

Amazon India signs pact with Gujarat Govt, EDII 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."

The Cottage and Rural Industries Department will identify about 1,000 artisans in handloom and handicrafts through its Hastkala Setu Yojana programme.

Amazon and EDII will conduct hybrid (in-person and online) training sessions and workshops on B2C e-commerce exports, educating the artisans on registering and listing their 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 key step towards helping lakhs of MSMEs, weavers and artisans across the state grow their business globally through e-commerce exports.

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