

GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT
DEPARTMENT OF RURAL DEVELOPMENT

LOK SABHA
UNSTARRED QUESTION NO. 277
ANSWERED ON 30/11/2021

MOU WITH FLIPKART UNDER NATIONAL RURAL LIVELIHOOD MISSION

277. SHRI P.V. MIDHUN REDDY:
SHRI TALARI RANGAIAH:
SHRI N. REDDEPPA:
DR. BEESETTI VENKATA SATYAVATHI:
SHRI ADALA PRABHAKARA REDDY:

Will the Minister of RURAL DEVELOPMENT be pleased to state:

- (a) whether the Government has signed a Memorandum of Understanding(MoU) with Flipkart for partnership under the National Rural Livelihood Mission;
- (b) if so, the details thereof;
- (c) whether the Government has marketed the products earlier through State owned online E-commerce Platform as well as other commercial E-commerce Platforms; and
- (d) if so, the details thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(SADHVI NIRANJAN JYOTI)

(a) Yes Sir.

(b) A Memorandum of Understanding (MoU) is entered on November 2nd, 2021 between Ministry of Rural Development and Flipkart Internet Pvt. Ltd. to allow the Self Help Groups (SHGs) producers including the artisans, weavers and craftsmen to access national markets through the Flipkart Samarth programme.

The key features of MoU are as follows:

- i. SHG members and Clusters (geographical grouping of SHGs) will be provided training support for on-boarding products.
- ii. Waiver of all commission charges for selling on the platform for a period of 6 months
- iii. Cataloguing support for a maximum of 100 products per seller
- iv. Other benefits like support for warehousing and account management etc.

(c) Yes Sir.

(d) The Ministry in collaboration with Government e-Marketplace (GeM) has created “Saras Collection” as a Store Front in GeM for marketing of SHG products.

The States of Assam, Bihar, Chhattisgarh, Gujarat, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan,

Uttarakhand, Uttar Pradesh & West Bengal have supported SHGs in registering on the GeM portal.

Jharkhand has supported SHGs to register on Amazon and Flipkart while Kerala and Maharashtra have supported SHGs to register on Amazon.

The four States of Assam, Bihar, Kerala and Madhya Pradesh have developed e-commerce platforms to support SHGs; the details are provided below

S.No	State	Name of Site
1	Assam	Asomi
2	Bihar	Jeevika Shop
3	Kerala	Kudumbashree Bazaar
4	Madhya Pradesh	Madhya Pradesh Aajeevika Mart
