



Flipkart Partners with NCERT to Expand Nationwide Access to Educational Books

The collaboration will ensure affordable distribution of NCERT publications via authorised sellers on Flipkart's Marketplace Platform, empowering students across Tier 2 and Tier 3 cities

Delhi - December 16, 2024: Flipkart, India's homegrown e-commerce marketplace, has signed a landmark Memorandum of Understanding (MoU) with the National Council of Educational Research and Training (NCERT). This collaboration aims to ensure the affordable and seamless availability of NCERT publications across the country, leveraging Flipkart's extensive reach to cater to students and learners, especially in Tier 2 and Tier 3 cities. Under this collaboration, Flipkart will facilitate the sale and distribution of NCERT publications through its online marketplace, ensuring greater accessibility through authorized sellers designated by NCERT.

Aimed at democratizing access to education and complementing the Government of India's mission to promote inclusive learning opportunities nationwide, the partnership was formalized through a Memorandum of Understanding (MoU). The signing ceremony took place in the esteemed presence of **Hon'ble Shri Dharmendra Pradhan, Union Minister of Education, Government of India, Shri Jayant Chaudhary, Minister of State for Education and Minister of State (Independent Charge) - Ministry of Skill Development & Entrepreneurship and Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group.** The event took place in Delhi on December 16 at the NCERT office with officials from the Ministry of Education and NCERT, marking a significant milestone in fostering greater access to quality educational resources across the country.

Under this collaboration, Flipkart will ensure wider reach by making NCERT publications accessible to students and parents across urban and rural India, enabling last-mile connectivity through its platform. Additionally, Flipkart and NCERT will work together to guarantee the availability of authentic, high-quality content.

At the signing of the MoU, **Shri Dharmendra Pradhan, Union Minister of Education, Government of India,** said, *"NCERT has been instrumental in shaping India's education system, and its collaboration with Flipkart marks a transformative step toward ensuring affordable and accessible education for all. By leveraging Flipkart's extensive technological and logistical reach, this partnership enhances the availability of NCERT books, empowering students across the country, including those in remote areas. As a key enabler of the National Education Policy 2020, we continue to drive innovation in education. Initiatives like the NISHTHA Integrated Teacher Training Module with Google underscore the importance of technology-driven solutions in creating a future-ready, socially sensitive generation that will lead India's growth story"*.



At the signing of the MoU, **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group** said, *“Education is the cornerstone of progress, and we are proud to partner with NCERT to make learning resources accessible to millions of students across India. By leveraging our technological expertise and extensive reach, we aim to bridge the gap in access to affordable educational materials, supporting the nation’s vision for an empowered and educated youth.”*

This collaboration ensures the availability of authentic educational materials and reinforces Flipkart’s commitment to supporting India’s education ecosystem through technology and innovation.

About the Flipkart Group

The Flipkart Group is one of India’s leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Cleartrip and super.money.

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