

Flipkart India Launches 'Samarth Krishi' program to Support Farmers, FPOs and boost the growth of Agriculture in India

Bengaluru – March 02, 2023: Flipkart India Private Limited today launched the 'Flipkart Samarth Krishi' program with the aim of providing India's farming communities and Farmer Producer Organisations (FPOs) with national market access and more negotiation power through its platform.

Aligned with the government's commitment to empower Indian farmers and boost the agricultural sector, the 'Flipkart Samarth Krishi' program seeks to provide market access and build the capacity of farmers. Additionally, it will help them grow sustainably, get market-ready, and become a part of the mainstream economy through relevant partnerships. As part of the program, farmers and FPOs will be trained and upskilled on technologies and best practices for improving the quality of produce.

Flipkart India has active partnerships and collaborations with several industry and government bodies – including the respective Departments of Agriculture for the states of Andhra Pradesh, Bihar, Gujarat, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Telangana, and West Bengal – for onboarding FPOs onto its e-commerce platform. Through these partnerships, Flipkart India has been able to source pulses, millets, and whole spices directly from farmers and FPOs, thus giving a boost to local agri-economies and to the livelihoods of thousands of farmers across India.

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, *"Flipkart India's association with farmers and FPOs is in line with its commitment to creating avenues for increasing the income of local farmers and helping them scale their offerings at a nationwide level. By harnessing the power of technology, innovation, and e-commerce, the Flipkart Samarth Krishi program will accelerate India's socio-economic development and benefit everyone in the value chain, from farmers to consumers. The program aims to create a significant positive impact on the Indian agriculture sector and on rural communities."*

To know more about the Samarth Krishi program, please visit: https://www.youtube.com/watch?v=OhY_jjOpEwl

Covering over 100 commodities such as rice, pulses, whole spices, atta, millets, etc. this program will help uplift the local economy and offer a variety of quality products to over 450 million consumers of Flipkart India. The Samarth Krishi program aims to make the digital transformation of the agricultural sector more inclusive by enhancing livelihoods and engaging with 2,500 FPOs by the end of 2023.

Flipkart India has already onboarded several FPOs across the country such as ABY Farmers, Sri Sathya Sai MAC Fed, Jana Jeevana, Nirala Herbal, Sahyadri Farms Supply Chain, and others. To date, Flipkart India has trained over 10,000 farmers on product quality and food safety while enabling them to expand their market access.

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.

Started in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered customer base of more than 450 million, Flipkart's

marketplace offers over 150 million products across 80+ categories. Today, there are over 11 lakh sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created lakhs of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart is known for pioneering services such as *Cash on Delivery*, *No Cost EMI* and *easy returns*, which are customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

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