

Uttar Pradesh: Banarasi handicrafts now on e-commerce portal

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VARANASI: Bringing the products of city artisans and weavers on a global platform through e-commerce portal, the district administration Varanasi, UP government and Flipkart signed a memorandum of understanding (MoU) here on Sunday.

The MoU was signed at a function held at Padma Vibhushan Girija Devi auditorium Chowkaghat in the presence of Union minister of state for micro, small and medium enterprises (MSME) Bhanu Pratap Singh, additional chief secretary MSME Navneet Sehgal, UP minister Ravindra Jaiswal, divisional commissioner Deepak Agrawal, joint commissioner industries Umesh Kumar Singh and Flipkart's chief corporate affairs officer Rajnish Kumar.

The Union minister said that power technology has enabled availability of MSME product globally. Consumers across the country will be able to purchase products of states like Banarasi sari, metal and other handicrafts through e-commerce portals easily.

Sehgal said that as weavers and small artisans are equally important components of the economy like big industries, all measures are being initiated for their upliftment. Highlighting the chief minister Yogi Adityanath's decisions like introduction of Vishwakarma Shram Samman Yojana, he said that scheme aims to encourage the artisans engaged in small industries. Loan facilities are also available by the government, he said, adding that new initiatives are also being taken to ensure that they get the right platform for their products. This company has already sold products of weavers and artisans worth Rs 1,600 crores last year, he added.

About Flipkart's vision Kumar said, "We are helping lakhs of weavers, artisans and traders to adopt e-commerce. We feel proud of generating opportunities and employment in UP." He also highlighted previous initiatives of company to promote MSME, weavers and artisans of UP and other states.