



Amazon India launches Mrignayani M.P.Govt. Emporium Kolkata

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Amazon.in to collaborate with Mrignayani M.P.Govt. Emporium Kolkata to enable over more than 5000 weavers from Madhya Pradesh to reach millions of Amazon customers in India

Bangalore, March 21, 2021: With a vision to empower and encourage the growth of artisans and weavers under Amazon.in's flagship 'Karigar' program, Amazon.in announced the launch of Mrignayani M.P.Govt. Emporium on its marketplace. Through this launch, Amazon.in hopes to provide an opportunity to over 5000 weavers from Madhya Pradesh, offering specialized products from their region to customers, and also positively impacting their lives and businesses. This initiative is driven by the intent to encourage digital inclusion and empowerment of the weaver community, opening more economic opportunities for them and promoting local entrepreneurship as well as job creation.

Sellers' part of Mrignayani M.P.Govt. Emporium Kolkata will be able to avail benefits such as discounted referral fees, support with shipping and delivery of products, imaging and marketing support, technical training, and business and sales support under the Karigar program. This association will also enable a possible expansion of the customer base for these weavers, bringing in greater recognition for their work and providing more employment opportunities. Mrignayani M.P.Govt. Emporium Kolkata will go live on the marketplace with a selection of close to 1000 products. Millions of Amazon.in customers from across the country can access and shop from a wide variety of unique products like Chanderi, Maheswari, Tussar sarees, dress material, furnishings, handicrafts, jewellery and gift items offered by these sellers.

"At Amazon, our vision is to empower and encourage the growth of artisans and weavers in our mission to bring all forms of Indian crafts online as we continue expanding the product selection for customers. The launch of M.P Government Emporium Kolkata is a testament to Amazon's commitment to enabling the artisan and weaver communities to help avail the benefits of selling online, grow and scale their businesses by offering easy access to a comprehensive suite of products and solutions offered to sellers on our marketplace. As we move forward, we aim to expand our seller base and selection, to support newer local art forms benefitting both craftsmen and consumers in the process," **said Pranav Bhasin, Director, MSME & Selling Partner Experience, Amazon India.**

Shri Om Prakash Sakhlecha, Hon'ble Minister of MSME, Government of Madhya Pradesh said, "Local tribes and communities in Madhya Pradesh produce a rich volume of handicraft and textile products. Our partnership with Amazon will help in building awareness and recognition for not only Madhya Pradesh's rich textile and handloom legacy but also equip the local artists and weaver community to build their business for a larger network of consumers. Mrignayani specializes in Madhya Pradesh's unique art forms such as Chanderi fabric, Maheswari fabric, Dokra metal craft. Mrignayani is planning to list over 1000 products from these crafts this month on Amazon Karigar."

Launched in 1986 as a joint initiative of Govt. of Madhya Pradesh and Govt. of West Bengal, Mrignayani M.P.Govt. Emporium Kolkata is operated by M.P.Laghu Udyog Nigam Ltd. (M.P.Govt.Undertaking). The Corporation is devoted to the development of small Scale Industries of the State. It encourages, promotes and directs their growth by providing marketing assistance. Emporium activity is one of them. **Emporium provides an opportunity for weavers and artisans to sell their products.**

"Mrignayani M.P.Govt. Emporium Kolkata is delighted to associate with Amazon.in as the online marketplace. The launch on Amazon.in Karigar will help over more than 3k of State and 2k of other state artisans and weavers to reach millions of Amazon customers. We believe that our partnership with Amazon.in will not only promote entrepreneurship but also build awareness about the rich heritage of Madhya Pradesh's unique art forms **i.e. Chanderi, Maheswari, Dokra**" **said Shri Bhaskar Lakhakar, MD Madhya Pradesh Laghu Udyog Nigam**

Since the launch of the Amazon Karigar program in 2017, Amazon.in has onboarded more than 3500 master weavers, co-operatives, artisans and APEX bodies to sell online. The program has made a difference in the lives of over 10 lakh artisans and weavers across 20 states and union territories. Amazon.in has also collaborated with 25 Government Emporiums and 5 Government bodies to showcase authentic crafts to craft lovers and increase market connectivity. Today, Karigar showcases over 60,000 products, including 270+ unique arts and crafts from over 20 states, and provides Indian handicraft and artisan communities' enhanced visibility by enabling them to sell their products to a large customer base and get an appropriate price for their offerings.

About Mrignayani M.P.Govt. Emporium Kolkata:

Mrignayani M.P.Govt. Emporium Kolkata is located at Dhakshinapan Dhakuria Complex, Exclusive Handloom & Handicraft market. It is spread over 2000 sq. ft area and maintain a good ambience for shopping. The emporium is opened in the year 1986. During this period gained the trust of the art-loving people of Bengal. Apart from M.P State Weavers & Craft products, other state quality products are also available i.e. Gadwal Sarees, Kantha Stitch, Kalamkari etc. **Mrignayani M.P.Govt. Emporium Kolkata** has regular customers from overseas also. Mrignayani's products are ethnic as well as contemporary.

About Amazon.in

The Amazon.in marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). Amazon.in seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.

For more information, visit www.amazon.in/aboutus

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About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct

Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.

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