



Flipkart and Government of Assam enter into a strategic partnership to promote local handloom and handicrafts sector

- *The two parties sign an MoU as a part of Flipkart's Samarth initiative*
- *The partnership enabled by technology and innovation will focus on increasing business and trade inclusion opportunities for under-served segments of the society*

Guwahati, Assam - August 26, 2020: Flipkart, India's homegrown e-commerce marketplace, today signed a Memorandum of Understanding (MoU) with the Government of Assam to promote the state's local Arts, Crafts, and Handloom sectors by bringing them into the e-commerce fold.

The partnership with the Assam Industries & Commerce Department under the *Flipkart Samarth* program will enable national market access for Assam's artisans, weavers, and craftsmen, allowing them to showcase their hallmark products on Flipkart's marketplace. Government of Assam and Flipkart, both will focus on creating avenues to increase business and trade inclusion opportunities for these under-served segments of the society, thereby adding further thrust to the Government's initiative to build a self-reliant *Bharat*.

The MoU was signed in the presence of **Shri Chandra Mohan Patowary, Hon'ble Minister of Industry & Commerce, Government of Assam, who commented on the partnership stating**, "*Assam is known for its rich, diverse and traditional heritage and is a strong example of how local culture can be preserved while keeping the development of the state as a priority. We are happy that the partnership with Flipkart will enable our local artisans and weavers to showcase their products to a wider audience.*"

Further, **Sri Oinam Sarankumar Singh, IAS, Commissioner of Industries & Commerce, Assam Industries & Commerce Department, Govt. of Assam,** said, "*The partnership with Flipkart is an important step towards our vision to promote sustainable and balanced economic growth in the state of Assam. E-commerce today is not just paving the way for businesses and retailers but has also shown a commitment to uplift the local arts and crafts of India. We are looking forward to this meaningful collaboration so that we are able to generate greater*



livelihood opportunities in the state and help our artisans gain valuable business knowledge, and promote local heritage and hallmark products.”

“Flipkart has been on a continuous journey to expand the reach of its Flipkart Samarth program to enable market access to the artisan and weaver community across India leveraging technology and innovation. We are delighted with this partnership with Assam as part of our deep commitment to boost local businesses and bring forward the under-served sections of the society onto e-commerce. Through this partnership local artisans, weavers, and handicraft makers will enjoy dedicated benefits under the Flipkart Samarth program that will further boost their growth and prosperity while fulfilling their aspirations and creating new livelihood opportunities,” said **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group.**

Flipkart Samarth recently completed one year and has further strengthened its benefits including a commission waiver of 0% for the first six months. It has been playing a significant role in building capabilities within the rural and under-served society of the country and is today supporting the livelihood of more than 6,00,000 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 their products 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 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 contact media@flipkart.com