many of whom 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.

The State Government of Andhra Pradesh established The Department of Skill Development, Entrepreneurship and Innovation (DSDEI) to coordinate and synergize skilling efforts of all departments. Under this department, APSSDC was formed which today has more than 16 lakh students registered and has skilled over 9 lakhs young professionals, sending them into the formal workforce.



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.