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Government of India

Ministry of Housing & Urban Affairs

DAY-NULM Division

235-C, Nirman Bhawan, New Delhi

Dated: 09.03.2020

To,

Mission Directors,  
All States/UTs.

**Sub: On-boarding of SHG products on Amazon – reg.**

Madam/Sir,

As you are aware that one of the key activities identified for the Shehri Samriddhi Utsav 2020 is on-boarding of high-quality products of SHGs on e-Commerce portals with the objective to provide wider market access and enable income augmentation. In this regard, MoU with Flipkart was signed (refer advisory dated January 14, 2020) and the preparatory activities for on-boarding in the identified clusters are at an advanced stage.

2. In continuation of the same, an MoU has been signed with Amazon on 5.3.2020 to facilitate the onboarding of these SHG products onto the Amazon Saheli storefront (*Copy enclosed*).

3. As part of the on-boarding exercise, the States need to complete the following Seller-point related activities:

- a. Identification of the Center/warehouse and providing the pin-code details
- b. Arranging suitable insurance cover of the Center
- c. Placing a 'Nodal Officer' to manage the operations of the centre & seller accounts
- d. Opening of a dedicated Seller-wise Bank Account (preferably a Current Account), PAN and GST registration
- e. Identifying and profiling of SHGs producing commodities for sale on e-commerce portals as per the format circulated
- f. Ensuring that the items under food products category have FSSAI certification, and all information required as per the primary packaging guidelines of FSSAI
- g. Obtaining a list of articles that are to be stored at the Center from each participating city/cluster.

Many of the States may have completed some of the activities listed above for the on-boarding of the products on 'Flipkart Samarth' storefront. The

other states are requested to expedite the process.

4. In the context of on-boarding of SHG products on Amazon Saheli storefront, the following activities are to be undertaken as per the MoU:

- i. Organising Capacity building for each Cluster in collaboration with Amazon
- ii. Completing seller account registration on e-commerce portal(s)
- iii. Imaging and cataloguing of the products, with the help Amazon along with maintenance of requisite inventory of the products at the Center
- iv. Listing of products on Amazon Saheli storefront (on-boarding)


5. Advisories have already been issued on various aspects. The already notified Nodal Officer shall handle the operations of the seller account and on-boarding on Amazon as well. The Seller accounts on e-Portal will be credited with the payment as per the timelines, terms and policies of Amazon. The State Missions shall ensure transferring of the amounts due to the respective producer SHGs immediately. States are also required to ensure that adequate IEC activities regarding this initiative are taken up and to share high resolution photographs of the activities with the Ministry.

6. With regard to activities identified in para 4 above, States are requested to initiate actions immediately. The States may identify about two dates for organizing the trainings to the Ministry, so that the final date is firmed up with Amazon.

7. All States to complete the process of on-boarding on Amazon on or before March 28, 2020. All communications relating to this initiative may be addressed to jogindra.nmmsep@gmail.com (+91 7703842519) and also pratibha.ahuja@nic.in .

Enclosed: As above.

Yours Sincerely

  
09/03/2020  
Yogender Singh  
Director (NULM)