

Flipkart and WE Hub host a dedicated workshop to empower women entrepreneurs through e-commerce

- *Women entrepreneurs from Hyderabad participated in the workshop to gain an in-depth understanding of the e-commerce landscape, product listing, logistics, pricing, seller protection fund and maximizing business growth*

Hyderabad - June 13, 2025: Flipkart, India's homegrown ecommerce marketplace, collaborated with WE Hub, a Government of Telangana initiative hosted a dedicated workshop to empower the women entrepreneurs with the insights and tools needed to scale their business through e-commerce.

The workshop was graced by **Ms. Uha Sajja, Associate Director, WE Hub** and **Dr. Tafeem Siddqui, Head Public Policy, Flipkart Group**.

The workshop focused on women entrepreneurs by enhancing awareness on the e-commerce opportunities and providing them with the tools needed to scale their businesses. With a strong emphasis on Flipkart's marketplace offerings, the session focused on key areas such as product listing, pricing strategies, and platform-specific insights, enabling the participants to tap into national markets effectively. Organized in collaboration with WE Hub, a Government of Telangana initiative, the orientation session held in Hyderabad witnessed the participation from over women entrepreneurs, further reinforcing the commitment to support women-led micro-enterprises in their growth journey and unlocking market access at scale.

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, commented on the collaboration, saying, *"At Flipkart group, we believe in the power of inclusive entrepreneurship and the role technology can play in amplifying it. This belief is the foundation of our partnership with WE-Hub, which gives women entrepreneurs access to digital marketplaces and knowledge resources to help them realize their full potential. The purpose of this workshop was to give WE-Hub entrepreneurs practical assistance in important areas like platform tools, pricing, and product listing. The WE-Hub community's robust participation reaffirmed the significance of these capacity-building programs. Our goal is to create an ecosystem that gives business owners, particularly MSMEs, women & rural entrepreneurs the tools they need to succeed in the e-commerce industry."*

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