



Flipkart signs an MoU with the Government of West Bengal to train and support local Artisans, Weavers and Handicraft makers

MoU is signed under Flipkart's SAMARTH initiative to support under-served communities get pan-India market-access through Flipkart marketplace

Flipkart SAMARTH will help drive inclusive economic growth especially for artisans, weavers and other under-served communities

Kolkata – April 25, 2022: Flipkart, India's homegrown e-commerce marketplace, today announced the signing of a Memorandum of Understanding (MoU) with Micro, Small and Medium Enterprises and Textiles (MSME&T) Department, Government of West Bengal to train and support local artisans, weavers, and handicraft makers to leverage e-commerce platform to scale their local products nationally.

The Flipkart Samarth programme will empower artisans/weavers in West Bengal with the ecosystem support required to grow and benefit from the e-commerce platform access-. Under this partnership, the Samarth program will provide time-bound incubation support and training benefits to underserved communities.

Commenting on the partnership, **Shri Rajesh Pandey, IAS, Principal Secretary, MSME & Textiles Department, Government of West Bengal**, said, "We are focused on deepening our commitment towards MSMEs in the state and helping their growth. This partnership with the Government of West Bengal and Flipkart will greatly enhance the growth and development of artisans, weavers, small businesses and MSMEs by providing access to opportunities that e-commerce enables. These efforts will also be instrumental in driving the commercial and social development in the state by creating inclusive growth."

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, "As a homegrown company, we are passionate about our sellers' growth, building an inclusive e-commerce ecosystem and constantly innovate to find new ways to uplift and empower all sections of society, especially MSMEs. Flipkart's partnership with the Govt of West Bengal will be instrumental in driving the economic growth of weavers, artisans and small businesses with Flipkart's national market access. We have partnered with the government to continue supporting the state and India's inclusive growth vision and create shared-value in the country."

Flipkart Samarth was launched in 2019 to democratize e-commerce through technology and build a sustainable and inclusive platform for under-served domestic communities, with a special focus on women-led enterprises and people with disabilities. Under this program, Flipkart has been working with several Government entities, livelihood missions and NGO partners to onboard rural entrepreneurs from across the country. Today, Flipkart Samarth impacts over a million livelihoods by helping them adapt and leverage digital commerce.



About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+ 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 400 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.

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