

Flipkart Samarth Program

August 1, 2020

Flipkart's Samarth programme that aims to support small businesses has seen a nearly **four times quarter-on-quarter growth since its launch in July 2019**. The firm's other marketplace segments have been typically growing at 1.5 times to two times on a quarterly basis since the past five to six years. The programme currently **supports over six lakh artisans, weavers and craftsmen across India** and is working towards bringing more such sellers to the platform.

Samarth Program

Flipkart, India's leading e-commerce marketplace launched the 'Flipkart Samarth' – a breakthrough **initiative aimed at bringing India's artisans, weavers, and handicrafts producers onto e-commerce. It has been designed to support the e-commerce journey for artisans from on-boarding until they reach familiarity with the process of selling online.** The host of initiatives and benefits under it include **dedicated support for onboarding, cataloguing, account management, business insights, dedicated seller support, reduced commission where eligible, and warehousing support.**

It is helping traditionally underserved communities access a pan-India market and engage with over 150 million customers. The initiative will **help Flipkart partner with the government and add impetus to various social empowerment schemes.** Flipkart Samarth will **leverage increasing internet penetration in rural India** to boost entrepreneurship.

It will **work closely with reputed NGOs and 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. Flipkart said it has also introduced a host of new benefits for the sellers which include a **commission waiver of 0% for the first six months** for any Flipkart Samarth seller onboarded to the platform. Further, they will be granted **free cataloguing support for a limited number of products, advertising credits for the first month** to help them garner prominent visibility on the platform among others.