



## Flipkart and Government of Punjab sign two MoUs to create opportunities for MSMEs and underserved communities

*Focused on creating business opportunities and enabling national market access for MSMEs and artisans and weavers*

**Chandigarh - December 5, 2019:** Flipkart, India's leading e-commerce marketplace, today signed two MoUs with the Government of Punjab to increase business and trade inclusion opportunities for MSMEs in the state. Through these MoUs, thousands of under-resourced sellers, artisans and weavers from Punjab will be onboarded to **Flipkart** through its '**Samarth**' initiative. Under this program, they will be brought into the e-commerce fold and will be provided national market access, training and support to grow their businesses.

Under the first MoU, Flipkart and the Punjab Bureau of Investment Promotion will focus on showcasing the hallmark products of the state of Punjab. In addition, select local artisans and weavers in the *Flipkart Samarth* programme will receive a host of benefits including incubation support.

The second MoU, directed at MSMEs, will ensure ease of onboarding, operating and scaling up for micro, small and medium enterprises in the state. To supplement this effort, Flipkart will conduct workshops in various cities of Punjab to build awareness amongst MSMEs about the benefits of e-commerce and make them cognisant of the support available to them. It will also help them align with best practices on brand building, marketing and order fulfilment, while guiding them through the process of onboarding, selection insights and cataloguing.

*"MSMEs, Artisans and small enterprises are an essential part of Punjab's vibrant economy and we are excited to partner with Flipkart to provide a stepping-stone for these communities to thrive and succeed online. Through the course of this partnership, Punjab's traditional arts and culture will gain wider visibility on the national stage and our MSMEs will get national market access. With the help of e-commerce, we aim to continue promoting the excellent skills and industrial prowess of the people of Punjab with the rest of the country," said **Mr. Rajat Agarwal, Chief Executive Officer, Invest Punjab***

*"We look forward to a fruitful partnership with the Govt. of Punjab to provide the state's numerous MSMEs, artisans and weavers the opportunity to showcase and sell their products to a pan-India customer base of over 200 million. We have constantly endeavored to help underserved communities break social and demographic barriers and become a part of the formal economy. We are grateful to the Govt. of Punjab for their support in bringing the benefits of e-commerce to the communities of woodwork, footwear and handloom artisans in the state. With every artisan or MSME that gets onboard Flipkart, we are a step closer to making*



*e-commerce even more inclusive for all Indians,” said Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group.*

Punjab is home to over 1.6 lakh micro, small and medium-sized enterprises, which are crucial drivers of job creation and economic growth, and reflects the enterprising spirit of the state. The developing e-commerce industry provides new business opportunities for these sellers, many of whom are unfamiliar with how to sell online, and do not get to interact with online marketplaces to clear their doubts regularly. To that end, Flipkart has recently initiated a program to conduct workshops across the country to address these pain points. Presently, the Flipkart marketplace has about 3,000 sellers from Punjab.

### **About Flipkart Group**

The Flipkart Group is one of India’s leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe. Launched in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India’s e-commerce revolution. With a registered customer base of over 200 million, offering over 80 million products across 80+ categories, Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra and Jabong, which hold prominent positions in the online fashion market, and PhonePe, India’s fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.

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