

Flipkart in collaboration with National Rural Livelihood Mission hosts orientation workshop in Dhar, Madhya Pradesh for rural women, self-help groups, and local artisans

- *The workshop aims to provide orientation about the ease of doing business online and providing wider market access, empowering artisans and craftspeople sell their products on the Flipkart platform leading to livelihood generation*
- *Over the years, Flipkart has signed several MoUs with state governments under its Samarth program, to help underserved communities, rural women, specially abled, LGBTQ+ community, local businesses and self-help groups (SHGs) leverage the power of digital revolution*

Madhya Pradesh – September 9, 2024: Flipkart, India's homegrown ecommerce marketplace, today organized an orientation workshop in partnership with the **National Rural Livelihood Mission (NRLM)**. The workshop aimed to empower local artisans and craftspeople by equipping them with the knowledge and tools needed to tap into the Flipkart marketplace and grow their businesses online. The event was attended by **Smt. Savitri Thakur Hon. Minister of State, Ministry of Women and Child Development, Shri Priyank Mishra (Collector/DM – Dhar), Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group.**

The workshop organized in Dhar, Madhya Pradesh aims to strengthen the capabilities of rural communities for self-employment and entrepreneurship. Placing significant focus on providing extensive information on Flipkart marketplace offerings, the workshop aimed to provide the underserved communities of craftsmen, weavers and artisans with national market access to grow their businesses. More than 100 rural women entrepreneurs, micro enterprises and women-led Self-Help Groups (SHGs) from Dhar attended the orientation workshop led by Flipkart in partnership with NRLM.

Smt. Savitri Thakur Hon. The Minister of State, Ministry of Women and Child Development, said, *“We firmly believe that by equipping rural women artisans, craftsmen, and self-help groups with the knowledge to tap into e-commerce, we can open up new growth opportunities for them while strengthening the local economy. The guidance and resources shared by Flipkart during today’s workshop have been incredibly beneficial, offering a comprehensive learning experience. We hope this empowers them with the skills needed to enhance their online presence and accelerate their entrepreneurial success.”*

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, commented on the **collaboration, saying,** “Flipkart has positively impacted over 1.8 million livelihoods across India, playing a crucial role in supporting local artisans and rural women entrepreneurs by offering them new growth opportunities through the e-commerce platform. We are committed to further enhancing the livelihoods of artisans, MSMEs, SHGs, women-led enterprises, and craftsmen across India while building infrastructure across India and creating new livelihood opportunities. We are delighted by the positive reception at today’s workshop and remain focused on creating more opportunities for the MSME ecosystem in the state of Madhya



Pradesh and the whole country. Through Flipkart Samarth, our goal is to equip them with the necessary knowledge, tools, and access to national markets to help them grow their businesses online.”

Flipkart Samarth, launched in 2019, is a nationwide initiative that aims to open new growth opportunities for MSMEs, artisans, and underserved communities through e-commerce. The program’s primary objective is to provide underserved indigenous communities and enterprises with an inclusive, nationwide digital platform and help them develop the capabilities for earning a better living. The growing participation in the Samarth program has been secured through the help of strategic engagements with State and Central Ministries, Government Departments, and other entities across India.

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.

Established in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India’s digital commerce revolution. With a registered user base of more than 500 million, Flipkart’s marketplace offers over 150 million products across 80+ categories. Today, there are over 1.4 million 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 thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

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