

Flipkart and UP Government's ODOP Department Host Workshop for Rural Artisans, SHGs, and Micro-Entrepreneurs in Varanasi

- *The workshop aims to empower Rural Artisans, SHGs, and Micro Entrepreneurs with insights on e-commerce, providing orientation about the ease of doing business online, opportunities for wider market access and the training to list and sell their products on Flipkart*
- *Over the years, Flipkart has undertaken various initiatives in association with state governments under its Samarth program to help underserved communities, rural women, people with disabilities, local businesses and self-help groups (SHGs) leverage the power of digital revolution*

Uttar Pradesh - October 23, 2024: Flipkart, India's homegrown ecommerce marketplace, today conducted an orientation workshop in collaboration with the UP Government's One District-One Product (ODOP) Programme. The workshop aimed to empower local artisans and craftspeople, enabling them to harness the potential of the Flipkart marketplace to accelerate their online business growth. The event was graced by Department of ODOP officials and representatives from Flipkart.

The workshop organized in Varanasi, Uttar Pradesh, aims to strengthen the capabilities of micro, small entrepreneurs, enterprises, self-help groups, and individual artisans making handmade and handicraft products. The workshop focused on providing comprehensive insights into Flipkart's marketplace, introducing underserved communities of artisans, craftsmen, and weavers to e-commerce. It aimed to facilitate national market access, streamline product listings, and promote livelihood generation opportunities to help grow businesses. **More than 50 sellers attended the orientation workshop mobilized from Varanasi, including Chandauli, Jaunpur and Ghazipur, led by Flipkart in partnership with the Department of ODOP, Government of Uttar Pradesh.**

Commenting on the workshop in collaboration with UP Government's ODOP Department, Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, *"Flipkart is deeply committed to driving socio-economic growth by empowering artisans, MSMEs, SHGs, women-led enterprises, and craftsmen across India. Through initiatives like Flipkart Samarth, our goal is to equip these communities with the tools, resources, and access to national markets needed to thrive in the digital economy. As a hub for e-commerce adoption and entrepreneurial potential, Uttar Pradesh plays a critical role, making today's workshop a key opportunity to engage directly with these communities. This helps them scale their businesses, create new growth avenues, and contribute to inclusive development, strengthening the MSME ecosystem nationwide."*



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