

Flipkart signs a MoU with North Eastern Handicrafts & Handloom Development Corporation Ltd. (NEHHDC) to strengthen its commitment towards socio-economic growth

- *The MoU aims to enable national market access for women self-help groups from the Northeastern States*
- *By democratizing the platform and facilitating national market access, Flipkart Samarth has positively impacted the livelihood of 1.5 million artisans, weavers and Indian handicrafts*

Guwahati, Assam – November 21, 2023: Flipkart, India's homegrown e-commerce marketplace, has joined hands with the North Eastern Handicrafts & Handloom Development Corporation Ltd., Guwahati through a Memorandum of Understanding (MoU) under the Flipkart Samarth program. The MoU aims to create shared value for all stakeholders in the Northeast region with a focus on empowering artisans, increasing opportunities for handloom and handicrafts businesses and enabling inclusion opportunities for women self-help groups.

Established in 1977, the North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC) aims to develop and promote the indigenous crafts of the region by connecting craftsmen to prospective markets and consumers. The NEHHDC's mission involves generating economic, cultural and social opportunities for creators while adding cultural value for consumers.

Speaking about the collaboration, **Brig. Rajiv Kumar Singh (Retd), Managing Director, North Eastern Handicrafts & Handloom Development Corporation**, said, *"Fostering the growth of artisans, handloom and handicraft businesses, as well as creating inclusion opportunities for women self-help groups remains a substantial undertaking of the state. This strategic partnership with Flipkart Samarth significantly aligns with the vision of the North Eastern Handicrafts & Handloom Development Corporation Ltd. towards empowering local business growth. Through this initiative, we aim to enhance their opportunities with e-commerce and work towards enhancing the state's economic and social development."*

Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group said, *"Showcasing an unwavering dedication to bolstering India's economic growth, Flipkart is devoted to supporting millions of local businesses on their e-commerce journey. We look forward to our collaboration with the North Eastern Handicrafts & Handloom Development Corporation for aspiring entrepreneurs to explore growth opportunities by utilizing Flipkart's capabilities and expertise. Through this MoU, we are glad to embark on a journey that empowers businesses, fosters a growth mindset and brings about a positive change in the lives of artisans, weavers, and craftsmen in the North Eastern region."*



Launched in 2019, Flipkart Samarth is a nationwide initiative that aims to provide artisans, weavers, and underserved communities, including people with disabilities, access to e-commerce to grow and enhance their livelihoods. Under this initiative, these sellers are provided assistance with onboarding, free cataloging, marketing support, account administration, business insights, and warehousing support to establish their operations on the Flipkart Marketplace.

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 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 14 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