

Ahead of World Artisan Day, the 2nd edition of Flipkart Samarth's 'Crafted by Bharat' sale event will go LIVE on 15-16 April to celebrate and promote Indian artisans, weavers and handicraft makers

Bengaluru - April 14: Flipkart, India's homegrown e-commerce marketplace, has announced the 2nd edition of its dedicated Samarth sale event, 'Crafted by Bharat'. The event will see participation from artisans, weavers, people with disabilities and rural and urban women working in self-help groups associated with the Flipkart Samarth program from every corner of the country, including Tier 2 and 3 cities. The two-day sale event will go LIVE on April 15, ahead of World Artisan Day.

Lakhs of artisans, weavers, MSMEs and small businesses enjoy the benefit of increased market access through Flipkart Samarth. The 2nd edition of 'Crafted by Bharat' will showcase and promote over 1 lakh products and 220 artforms to over 400 million customers on Flipkart.

To increase the visibility of our artisans and weavers and their products in the upcoming Samarth event, Flipkart has introduced a dedicated filter for Samarth on **Camera Filters - a native AR experience on the Android app** for customers to interact with. The filter allows the customers to scan the product and get directed to the sellers' site.

During the event's first edition, Flipkart Samarth sellers witnessed a 2x growth in revenue. The significant increase in their sales and their rich cultural heritage exposure to millions of customers has made the event a success.

About Flipkart Samarth

Flipkart Samarth was launched in 2019 and has been designed to democratize e-commerce through technology and build a sustainable and inclusive platform for these 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.