

Flipkart hosts orientation workshop in Kannauj, Uttar Pradesh, to empower rural women entrepreneurs, self-help groups

- *The workshop aims to equip rural women, artisans, and self-help groups (SHGs) with insights into leveraging e-commerce for business growth, enabling wider market access and economic empowerment.*
- *Flipkart has partnered with multiple state governments under its Samarth initiative to support rural entrepreneurs, women-led businesses, and marginalized communities in embracing the digital economy*

Kannauj, Uttar Pradesh – February 27, 2025: Flipkart, India's homegrown e-commerce marketplace, in collaboration with the **National Rural Livelihood Mission (NRLM)**, organized an orientation workshop aimed at empowering women entrepreneurs, artisans, and self-help groups (SHGs) by providing them with the knowledge and tools to expand their businesses through e-commerce. The event was graced by the **Honorable Minister of State for Social Welfare & SC/ST, Mr. Asim Arun, along with other dignitaries, including the District Magistrate, Chief Development Officer, and Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group.**

Held in Kannauj, Uttar Pradesh, a city steeped in history and famed for its timeless *attar* (perfume) craftsmanship, bustling bazaars, and rich cultural legacy, the workshop focused on strengthening the entrepreneurial capabilities of rural communities by educating them on Flipkart's marketplace offerings. Participants, including over 50 women entrepreneurs and SHG members, gained insights into digital commerce, product showcasing, and market expansion strategies. Through this initiative, Flipkart aims to enable artisans, weavers, and small business owners to access national markets and scale their businesses sustainably.

Speaking at the event, **Mr. Asim Arun, Hon. Minister of State for Social Welfare & SC/ST, stated,** *"Empowering rural women entrepreneurs and artisans is crucial to fostering economic independence and regional development. The knowledge and training imparted through this workshop will help them harness the potential of e-commerce and improve their livelihoods. Flipkart's efforts in this direction are commendable, and we look forward to more such collaborations that strengthen self-reliance among our communities."*

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, commented on the initiative, saying, *"At Flipkart, we are committed to driving inclusive growth by equipping local artisans, SHGs, and small entrepreneurs with the resources they need to succeed in the digital era. With our strategic investments in Uttar Pradesh and our wide marketplace ecosystem, we aim to strengthen local communities, MSMEs, farmers, and ancillary businesses by supporting their digital transformation journey. Today's workshop in Kannauj, Uttar Pradesh is another step in our ongoing efforts to empower India's rural economy by facilitating digital inclusion and access to e-commerce opportunities."*



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 by providing an inclusive, nationwide digital platform to help them develop the capabilities for earning a better living. The program has seen significant growth through strategic engagements and partnerships 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, 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.