

Amazon rolls out 'Saheli' for women entrepreneurs

Selling Programme To Give Access On Marketplace

Nirupa.Vatyam
@timesgroup.com

Hyderabad: Amazon India on Tuesday announced the launch of Amazon Saheli, an exclusive selling and awareness programme for women entrepreneurs across the country. In collaboration with Self-Employed Women Association (SEWA) and Impulse Social Enterprise, Saheli will offer women entrepreneurs access to nationwide customers on the Amazon India marketplace.

Thousands of women entrepreneurs associated with these partner organisations will be able to offer their products to Amazon.in customers through a dedicated storefront — 'The Saheli Store'.

The store will feature unique products produced locally by these women entrepreneurs. Initially comprising handicrafts, apparel, handbags and home decor items, the store will scale up to onboard women entrepreneurs selling in different product categories.

"E-commerce is an important enabler for small businesses offering tremendous opportunities to women entrepreneurs to benefit from the digital economy. We are delighted to join hands with partner organisations for a social cause and through Amazon Saheli we aim to bring a change in the lives of thousands of women entrepreneurs with the help of our partners," said Gopal Pillai, director & GM (seller services), Amazon India.

Besides offering the registered women entrepreneurs a wider reach to customers, Amazon Saheli will help them gain logistics and fulfilment facilities to help their businesses expand. Women entrepreneurs under the programme will be able to enjoy benefits such as subsidised referral fees, free imaging & cataloguing during launch, account mana-

gement & post-launch support, and enhanced discoverability & differentiation of products through specialised storefronts.

Reema Nanavati, who leads SEWA, said, "We at SEWA believe in young women's entrepreneurship using e-commerce. With minimal cost, e-commerce gi-

OPIC may invest in infra, energy

Hyderabad: United States Overseas Private Investment Corporation (OPIC) president and CEO Ray Washburne said OPIC is open to investing in infrastructure, energy and other critical sectors. Washburne said OPIC has entered into an MoU with Japan Bank for International Cooperation (JBIC) to promote lending for small businesses in the Indo-Pacific region. TNN

ves you reach to newer markets nationally and internationally. It builds economic security, brings dignity and self-respect to young women entrepreneurs. SEWA is happy to partner with Amazon, which shares the same vision to not only provide women entrepreneurs access to millions of new customers and become economically secured and will generate employment opportunities for many more young women."

Amazon Saheli will be conducting extensive training and skill development workshops to help women entrepreneurs understand nuances related to online selling and develop skills & capabilities necessary to grow their business on Amazon.in. The training workshops will comprise sessions on the listing of products, imaging & cataloguing, packaging & shipping, inventory & account management and customer service, to name a few.