



## **Maha Kumbh Mela 2025 - Flipkart showcases UP's rich heritage under One District One Product (ODOP) program at Maha Kumbh site**

- *Flipkart entered into a partnership with UP Government's ODOP program in 2020, promoting indigenous and local products from artisans, weavers, entrepreneurs and other underserved sections in Uttar Pradesh on its platform*
- *Has played a vital role in empowering the underserved communities across Uttar Pradesh, with over 60% growth in UP Government's ODOP products on Flipkart*

**Allahabad, Uttar Pradesh - January 16, 2025:** Flipkart, India's homegrown e-commerce marketplace, is collaborating with Uttar Pradesh Government's One District-One Product (ODOP) Department at the Maha Kumbh Mela 2025, to highlight the cultural heritage of the state. **The Maha Kumbh Mela 2025**, one of the world's largest religious gatherings, is being held from January 13 to February 26 in Prayagraj, Uttar Pradesh. Celebrated once every 12 years, it is a unique blend of spirituality, astronomy, and rich cultural traditions, attracting millions from around the world. At the Maha Kumbh Mela, Flipkart is showcasing the ODOP initiative alongside other cultural efforts through dedicated booths and stalls.

Since 2020, Flipkart's partnership with the ODOP program has played a key role in empowering underserved communities across Uttar Pradesh. Flipkart has supported local artisans and entrepreneurs by launching dedicated microsites, offering online training, and collaborating with initiatives like Skill India to equip them with the tools they need to scale their businesses sustainably. Flipkart's stall at Mahakumbh 2025 will further demonstrate its commitment to empowering artisans, weavers, and MSMEs by providing access to a pan-India market and fostering sustainable livelihoods. These efforts aim to bring the exceptional crafts, product diversity of Uttar Pradesh to a global audience while supporting the economic growth of local communities.

**Commenting on the partnership, Shri K. Vijayendra Pandian, IAS, Commissioner & Director, Directorate of Industries, Kanpur, Uttar Pradesh, said, "The UP Government's ODOP initiative is a testament to our commitment to promoting local craftsmanship and creating sustainable livelihoods. Flipkart's collaboration with the ODOP initiative amplifies this vision by offering artisans and entrepreneurs a robust digital platform to showcase their unique products to a national audience. This partnership underscores the state's dedication to preserving its rich cultural heritage while fostering economic growth and innovation. Together, we aim to empower local communities, enabling them to thrive in today's dynamic marketplace and contribute meaningfully to the state's development."**



**Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said,**

“As a proudly homegrown company, Flipkart remains deeply committed to celebrating and promoting India’s rich cultural heritage. Through our partnership with Uttar Pradesh’s ODOP program, we have enabled local artisans and MSMEs to scale their businesses and connect with customers across the country. Our partnership has played a vital role in empowering the underserved communities across Uttar Pradesh, with over 60% growth in UP Government’s ODOP products on our e-commerce marketplace platform. The Maha Kumbh Mela offers a unique platform to highlight these exceptional products while fostering economic opportunities for communities across the state. **We are grateful for the collaboration with the UP government in driving initiatives like ODOP that empower local talent and preserve cultural traditions.**”

Through initiatives like ODOP and Samarth, Flipkart continues to support local communities and create economic opportunities across Uttar Pradesh. In addition, Flipkart has been actively engaged in conducting multiple workshops across the districts of Uttar Pradesh such as Barabanki, Bulandshahr, Firozabad, Gorakhpur, Kanpur, Meerut, Sitapur, Unnao and Varanasi created a dedicated microsite for sellers, artisans, entrepreneurs on the Flipkart marketplace platform to list products, equip artisans and entrepreneurs with digital skills, helping them grow their businesses sustainably.

### **About the Flipkart Group**

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

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