



## **Flipkart and Assam Project on Forests & Biodiversity Conservation (APFBC) host workshop empowering State's entrepreneurs, artisans, and weavers through e-commerce**

- *Flipkart 'Samarth' and APFBC workshop was held as part of the **Buyer-Seller Meet 2025**, themed “**Developing Market Linkages for Products Made by Forest Communities**” under the Community Component implemented by PISA*
- *The workshop aimed to foster economic empowerment by equipping local businesses with insights, tools and knowledge about Flipkart's Samarth initiative, enabling them to leverage digital platforms and providing PAN-India market access*
- *Entrepreneurs and artisans gained valuable insights into the e-commerce landscape and market trends, equipping them with the knowledge to drive business growth effectively*

**Guwahati, Assam – January 21, 2025:** Flipkart, India's homegrown e-commerce marketplace, in collaboration with the **Assam Project on Forests & Biodiversity Conservation (APFBC)**, organized an orientation and onboarding workshop aimed at empowering cluster level federation, self help groups formed by APFBC with insights, knowledge about Flipkart's 'Samarth' program, benefits the program offers to entrepreneurs, enabling them to leverage digital platforms and providing PAN-India market access. APFBC shall be onboarded as a Samarth partner, thereby enabling livelihood generation for SHGs, CLFs associated through the sale of products. The workshop was held on 20th January at Aranya Bhawan in Guwahati, Assam, focused on economic empowerment through digital platforms and was graced by **Mr. Anurag Singh, Project Director, Assam Project on Biodiversity & Forest Conservation, Mr. Sunnydeo Chaudhary, Activity Director, Assam Project on Biodiversity & Forest Conservation, Flipkart leadership and other dignitaries.**

The workshop, focused on digital empowerment, engaged attendees, including artisans, bamboo and wooden product makers, and weavers from Guwahati. Participants gained valuable insights regarding Flipkart's Samarth programme and discussed several important aspects, including product listing and ways to conduct business effectively online. The session also highlighted training and capacity-building opportunities for the sellers and logistics and distribution support for their products.

**Speaking about the workshop, Mr Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said,** *“Our partnership with the Assam Project on Forests & Biodiversity Conservation underscores Flipkart's commitment to fostering digital inclusivity across the nation. Through this collaboration, we aim to create meaningful economic opportunities for artisans and entrepreneurs, equipping them to unlock the potential of e-commerce. With the Flipkart Samarth program, we strive to bridge gaps for underserved communities, empowering them to build sustainable livelihoods and thrive in the digital economy. By offering the right tools, guidance, and support, Flipkart is enabling small and medium businesses to become an integral part of India's journey toward inclusive growth.”*



**Flipkart Samarth has played a pivotal role in promoting underserved communities across India.** Launched in 2019, Flipkart Samarth is a nationwide initiative 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.

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