



## Flipkart Samarth

Indian **E-commerce** company Flipkart has launched “**Flipkart Samarth**” initiative to bring **weavers, artisans** and makers of **handicrafts** on its online platform.

- Flipkart Samarth will support such artisans, weavers, etc, by on-boarding them and helping them in the process of selling their products on the internet.
- The initiatives and benefits under Flipkart Samarth include dedicated **support** for **onboarding, cataloguing, account management, business insights, dedicated seller support**, reduced commission where eligible, and **warehousing support**.
- ‘Flipkart Samarth’ will leverage increasing **internet penetration** in rural India to boost **entrepreneurship**.
- Flipkart Samarth will work closely with reputed **NGOs, Government bodies** and **livelihood** missions to reach a large number of **rural entrepreneurs**, with a special focus on **women-led** enterprises, **differently abled entrepreneurs**, artisans, and weavers, who often face obstacles such as lack of access to **working capital, poor infrastructure**, and **inadequate training**.
- Earlier, the **Tribal Cooperative Marketing Development Federation of India Limited (TRIFED)** and e-commerce giant Amazon have signed an agreement for selling tribal products on Amazon's global marketplace.

**[Source:BL](#)**

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