



Flipkart signs Terms of Understanding (ToU) with Aarunya - handlooms and handicrafts project by women SHGs in Telangana under the Flipkart SAMARTH initiative

Flipkart will empower women artisans and weavers in Telangana through classroom and on-ground training and enable national market access to local women artisans, weavers, self-help groups from Narayanpet in Telangana

Telangana - May 9, 2022: Flipkart, India's homegrown e-commerce marketplace, today announced a partnership through a Terms of Understanding (ToU) with Aarunya to onboard women artisans, weavers, handicraft makers and help promote and scale their products pan-India through the e-commerce platform. This effort will be driven through Flipkart Samarth, which empowers rural communities by enabling access to the national market.

The ToU was signed in the presence of **K. T. Rama Rao, Minister for IT, Industries, Municipal Administration and Urban Development of Telangana**. Talking about the partnership, **K. T. Rama Rao, Minister of Municipal Administration and Urban Development of Telangana**, said, "We are focussed on deepening our commitments towards MSMEs in the state and helping their growth. Partnership with Flipkart Samarth provides a great platform for capacity-building, enhancing and impacting rural livelihoods, especially for women. These partnerships will be instrumental in driving the commercial and social development in the state by creating inclusive growth."

Rajneesh Kumar SVP & Chief Corporate Affairs Officer Flipkart Group, said, "We are delighted to partner with Telangana and Aarunya - a project that helps women gain financial independence by providing them with various skill training programs and a platform to get pan-India market access for their Handloom and Handicraft products and products from other artisans and weavers from the state of Telangana. As a homegrown company, our deeper engagement with local Indian businesses and MSMEs has enabled us to understand their challenges and needs better and help them become prosperous. With this partnership, we aim to uplift and empower women-led businesses in their growth ambition in Telangana."

Aarunya, the brand name for Narayanpet's famous handlooms and handicrafts, is a project initiated amidst Covid 19 to help local women sell their specialized products. The project, which started with a team of 10 women, is now organizing a full-fledged campaign to train other women on how to make Kalamkari and Black Paintings. Aarunya has secured funding from NABARD to conduct these training sessions.

This partnership between Flipkart and Aarunya will enable the local artisans, handicraft makers from the region to market their hallmark products such as Kalankari, black paintings, fig jam and clay jewelry to millions of customers across India and help them attain financial independence. Flipkart Samarth is a nationwide initiative that aims to help skilled artisan communities set up their business on the Flipkart Marketplace in an efficient, transparent and cost-effective manner.

The program was launched in 2019 as a sustainable and inclusive platform that empowers underserved indigenous communities and businesses with new growth opportunities and better livelihoods. Flipkart Samarth currently supports 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 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.

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