



Flipkart boosts UP Government's 'Mission Rozgar' by hiring during 'Lucknow Kaushal Mahotsav'

- *Flipkart continues its efforts towards the progress and development of the state through meaningful partnerships with the state government*
- *Flipkart has hired more than 100 individuals in its supply chain, at the recently concluded 'Lucknow Kaushal Mahotsav'*

Varanasi – 7th March, Tuesday: Flipkart, India's homegrown e-commerce marketplace, participated in the 'Lucknow Kaushal Mahotsav' organized by National skill development council in line of the 'Mission Rozgar' initiative by the state government, as part of its commitment to fostering meaningful employment opportunities in Uttar Pradesh. Through its engagement, Flipkart has recruited over hundred individuals including women and people with disabilities who would be working across Flipkart's supply chain facilities in the state. This would further help in their training and skill development which has been a core focus area for Flipkart.

Furthering Flipkart's commitment to the growth of Uttar Pradesh, the hiring of these individuals at the Kaushal Mela in association with National Skills Development Corporation (NSDC), is focused on providing specialized and robust training programs that aim to build resourceful and skilled manpower in the state for the supply chain ecosystem, thereby, generating employment across the country and contributing to the nation's progress.

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart said, "We are proud of this ongoing collaboration between Flipkart and *Uttar Pradesh Government aimed at helping the youth of the state get skilled at Flipkart. We endeavour to continue supporting employable youth in our pan-india supply chain. Skill development has been a key focus of the Union government and under the leadership of Hon'ble Chief Minister Shri Yogi Adityanath ji, the State government has also initiated various efforts that have helped the youth of the state benefit from ecommerce presence in the state. We at Flipkart, feel honored to be a part of this journey as we strive to empower every Indian's dream by delivering value through innovation in technology and commerce.*"

Hon'ble Minister of Vocational Education and Skill Development of Uttar Pradesh Shri Kapil Dev Agarwal said, "I am glad that in Lucknow Kaushal Mahotsav hundreds of youth from the state have been given the job opportunity by Flipkart to join its supply chain and they will also be trained in sector specific skills. We applaud Flipkart's dedicated efforts in building skilled workforce through timely training, providing them with job opportunities and contributing to the local economy. There is potential for other companies to hire the skilled workforce from the state."



Flipkart continues to support the socio-economic development of the regions where it operates by creating and improving livelihood opportunities for regional MSMEs, sellers, and farmers, and by augmenting local businesses engaged in food processing, logistics, packaging, and other allied activities. As part of its commitment to open new channels of growth for Indian farmers, Flipkart engages with Farmer Producer Organizations (FPOs) and Self-Help Groups (SHGs) to facilitate market access for them.

Over the years, Flipkart has also signed several Memorandum of Understanding (MoU) as part of the Samarth programme, with the ODOP, District Administration of Varanasi, the Government of Uttar Pradesh, and MP Industrial Development Corporation Ltd (MPIDC) to enable access to the national market for artisans, weavers, and craftsmen in the states. Flipkart and the Uttar Pradesh government have a strong relationship that integrates the state's skills with Flipkart's technology-driven platform to improve the welfare of local companies and communities.

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