



Flipkart collaborates with Handicrafts and Carpet Sector Skill Council (HCSSC) to strengthen its commitment toward economic progress

Signs MoU under the Flipkart Samarth program to enable national market access to Indian artisans, weavers and craftsmen

Delhi - July 22, 2022: Flipkart, India's homegrown e-commerce marketplace, today signed a Memorandum of Understanding (MoU) with the **Handicrafts and Carpet Sector Skill Council (HCSSC)** to continue its nationwide efforts to empower Indian artisans, weavers and handicraft makers by providing them market access, training and incubation support.

The MoU was exchanged between **Mr Krishan Kumar, CEO, Handicrafts and Carpet Sector Skill Council** and **Mr Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**.

Handicrafts and Carpet Sector Skill Council (HCSSC) was established in 2014 with the objective to provide skilled resources to the Handicrafts and Carpet Sector by enabling competency-based training. The HCSSC's mission involves the overall development of skills and standards related to the Handicrafts and Carpet sector.

Commenting on the MoU, **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, said, *"We are excited and committed to be part of India's economic growth story by helping millions of local businesses adopt e-commerce. Our efforts are focused on helping them digitize their business and explore growth opportunities through Flipkart e-commerce marketplace. We are delighted to collaborate with the Handicrafts and Carpet Sector Skill Council (HCSSC) in our joint mission to empower artisans, weavers, craftsmen and small businesses. The Flipkart Samarth initiative has been further extending the government's mission of Make in India and Aatmanirbhar Bharat by impacting the livelihoods of over a million artisans, weavers and craftsmen across India."*

Flipkart Samarth launched in 2019, is a nationwide initiative that aims to introduce lakhs of MSMEs, artisans and underserved communities from across the country to growth opportunities through e-commerce. The program focuses on the objective of building a sustainable and inclusive platform for underserved domestic communities and businesses and empowering them with better livelihood opportunities. Flipkart Samarth helps these small businesses set up their business on the Flipkart Marketplace by offering time-bound incubation, support with onboarding, free cataloging, marketing, account management, business insights, and warehousing support.



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.

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**](mailto:media@flipkart.com)