



Flipkart expands digital inclusion in Andhra Pradesh through a dedicated onboarding workshop under the Flipkart Samarth initiative for MSMEs

- *The workshop aims to provide awareness about the ease of doing business online and providing wider market access, empowering artisans and women entrepreneurs to sell their products on the Flipkart platform*
- *Over the years, Flipkart has partnered with various state governments under its Samarth program to help underserved communities, local businesses, micro-enterprises, and self-help groups (SHGs) leverage the power of the digital revolution*

Ramachandrapuram, Andhra Pradesh - June 9, 2025: Flipkart, India's homegrown ecommerce marketplace, today organized an MSME onboarding workshop in partnership with the Government of Andhra Pradesh. The session aimed to empower local artisans, weavers, women entrepreneurs, and self-help by enabling them to become a part of India's growing digital economy. The MSME onboarding workshop provided the knowledge and tools to tap into the Flipkart marketplace and grow their businesses online. The event was attended by **Sri. Vasamsetti Subhash, Hon'ble Minister for Labour, Factories, Boilers IMS Dept. Government of Andhra Pradesh** and **Sri T Shiva Shanka Garu, Chairman, MSME Development Corporation, Government of Andhra Pradesh.**

The workshop organized in Ramachandrapuram, Andhra Pradesh, aims to strengthen the capabilities of local communities for self-employment and entrepreneurship. Placing a significant focus on providing information on Flipkart marketplace offerings, the workshop aimed to provide the communities of craftsmen, weavers, and artisans with national market access to grow their businesses. Workshop attended by Rural women entrepreneurs, micro-enterprises, and women-led Self-Help Groups (SHGs) from Ramachandrapuram participated in the orientation workshop led by Flipkart in partnership with the Government of Andhra Pradesh.

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, commented on the collaboration, saying, *"Flipkart has positively impacted over 1.8 million livelihoods across India, playing a crucial role in supporting local artisans and rural women entrepreneurs by offering them new growth opportunities through the e-commerce platform via our Samarth initiative. We are committed to further enhancing the livelihoods of artisans, MSMEs, SHGs, women-led enterprises, and artisans across India while building infrastructure across India and creating new livelihood opportunities. We are delighted by the positive reception at today's session and remain focused on creating more opportunities for the MSME ecosystem in the state of Andhra Pradesh and across India. Through Flipkart Samarth, our goal is to equip them with the necessary knowledge, tools, and access to national markets to help them grow their businesses online."*

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