



Flipkart signs MoU with the U.P. Government's One District, One Product (ODOP) scheme

- *Partnership aims to bring artisans, weavers and craftsmen onto e-commerce under the ODOP scheme*
- *Flipkart Samarth will provide training, dedicated space in Flipkart's fulfilment centres, constant seller support in addition to cataloguing guidance and visibility on the platform*

Lucknow - August 7, 2020: Flipkart, India's homegrown e-commerce marketplace, today signed a Memorandum of Understanding (MoU) with the One District, One Product (ODOP) scheme of the Government of Uttar Pradesh. As part of this MoU, artisans, weavers and craftsmen under the ODOP scheme will be brought into the ambit of the *Flipkart Samarth* initiative.

The partnership will enable these under-served communities from UP to showcase their specialized products and crafts to millions of customers across the country. *Flipkart Samarth* will enable them to break entry barriers by extending time-bound incubation support, which includes benefits in the form of onboarding, free cataloguing, marketing, account management, business insights and warehousing support.

Flipkart Samarth recently completed one year and has further strengthened its benefits including a commission waiver of 0% for the first 6 months. These benefits will give the new onboarded artisans, weavers and craftsmen under the ODOP scheme a greater scope to grow their business online as they face social and economic challenges.

Commenting on the MoU, **Shri Navneet Sehgal, Additional Chief Secretary (ACS), MSME & Export Promotion, Government of UP**, said, "The One District One Product scheme was introduced to give a boost to the MSME sector while preserving and promoting the exquisite, indigenous legacy of art in Uttar Pradesh. We are confident that the partnership with Flipkart will enable artisans and the MSMEs in Uttar Pradesh to scale up their business and showcase their skills to a national audience."

"We are delighted to partner with the Government of Uttar Pradesh to leverage the power of technology & innovation through e-commerce to enable artisans and craftsmen to realize their full



potential. The rich art and handicrafts of UP will now be available to our more than 250 million consumers across India. This partnership is a continuation of our efforts to democratize commerce in India and make the online marketplace accessible and beneficial for under-served communities across the country, while creating new livelihood opportunities,” said Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group.

Flipkart has previously signed an MoU with the Uttar Pradesh Khadi and Village Industries Board to benefit weavers and artisans by introducing khadi fabrics and village industry products on the Flipkart Marketplace. With this partnership, further specialized products from UP such as its rare and intriguing wheat-stalk craft, chikankari and zari-zardozi cloth works, among others will become available on the platform. *Flipkart Samarth* will continue to build a sustainable and inclusive platform for under-served, domestic communities and businesses to empower them with greater opportunities and better livelihood.

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 250 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 inspired us to innovate on many industry firsts. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. 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, PhonePe, India's fastest growing digital payments platform, and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

For more information, please write to media@flipkart.com.