

Flipkart hosts an orientation workshop in Varanasi district (Uttar Pradesh) for Rural Women and Self-Help Groups in collaboration with National Rural Livelihood Mission

- *The workshop aims to provide orientation about the ease of doing business online and providing wider market access, empowering Rural Women and Self Help Groups to sell their products on the Flipkart Ecommerce 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*

Varanasi, October 15, 2024: Flipkart, India's homegrown e-commerce marketplace, today organized an orientation workshop in partnership with the **National Rural Livelihood Mission (NRLM)**. The workshop aimed to empower **Rural Women and Self-Help Groups** by equipping them with the knowledge, understanding and tools needed to tap into the Flipkart marketplace, list products and grow their businesses online. The event was attended by **Sh. Himanshu Nagpal (IAS), Chief Development Officer (CDO) Varanasi; NRLM, senior Flipkart and other government officials.**

The workshop, organized in Varanasi district (Uttar Pradesh), in continued support to the District Administration of Varanasi, builds on the collaboration with Government of Uttar Pradesh to strengthen the capabilities of rural women communities, self help groups, small and micro businesses for self-employment and entrepreneurship. With a significant focus on providing **Rural Women and Self-Help Groups** information on Flipkart marketplace offerings, the workshop aimed to enable them with national market access to grow their businesses. More than **60** rural women entrepreneurs, micro-enterprises, and women-led Self-Help Groups (SHGs) from **Varanasi district** attended the orientation workshop led by Flipkart in partnership with NRLM. SHGs showcased a diverse range of products including soft toys, pickles, handmade diyas, papad, sauces, silk sarees, detergent powder, soaps, incense sticks, paper plates, jute bags, and spices.

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, commented on the collaboration, saying, *"Flipkart Samarth has positively impacted over 18 lakhs 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 response at today's workshop at Varanasi aimed especially at Rural Women and Self Help Groups and we remain focused on creating more opportunities for the MSME ecosystem in **Uttar 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."*



About Flipkart Samarth

Launched in 2019, Flipkart Samarth 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