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AMAZON INDIA SIGNS PACT WITH GUJARAT TO BOOST EXPORTS

New Delhi, Aug. 7: Amazon India on Monday said it has signed a memorandum of understanding (MoU) with Entrepreneurship Development Institute of India (EDII) and the Cottage and Rural Industries Department (Gujarat), to drive e-commerce exports from the state.

Amazon will focus on bringing weavers, artisans and other micro, small and medium enterprises from Gujarat on Amazon Global Selling, the e-commerce exports programme.

“One of our priorities has been to boost exports from Gujarat and through this partnership with Amazon, we aim to empower MSMEs in Gujarat to embrace e-commerce exports,” said Gujarat MSMEs minister Balwantsinh Rajput.

The department will identify about 1,000 artisans in handloom and handicrafts through its Hastkala Setu Yojana programme.

Focus will be on training and workshops on B2C e-commerce exports, educating artisans on registering and listing products to sell on more than 18 Amazon Global Marketplaces and tools for making exports easier.

Director of global trade at Amazon India Bhupen Wakankar said the collaboration is a step towards helping MSMEs, weavers and artisans across the state grow their business globally through e-commerce exports. —PTI