



## **Flipkart Samarth Krishi and SERP Andhra Pradesh empower farmers and MSMEs with market access and digital growth opportunities**

- *Flipkart Samarth Krishi has positively impacted the livelihoods of over 3,000 small farmers through direct sourcing for its grocery offerings, besides conducting workshops to build capacity, orient, and train over 150 farmer-producer organizations and in turn, supporting over close to 2000 farmers by providing national market access, listing of farm-based products*
- *The workshop focused on equipping Farmer Producer Organizations (FPOs) with digital tools, industry insights, and strategic guidance to enhance their market presence and drive long-term business growth*

**Anantapur, Andhra Pradesh – April 04, 2025:** Flipkart, India's homegrown e-commerce marketplace, in collaboration with the Society for Empowerment of Rural Poverty (SERP), Government of Andhra Pradesh, conducted a workshop in Anantapur under the Flipkart Samarth Krishi initiative. The session, presided over by Shri Kodapalli Srinivas, Minister of MSME, Government of Andhra Pradesh, focused on equipping Farmer Producer Organizations (FPOs) with market insights, digital tools, and strategies to scale their businesses. The workshop also emphasized sourcing opportunities for Flipkart's private label Grocery business, enabling farmers and agribusinesses to tap into national market access.

As part of this collaboration, Flipkart Samarth Krishi has signed a Memorandum of Understanding (MoU) with SERP Andhra Pradesh to support MSMEs, agribusinesses, and farmer communities by providing them with strategic market linkages and e-commerce integration. This partnership aims to enable sustainable growth, livelihood generation, and economic inclusion for small businesses and farmers in the state.

Commenting on the collaboration, **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, said, *"Supporting small businesses and farmers through technology-driven solutions is an integral part of Flipkart's vision. Andhra Pradesh is one of the focussed region for us at Flipkart. By partnering with SERP, we are committed to equipping agribusinesses and rural entrepreneurs with the necessary tools, insights, and opportunities to expand their reach and succeed in the digital economy."*

Flipkart Samarth Krishi is an extension of the Flipkart Samarth initiative, launched in 2019, and 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 grown significantly 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.

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