

Flipkart and National Rural Livelihood Mission collaborate (NRLM) to empower Haryana's rural women entrepreneurs

- *The orientation workshop aims to provide insights about the ease of doing business online and providing wider market access, further empowering rural women entrepreneurs, micro-enterprises, and women-led self-help groups (SHGs)*
- *More than 70 rural women entrepreneurs gained an in-depth understanding of the e-commerce landscape, covering essentials such as product listing, efficient logistics, and maximizing business growth*

Haryana – November 4, 2024: Flipkart, India's homegrown ecommerce marketplace, collaborated with National Rural Livelihood Mission(NRLM) for an orientation workshop aimed at empowering rural women entrepreneurs through e-commerce. The event oriented towards economic empowerment through e-commerce was graced by **Shri Krishan Pal Gurjar, Hon'ble Minister of State, Ministry of Power, Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group and other dignitaries.**

With a focus on digital empowerment, the workshop provided over 70 attendees—including women entrepreneurs, micro-enterprises, and self-help groups (SHGs)—with insights into product listing, efficient logistics, and strategic business growth. Through interactive sessions, participants gained a hands-on understanding of e-commerce essentials to scale their reach and enhance business.

In line with Flipkart's commitment to fostering economic independence in underserved regions, this partnership marks a crucial step in enabling rural women to gain visibility and opportunities through digital commerce. Flipkart aims to empower women entrepreneurs to reach broader markets and achieve economic growth by providing them with the tools and knowledge essential for thriving in a digital marketplace.

Speaking about the workshop, Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, *"This partnership with the National Rural Livelihood Mission symbolizes Flipkart's commitment to expanding digital inclusivity across India. We aim to create greater economic opportunities for women in rural Haryana, fostering a new generation of entrepreneurs who can leverage technology to enhance their livelihoods. The premise of the Samarth program is to bridge the gap for underserved communities, empowering them to build sustainable livelihoods by leveraging e-commerce. By guiding and supporting these communities, Flipkart is working to integrate rural enterprises into India's broader economic growth story."*

Flipkart Samarth has played a pivotal role in promoting underserved communities across India.

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