

## **Flipkart Foundation and TechnoServe Join Forces to Empower Smallholder Farmers in Maharashtra and Andhra Pradesh**

- *The initiative aims to positively impact the lives of over 7,000 direct and indirect beneficiaries within the farmers' communities in the two states*
- *As part of the programme, specialized training workshops will be conducted to equip Farmer Producer Organizations with the necessary skills*

**Mumbai, 28th August 2023:** The Flipkart Foundation, under the Flipkart Group, has partnered with TechnoServe, a non-profit economic development organization, to launch a programme that aims to empower Farmer Producer Organizations (FPO) and create sustainable opportunities for farming communities. This initiative will support FPOs to enhance their business output through improved marketing, branding, and packaging. The project is set to be executed over 12 months in Maharashtra and Andhra Pradesh.

The programme will include training for eight FPOs in Maharashtra and four FPOs in Andhra Pradesh. With over 7000 direct and indirect beneficiaries, 50% of whom will be women from farming households, the programme aims to bring about a positive transformation in the livelihoods of farmers across the two states.

As part of the project, there will be specialized training workshops that will equip key FPO members with the skills to create and manage brand assets, design effective marketing strategies, and enhance visibility. There will also be workshops to provide insights into packaging design and solutions, optimize shelf-life extension, ensure food safety, support business growth, and minimize environmental impact. Additionally, post-training support by marketing experts, including follow-up sessions with FPO Boards of Directors and lead farmers, will help them access strategic advice and address implementation challenges.

Commenting on the partnership, **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, said, "Cultivating prosperity and enabling the empowerment of farmer communities is a key facet of the Flipkart Foundation's commitment to creating a positive social impact. Our collaboration with TechnoServe is a testament to this vision. By training and strengthening FPOs, we aim to equip farmers in Maharashtra and Andhra Pradesh with the knowledge and tools they need to thrive and, in turn, bolster the agricultural ecosystem in the two states. Together, we endeavour to sow the seeds of sustainable growth, foster a brighter future for farmers and elevate livelihoods in these regions."

**Krishnan Hariharan, Senior Practice Lead, TechnoServe India**, commented, "In our experience in the agricultural sector, we have found that farmers face multiple challenges due to lack of access to information or marketing skills and are unable to capture commensurate value

for their produce. While FPOs allow groups of farmers to operate with a collective voice and can serve as a powerful medium to provide sustainable livelihood enhancement to the SHFs, their business models are often nascent. Supporting FPOs to develop marketing, branding and packaging strategies can result in improved sales, prevention of quality and quantity losses, and advancements in environmental sustainability.”

As a homegrown e-commerce player, Flipkart recognizes the immense potential of empowering farmers with knowledge and marketing skills. By strengthening the FPO framework and providing training in marketing and branding, the project, in partnership with the Flipkart Foundation, aims to enhance their income potential and empower women in agriculture. Honing the capabilities of these FPOs, this initiative will uplift smallholder farmers while driving overall prosperity in rural communities.

In the past year, Flipkart Foundation has worked with underserved communities across Andhra Pradesh, Assam, Haryana, Maharashtra, Karnataka, Telangana, Uttarakhand, Uttar Pradesh, and West Bengal to serve, support, and empower unskilled and underprivileged sections of society in various sectors, to ensure maximum reach and sustainable impact.

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

### **About the Partner Organization:**

TechnoServe in India has 12+ years of experience working with Smallholder Farmers (SHFs) across different staple, commercial, and niche value chains. We currently work with over 60,000 farmers – mainly smallholders – across more than 15 value chains in various states in the country. TechnoServe has successfully transformed Farmer Producer Organizations (FPOs) into viable business entities that yield long-term economic benefits for farmers. TechnoServe recently completed a 4-year project working with 30,000 Small Holder Farmers in UP and AP as part of a Walmart-funded program.