

MP Industrial Development Corporation (MPIDC) signs MoU with Flipkart to support the growth of small businesses and local artisans to support One District One Product (ODOP) initiative of Madhya Pradesh

*This partnership under the **Flipkart's Samarth** initiative will support **the ODOP program of Government of Madhya Pradesh** and provide national market access to local artisans, weavers and craftsmen from the state*

Bhopal - March 24, 2022: Flipkart, India's homegrown e-commerce marketplace, has signed a Memorandum of Understanding (MoU) with **MP Industrial Development Corporation Ltd (MPIDC)** to enable national market access to local artisans, weavers and craftsmen from the state. To support the ODOP program of the Government of Madhya Pradesh, the partnership under Flipkart's Samarth initiative will enhance rural livelihoods allowing local businesses, craftsmen, artisans and weavers to offer their products to millions of customers.

The MoU was signed by **Mr. John Kingsly, IAS, Export Commissioner and Managing Director of MPIDC**, and **Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**.

The MoU was exchanged today in the presence of **Mr. Rajvardhan Singh Dattigaon, Hon'ble Minister, Department of Industrial Policy and Investment Promotion**, between **Mr. John Kingsly** and **Mr Dippy Vankani, Regional Director - West, Flipkart** at the **"Madhya Pradesh Trade Conference - 2022 Capacity Building Program"** event organized in Bhopal.

Commenting on the MoU, Mr. Rajvardhan Singh Dattigaon said, "One of the key priorities of our government is to strengthen a flourishing ecosystem for entrepreneurs, artisans, SHGs especially from rural areas, and I would like to commend Flipkart for their efforts and initiatives to take ahead the ambitious ODOP initiative of Government of Madhya Pradesh. Our association with Flipkart will give wings to the dreams of our entrepreneurs and support our capacity-building initiatives for them"

Commenting on the MoU, Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, "We are delighted to sign the MoU with Madhya Pradesh Industrial Development Corporation (MPIDC). The partnership is part of Flipkart's Samarth program conceptualized to provide a sustainable and inclusive digital platform to enhance the livelihood opportunities for MSMEs and artisans, including in Tier-2 and smaller cities. Extending the government's mission of **Make in India** and **Aatmanirbhar Bharat**, Flipkart Samarth today supports the livelihood of over a million artisans, weavers and craftsmen across India."

Flipkart Samarth is a nationwide initiative that aims to introduce lakhs of MSMEs, artisans and underserved communities from across the country to new growth opportunities through e-commerce. Samarth breaks entry barriers and helps these sellers set up their business on the

Flipkart Marketplace by offering time-bound incubation as well as support with onboarding, free cataloging, marketing, account management, business insights, and warehousing.

The programme was launched in 2019 with the objective of building a sustainable and inclusive platform for underserved domestic communities and businesses and to empower them with better livelihood opportunities. Flipkart Samarth currently supports the livelihood of over a million artisans, weavers and craftsmen across India and is working towards bringing more such sellers onto the platform.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Health+, Flipkart Wholesale, and Cleartrip. The Group is also a majority shareholder in PhonePe, one of the leading Payments Apps in India. Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 350 million, offering over 150 million products across 80+ categories. Our efforts to democratize commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem, and empower generations of entrepreneurs and MSMEs have inspired 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 have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.