

Flipkart and Simplydesi host orientation workshop for over 1000 Rural Women Artisans and SHGs in Nagpur, Maharashtra

- *The workshop aims to provide wider market linkages that will help artisans and Self-Help Groups (SHGs) leverage technology to scale, grow and diversify their businesses online*
- *Flipkart, under the Samarth program, has signed an MoU with Maharashtra State Khadi Village Industries Board and Maharashtra Small Scale Industries Development Corporation to empower, provide market access, linkages and list products of artisans from the state of Maharashtra on the platform*

Nagpur, Maharashtra - May 15, 2023: Flipkart, India's homegrown ecommerce marketplace, yesterday conducted an orientation workshop in collaboration with Simplydesi, a Flipkart Samarth partner, in Nagpur, Maharashtra. The aim of this workshop was to provide skill development and knowledge-sharing opportunities to local artisans and SHGs, which would enable them to leverage the Flipkart marketplace to drive their business growth online. The event was graced by **Ms. Madhubala, Co-Founder, Simplydesi, Shri Dinanath Thakur, President, Saharkar Bharti Mr. Swanpnil Joshi, Television Artist and Mr. Rajneesh Kumar, SVP & Chief Corporate Affairs Officer, Flipkart Group.**

The workshop organized in Nagpur endeavored to empower rural women artisans and SHGs to help them grow their businesses online. With a strong emphasis on providing comprehensive knowledge on Flipkart marketplace offerings, the workshop covered several important aspects, including product listing and ways to conduct business effectively online. The workshop was attended by over 1000 rural women artisans and SHGs. To date, Flipkart has successfully trained and provided national market access to over 50,000 sellers from the state and over 100 sellers who fall under the Flipkart Samarth program, which includes individual artisans, NGOs and SHGs as a part of the National Urban Livelihood Mission. This initiative has helped local artisans and rural women-led enterprises who benefit from the vibrant e-commerce marketplace to unlock new growth opportunities for their businesses.

Commenting on the event's success, **Mr. Rajneesh Kumar, SVP & Chief Corporate Affairs Officer, Flipkart Group,** said, *"Flipkart is committed to supporting and creating value for artisans, MSMEs, SHGs, and women-led enterprises across India. We are thrilled with the encouraging response to today's workshop. Through Flipkart Samarth, we aim to continue providing them with the knowledge, the tools, and the national market access they need to grow their businesses."*

Ms. Madhubala Ji, Co-Founder, Simplydesi, said, *"At Simplydesi, we are dedicated to bringing the offerings of India's cottage industries to a wider audience. The partnership with Flipkart has helped us empower local rural women artisans and self-help groups with the knowledge and resources to understand the fast-growing e-commerce industry and leverage it*



for business growth. We believe that by organizing such workshops, we can help them reach their full potential and showcase their unique and diverse offerings to the customers in India.”

Flipkart Samarth aims to create meaningful opportunities that empower millions of artisans, weavers, and micro-entrepreneurs across 28 states and help them achieve financial independence. The program is dedicated to helping underprivileged sections of society and supporting organizations that are committed to societal good. Since its launch in 2019, Flipkart Samarth has enabled pan-India market access for lakhs of ambitious entrepreneurs. Today, the program supports and benefits over 1.5 million livelihoods across the country. Samarth has grown its seller entity base by 300% over the last year alone and has helped Samarth beneficiaries grow their businesses by as much as 300%. This has been enabled through multiple strategic engagements with the State and Central ministries, departments and entities across India like the Ministry of Rural Development; Department of MSME Uttar Pradesh; Department of Industries Jharkhand, Uttarakhand; Industry of Commerce Department, Assam; Tamil Nadu MSME Department; and the Jammu & Kashmir Trade Promotion Organization.

Flipkart’s continuing efforts to bring more MSMEs into the e-commerce fold are aligned with the Indian government’s “Aatmanirbhar Bharat” vision. Flipkart aims to uplift and transform the livelihoods of local seller communities by providing them with access to over 450 million customers across the nation on its platform.

About Simplydesi

Simplydesi is an initiative taken by Sahakar Bharti, an organization focused on enlightening the masses about the benefits of the Co-operative Movement comprising Self-sustaining and Self-reliant institutions. Simplydesi is committed to bringing Indian Cottage Industries to a global platform by enabling Self-Help Groups (SHGs) access to a wider potential market, robust infrastructure, and business practices. It was started with an ambition to bring to the limelight the products and services provided by the thousands and lakhs of people who work as a Self-Help Group or a Cooperative Society. The platform has active partnerships with over 50,000 Self Help Groups and Cooperative Societies for business and allied processes, including products and packaging, sales, warehousing and inventory management, to name a few.

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