



Flipkart's Initiative Empowers Women in Goa to Become Lakhpati Didis

- *Chief Minister Dr. Pramod Sawant stated that this is the most opportune time.*
- *Lakhpati Didi will significantly contribute to India's journey towards becoming a developed nation - Dr. Pramod Sawant*
- *We are committed to provide a global marketplace for individuals through the Flipkart platform - Rajneesh Kumar*

Panaji, Goa: December 17, 2024: The Goa State Rural Livelihood Mission (GSRLM) has partnered with India's leading domestic e-commerce platform, Flipkart, to empower women entrepreneurs from self-help groups in Panaji. As part of this collaboration, products crafted by these skilled women will be showcased and sold on Flipkart's online marketplace. A workshop to facilitate this initiative was held on Tuesday.

On this occasion, Goa Chief Minister Dr. Pramod Sawant emphasized that this is the opportune moment to realize Prime Minister Shri Narendra Modi's vision of a Viksit Bharat (Developed India). He stated that initiatives like these will help fulfil the Prime Minister's Lakhpati Didi mission through targeted training programs. Praising Flipkart's efforts, Dr. Sawant highlighted that the training provided to women from Goa's self-help groups will further empower them, enabling them to become self-reliant and contribute significantly to the nation's development. He added that, with Flipkart's support, products crafted by these women can now be sold on a global scale.

Speaking at the event, Flipkart Group's Chief Corporate Affairs Officer, Mr. Rajneesh Kumar, reaffirmed the company's commitment to providing a global market for local entrepreneurs through its platform. He noted that Flipkart's team is dedicated to ensuring that the products of every entrepreneur in India reach a wider market. Mr. Kumar commended the National Rural Livelihood Mission for its efforts to empower artisans and craftsmen, stating that Flipkart is strengthening this initiative through its digital platform. He expressed confidence that workshops like these will help artisans realize their full potential and showcase their diverse range of products to customers across India.

At the event, Gopal A. Parsekar, Project Director of GSRLM, provided an in-depth overview of the various schemes being implemented for women self-help groups in Goa. The Flipkart team conducted training sessions for the women entrepreneurs, equipping them with essential skills. On this occasion, women entrepreneurs also shared their experiences, highlighting the positive impact of such initiatives.

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