



## **Flipkart expands digital inclusion in Andhra Pradesh through a dedicated Samarth workshop in Narasaraopet**

- *Over 70 women entrepreneurs, self-help groups, and students benefitted from Flipkart's Samarth Workshop in Narasaraopet*
- *Entrepreneurs gain in-depth knowledge on product listing, imaging, and supply chain management*

**Vijayawada, Andhra Pradesh – March 7, 2025:** Flipkart, India's homegrown e-commerce marketplace, hosted a workshop in Narasaraopet, Andhra Pradesh, to further its commitment towards empowering small businesses and artisans. The workshop aimed to serve as a key platform to foster entrepreneurship and digital inclusion among women self-help groups, entrepreneurs, and women students in the region. Andhra Pradesh, under the visionary leadership of **Sri. N. Chandrababu Naidu, Honourable Chief Minister of Andhra Pradesh** continues to drive initiatives that promote entrepreneurship and digital inclusion. The event was attended by **Shri. Lavu Sri Krishna Devarayalu, Honourable Member of Parliament, Andhra Pradesh Government** along with the Flipkart leadership.

The **workshop in Narasaraopet** witnessed participation from over **70 participants**, including **women entrepreneurs, self-help groups, and students**, offering hands-on training on leveraging digital commerce for business growth. The session included in-depth discussions on market access, optimizing product listings, enhancing product imaging, and streamlining logistics support to enable rural entrepreneurs to seamlessly integrate into the e-commerce ecosystem.

**Speaking at the workshop, Shri. Lavu Sri Krishna Devarayalu, Honourable Member of Parliament, Andhra Pradesh Government, said,** *“Andhra Pradesh has been at the forefront of fostering rural entrepreneurship. Initiatives like Flipkart's Samarth Workshop in Narasaraopet play a crucial role in equipping the region's women entrepreneurs, self-help groups with the skills and digital tools necessary to expand their businesses digitally. By integrating technology with traditional enterprises, we can unlock new economic opportunities, strengthen rural livelihoods, and contribute to the state's overall growth. The government remains committed to supporting such collaborations that drive inclusive and sustainable development across the state.”*

**Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said,** *“At Flipkart, we believe in democratizing access to e-commerce and empowering small businesses with the right skills, resources, and technology. The Samarth Workshop in Narasaraopet is part of our ongoing commitment to enable women entrepreneurs and self-help groups to harness the potential of digital commerce. We look forward to creating a lasting impact by driving economic inclusion and fostering entrepreneurship across Andhra Pradesh and beyond.”*

**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](mailto:media@flipkart.com)