



Flipkart collaborates with the Department of Agriculture, Government of UP; Hosts workshop in Varanasi, Uttar Pradesh to unlock growth opportunities via its 'Samarth Krishi' initiative

- *Flipkart Samarth Krishi has engaged with farmer communities across India to enable sustainable growth through e-commerce, supporting over **150 FPOs** with training on sourcing standards, digital readiness, and packaging, while creating direct market linkages that have benefited thousands of smallholder farmers.*
- *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*

Varanasi, Uttar Pradesh – May 22, 2025: Flipkart, India's homegrown e-commerce marketplace, in collaboration with the Department of Agriculture, Government of UP, conducted a workshop for FPOs, under the Flipkart Samarth Krishi initiative in Varanasi, Uttar Pradesh. The session aimed at equipping Farmer Producer Organizations (FPOs) with quality standards, sourcing processes, and digital integration insights to enable sustainable business growth and national market access. The workshop was attended by **Joint Director Agriculture, Mr Sailendra Singh, Deputy Director Agriculture, Mr Amit Jaiswal, Mr Yogendra Yadav from National Seeds Corporation, Mr Raj Shekhar from Nabkisan and Mr Ashish Singh State Agriculture Marketing Inspector from Directorate of Agriculture Marketing & Agriculture Foreign Trade.**

The workshop brought together FPOs from across Varanasi, Gorakhpur, and Bahraich, offering them a platform to engage with Flipkart's Grocery business leaders and Quality Assurance team. Discussions were centered on sourcing requirements for Flipkart's private label Grocery offerings, compliance norms including GST and FSSAI licensing, and aligning produce with national consumer expectations. The initiative also focused on building awareness among FPOs around aggregation, packaging, and quality benchmarks required for e-commerce partnerships. This engagement builds on Flipkart's larger vision of supporting farmer communities and agribusinesses by unlocking new growth opportunities through e-commerce. Through Flipkart Samarth Krishi, the platform has engaged with over 150 FPOs across India, and continues to onboard farmer collectives with the potential for direct sourcing, driving livelihood opportunities and rural inclusion.

Commenting on the collaboration, **Rajneesh Kumar, Chief Corporate Affairs Officer**, said, *"At Flipkart, we believe that connecting rural agribusinesses with digital commerce will drive inclusive and sustainable growth. Uttar Pradesh is a key region for us, and through our partnership with the Department of Agriculture, we are empowering FPOs with practical insights and sourcing access that enable them to thrive in the digital marketplace and truly transform rural livelihoods. We would like to thank all the dignitaries and officials from the Department of Agriculture, National Seeds Corporation, NABKISAN, and the Directorate of Agriculture Marketing & Agriculture Foreign Trade, whose support and participation have been instrumental in advancing this initiative."*



Flipkart Samarth Krishi is an extension of the Flipkart Samarth initiative, launched in 2019, and is a nationwide initiative to unlock 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.

For more information, please write to media@flipkart.com