



Amazon India Signs MoU with Council of Handicrafts Development Corporations (COHANDS) under the Karigar Program

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- Over 50,000+ artisans and weavers associated with over 100 craft clusters to be benefitted through this association, under Amazon Karigar Program

Bengaluru, 10 August 2022: Amazon India today announced that it has signed an MoU with the Council of Handicrafts Development Corporations (COHANDS), an apex body of 30 Central/State Government Handicrafts & Handloom Development Corporations, established in the year 1983-84, under the aegis of Government of India, Ministry of Textiles, Office of Development Commissioner (Handicrafts). Through this collaboration, Amazon India aims to empower the growth of over **50,000** artisans and weavers associated with over **100 craft clusters** and specific interventions across India under the Amazon Karigar program. The collaboration will also positively impact **55 artisanal clusters** which are funded by the Ministry of Micro, Small, and Medium Enterprise's (MSME's) flagship project Scheme of Fund for Regeneration of Traditional Industries (SFURTI). This initiative is driven by the intent to encourage digital inclusion and empower the artisan and weaver community, offer economic opportunities by becoming Amazon sellers, as well as job creation, as part of the Amazon Karigar Program.

Sellers joining the Amazon Karigar Program through this association will be able to avail a host of benefits such as reduced referral fees, training support for shipping and delivery of products, imaging and marketing, technical know-how, and business and sales. This association will also enable a possible expansion of the customer base for these Amazon Karigar enrolled sellers bringing in greater recognition for their work and providing more employment opportunities. Millions of Amazon.in's customers from across the country can access and shop from a wide variety of over 500 varied products, manufactured by these artisans and weavers, which include products from beaten metal, bamboo, pottery, and zardozi, amongst others.

Sumit Sahay, Director, Selling Partner Services, Amazon India said, "India is known for its handicraft and handloom industry across the world, and it is imperative to support the growth of artisans and weavers, who are the flagbearers of India's rich heritage and culture. In line with our commitment to digitize 10 million SMBs by 2025, we're excited to ink this MoU with COHANDS and bring these artisans and weavers under the e-commerce fold. In addition to accelerating the growth of artisans and weavers, the Karigar Program is driven by the intent to expand product selection by bringing in local art forms to make Amazon.in marketplace selection truly representative of India's rich culture."

V. P. Thakur, Executive Director COHANDS and Regional Director o/o DC(H), Ministry of Textiles, Government of India, said "MSMEs are India's growth catalyst and aided with the right tools, technology, and insights, they can play a definite role in accelerating the growth of the Indian economy. This is an important development towards empowering thousands of artisans and weavers associated with COHANDS. Access to e-commerce through Amazon.in will offer unlimited opportunities for them to grow and scale their business. This collaboration with Amazon India will provide them with an effective medium to showcase their products on the Amazon.in marketplace, helping them become a part of India's digital economy."

Mohammad Fazal, Technical Advisor, COHANDS said, "Our collaboration with Amazon will play a pivotal role in enabling over 50K artisans and weavers associated with COHANDS to accelerate their business growth. Amazon's logistical prowess and vast customer base will open up a whole new world for our craftspeople to scale their businesses across India and the world. Living in a digital world, it has become imperative for us to make use of digital facilities and tools to provide opportunities for our artisans and weavers to contribute effectively to the digital economy. We're thrilled to have joined hands with Amazon as the marketplace to help us realise this vision."

Since the launch of the Amazon Karigar program in 2017, Amazon.in has on boarded more than 4500 sellers including master weavers, co-operatives, artisans, brands and APEX bodies to sell online. The program has made a difference in the lives of over 15 lakh artisans and weavers across India. Amazon.in has also partnered with over 30 Government Emporiums and 5 Government bodies to showcase authentic crafts to craft lovers and increase market connectivity. Today, Karigar showcases over 2 lakhs+ products, including 470+ unique arts and crafts from across the country.

About COHANDS

Council of Handicrafts Development Corporations (COHANDS) was established in the year 1983-84 under the aegis of Government of India, Ministry of Textiles, Office of Development Commissioner (Handicrafts). COHANDS is an apex body of 30 Central/State Govt. Handicrafts Development Corporations with its well-knit members throughout the country. COHANDS assists grass-root level organizations, NGOs, Self Help Groups, and small entrepreneurs engaged in handicrafts for the promotion of handicrafts.

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, attractive 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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