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Amazon India signs MoU with 'EDII' and Cottage & Rural Industries Dept., Govt of Gujarat to boost exports from Gujarat

Vadodara, On the occasion of National Handloom Day, Amazon India today signed a Memorandum of Understanding (MoU) with the Entrepreneurship Development Institute of India (EDII), and the Cottage and Rural Industries Department, Government of Gujarat, to help drive e-commerce exports from the state. The MoU was signed at the State Crafts Award Ceremony and ODOP Exhibition in Akota Stadium Vadodara in presence of Shri. Balwantsinh Rajput, Hon'ble Minister, Industries, Micro, Small and Medium Industries, Cottage, Khadi and Rural Industries, Civil Aviation, Labour and Employment, Shri Jagdish Vishwakarma, Hon'ble Minister of State, Co-operation, Salt Industries, Printing and Stationery, Protocol (All Independent Charge), Micro, Small and Medium Industries, Cottage, Khadi and Rural Industries, Civil Aviation and Shri. Pravin Solanki, Secretary and Commissioner, Cottage and Rural Industries

amongst others.

As part of the MoU, Amazon will focus on bringing weavers and artisans as well as other micro, small and medium enterprises (MSMEs) from Gujarat on Amazon's ecommerce exports program called Amazon Global Selling. This will enable them to sell their unique 'Made in India' products to hundreds of millions of Amazon customers across 200+ countries and territories. The Cottage and Rural Industries Department will identify more than 1,000 artisans from Gujarat in the handloom and handicraft sector through Hastkala Setu Yojana, one of its flagship programs, who are interested in scaling their business through exports and enable them to attend the workshops and training programs. Amazon and EDII will conduct training sessions, workshops, and awareness sessions on B2C e-commerce exports for the artisans from across the state.

Balwantsinh Rajput, Hon'ble Minister, Industries, Micro, Small and Medium Industries, Cottage, Khadi and Rural Industries, Civil Aviation, Labour and Employment said, "One of our key priorities has been to boost exports from Gujarat and through this partnership with Amazon, we aim to empower lakhs of MSMEs in Gujarat to embrace e-commerce exports. It will help them leverage Amazon's global presence to showcase their products to customers across the world. MSMEs taking their local products to global customers will play a critical role in supporting the local economy and display the strength of the state's culture and heritage as well as our manufacturing and innovation capabilities."

Jagdish Vishwakarma (Panchal), Hon'ble State Minister, Gujarat said, "This collaboration with Amazon is a great integration of culture, technology and economy. One of our biggest pri-

orities is to boost exports from Gujarat and working with Amazon Global Selling, MSMEs and weavers & artisans of Gujarat, we will be able to showcase their products to customers across the world."

Bhupen Wakankar, Director Global Trade at Amazon India, said, "This collaboration is a key step towards helping lakhs of MSMEs and weavers & artisans across the state grow their business globally through e-commerce exports. Gujarat is already one of the top exporting states on Amazon Global Selling with 12,000 exporters coming from big and small cities across the state.

Dr. Sunil Shukla, Director General, Entrepreneurship Development Institute of India (EDII): Our focus remains on enabling small businesses with the right skill sets and training as well as creating networking forums for them to learn from like-minded individuals and industry experts.