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Amazon India Inks Pact With EDII, Guj Govt To Boost State's Exports

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Amazon India on Monday said it has 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.

Amazon will focus on bringing weavers, artisans and other micro, small and medium enterprises (MSMEs) from Gujarat on Amazon Global Selling, the e-commerce exports programme. Gujarat Minister for MSMEs, Cottage, Khadi and Rural Industries Balwantsinh Rajput 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."

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