



Flipkart joins hands with the Government of Gujarat through an MoU with the Commissioner of Cottage & Rural Industries on the National Handloom Day

- *The MoU under the Flipkart Samarth program will support local artisans, MSMEs, craftsmen and weavers, contributing to Gujarat's socio-economic growth*
- *Flipkart Samarth has positively impacted the livelihood of over 1.5 million artisans by democratizing the platform and providing national market access*

Bangalore - August 7, 2023: Flipkart, India's homegrown e-commerce marketplace, joins hands with the Government of Gujarat on the National Handloom Day through a Memorandum of Understanding (MoU) with the Commissioner of Cottage & Rural Industries, Government of Gujarat, under the Flipkart Samarth program. The MoU aims to digitize local businesses that focuses on the development of the crafts in every district and to make attempts to revive the languishing crafts in the state. Flipkart Samarth program will provide national market access through the Flipkart marketplace. As a part of this MoU, Flipkart Samarth and the Cottage & Rural Industries department through its flagship program Hastkala Setu Yojana will be supporting the MSMEs, artisans, weavers and craftsmen with strategic insights/market know-how to scale their products and thereby contribute to the livelihood generation of artisans and weavers from the state of Gujarat.

Honoring the artisans, women SHGs, weavers and the handloom weaving community on the National Handloom Day, the MoU was exchanged in the presence of **Shri Balvantsinh Rajput**, Hon'ble Minister - Industries, Micro, Small and Medium Industries, Cottage, Khadi and Rural Industries, Civil Aviation, Labour and Employment, **Shri Jagdish Panchal**, Hon'ble Minister of State - Co-operation, Salt Industries, Printing and Stationary, Protocol (All Independent Charge), Micro, Small and Medium Industries, Cottage, Khadi and Rural Industries, Civil Aviation, **Shri Pravin K. Solanki**, IAS, Secretary and Commissioner, Cottage and Rural Industries and **Shri Lalit Narayan Singh Sandu**, IAS, Managing Director, Gujarat State Handloom and Handicraft Development Corporation Ltd (GSHHDC).

Speaking at the signing of the MoU, Shri Balvantsinh Rajput, Hon'ble Minister - Industries, Micro, Small and Medium Industries, Cottage, Khadi and Rural Industries, Civil Aviation, Labour and Employment, said, "This MoU symbolizes a significant step forward in the commitment to empower and uplift the talented local artisans, weavers, and small businesses across our state. E-commerce will empower them to exhibit their products to a wider audience. This strategic alliance perfectly aligns with the Govt. of Gujarat's vision to drive economic and social progress in our region while cherishing and preserving our rich cultural heritage."

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, "*With an unwavering commitment to contribute to India's economic growth, Flipkart is dedicated to supporting millions of local businesses in their journey towards e-commerce adoption. We are excited to collaborate with the Commissioner of Rural and Cottage Industries, Gujarat, and discover avenues for*



growth by leveraging Flipkart's capabilities and expertise. Together, we embark on a path that will empower businesses, promote a growth mindset, and create a positive impact on the lives of rural communities in Gujarat. Through our Flipkart Samarth initiative, we have significantly augmented the government's Make in India and Aatmanirbhar Bharat mission by positively influencing the livelihoods of more than a million artisans, weavers, and craftsmen all over India.”

Flipkart's partnership with the Cottage & Rural Industries department will be aligned with the following objectives:

- Creating employment prospects and uplifting the lives of artisans and weavers
- Creating mutually shared value in Gujarat, focusing on increased market access, linkage, and business inclusion opportunities for artisans and weavers
- Supporting local artisans with warehousing, account management, cataloging, and more services to help them achieve business excellence through the platform
- Building a stronger foundation for the Flipkart Samarth initiative in the state while aiming to digitize local businesses, share strategic insights to scale products and enable national market access for artisans and weavers
- Providing time-bound support, including training and other host of benefits for the growth of weavers and artisans, fostering a stronger engagement between Flipkart and the seller community in Gujarat.

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.

About Flipkart Samarth

Flipkart Samarth is a nationwide initiative that has already helped over 1.5 million skilled artisan communities set up their business on the Flipkart ecommerce platform, transparently and cost-effectively. The program was launched in 2019 as a sustainable and inclusive platform that empowers underserved indigenous communities and businesses with new growth opportunities



and better livelihoods. Flipkart Samarth currently supports over a million artisans, weavers and craftsmen across India and is working towards bringing more such sellers onto the platform.

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