



## **Flipkart Commemorates the Success of its MSMEs & Artisan focused initiatives and Samarth Program that has Positively Impacted over 15 lakh Livelihoods**

- *Flipkart Samarth has grown its seller entities base by 300% over the last year and helped businesses grow by 300%*
- *Launches a book, 'Homegrown Heroes', a tribute to the thriving spirit of entrepreneurship and innovation in our nation*

**Delhi - August 10, 2023:** Flipkart, India's homegrown e-commerce brand, today celebrated the success of its initiatives to support MSMEs, artisans & weavers with initiatives like Flipkart Samarth, a program that aims to contribute to the socio-economic development of communities with a special focus on women and rural entrepreneurs, differently-abled entrepreneurs, artisans, and weavers across India while promoting traditional arts and crafts. On this occasion, Flipkart also launched a coffee table book - 'Homegrown Heroes' that encompasses the progress people have made across the spectrum and highlights how with the transformative power of e-commerce, no dream is too big or too far. The occasion was graced by the presence of Shri Vinod Kumar, President, India SME Forum. Flipkart sellers and artisans also joined the celebration.

India's rich social, economic, and cultural diversity generates abundant opportunities, motivating countless individuals to aim for a brighter future. Flipkart's Samarth program, launched in 2019, has positively impacted over 1.5 million livelihoods across the country by helping underserved communities leverage the power of e-commerce and gain access to a pan-India market. Under this program, training and time-bound marketing support is also facilitated to help these groups grow their businesses through e-commerce. Flipkart Samarth has grown its seller entities base by 300% over the last year and helped businesses grow by 300%. This was enabled through multiple strategic engagements with the State and Central ministries, departments, and entities across India.

The book, '*Homegrown Heroes - Inspiring stories of success and transformation through e-commerce*' is a wealth of success stories highlighting India's traditional craftsmen, weavers, and small business owners, who are shaping their futures through Flipkart Samarth. It presents a compilation of motivational narratives featuring people who embarked on their journeys with a vision, resolve, and a modest spark of inspiration, which evolved into prosperous businesses that have made a significant impact in the world of

online commerce. The book is a homage to the thriving spirit of entrepreneurship and innovation in our nation.

Commending the success of the Samarth program, **Shri Narayan Rane**, said, *“The Flipkart Samarth program perfectly aligns with the government's vision to empower and uplift MSMEs in India. The stories captured in Flipkart's coffee table book showcase the resilience, innovation, and determination of our homegrown entrepreneurs. It's inspiring to see Flipkart's commitment to fostering entrepreneurship and providing a platform for countless individuals to grow their businesses. We believe this initiative will continue to contribute to the socio-economic growth of our nation and will pave the way for a brighter future for all.”*

Commenting on the launch, **Shri. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart group**, said, *“With the Samarth program, Flipkart has evoked a greater sense of purpose by empowering individuals, regardless of their backgrounds, to establish their online businesses, create job opportunities for others, and secure employment. At present, the Samarth initiative has successfully connected with sellers spanning 28 states, giving millions of entrepreneurs the opportunity to tap into a nationwide market. As India celebrates Azadi Ka Amrit Mahotsav, our book - Homegrown Heroes - curates 75 real-life stories about the freedom of the human spirit, the success and satisfaction of earning a livelihood, and independence in every sense of the term.”*

As India marches towards a 20 trillion-dollar economy by 2047, Flipkart is working alongside the government by supporting small businesses (MSMEs) using technology to make online selling accessible and helping companies reach more customers through various initiatives. Further, the company is strengthening supply chains by building fulfillment centers and warehouses to boost local economies and create a sustainable ecosystem.

### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+, and Cleartrip.

Started in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered customer base of more than 450 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 11 lakh 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 lakhs of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns, which are customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

For more information, please write to [media@flipkart.com](mailto:media@flipkart.com)