



# BUILDING INDIA TOGETHER

*Nurturing a Better Tomorrow*





## KALYAN KRISHNAMURTHY

CEO, Flipkart Group

As we celebrate the second year of the Flipkart Foundation, we remain committed to our mission of creating profound social impact and uplifting underserved communities across the country. We recognise that true change cannot happen in isolation. It requires collaboration, partnership, and a shared vision. By working together, we can transform aspirations into reality, leaving a lasting impact.





# RAJNEESH KUMAR

Chief Corporate Affairs Officer, Flipkart Group  
Board Member, Flipkart Foundation

I am proud to present the second edition of the Flipkart Foundation Compendium—a powerful reflection of an unwavering commitment to building a more inclusive and equitable India.

This compendium highlights the impact of our mission on skill development, improved market access for entrepreneurship, environmental responsibility, and community development. These are critical to the nation's growth, and each initiative we undertake here is a step toward our vision for a better future for everyone.

Within these pages, you will discover stories about the transformation of real lives across India, the creation of opportunities, and the reimagining of futures. You can discover the impact of technology, resources, and a shared vision coming together to create lasting, positive social change.

Our focus on core pillars like skill development and entrepreneurship empowers under-served people to shape their economic destinies. Our environmental initiatives have fostered sustainability in our communities, while our disaster relief efforts have provided hope and critical support in times of need.

I am deeply grateful to the communities and implementation partners for coming together to lay the foundation for sustainable, long-term change.

As we move forward, we remain firm and committed to expanding our reach and influence and contributing to a stronger, more resilient, and empowered India.



# JEYANDRAN VENUGOPAL

Chief Product and Technology Officer, Flipkart  
Board Member, Flipkart Foundation

It is with great joy that I present the second edition of the Flipkart Foundation Compendium—a vibrant showcase of our journey towards our vision of Building India Together.

Since its inception, the Flipkart Foundation has remained unwavering in its commitment to bring about meaningful, lasting change. Our successes over the past year have laid a strong foundation, catalysing change through transformative projects, reliable and trusted partnerships, and an inclusive platform for all stakeholders to participate and thrive.

This year's compendium celebrates the accomplishments of our on-ground community and highlights the enduring partnerships that have supported sustained impact. The power of collaboration is central to our mission. Our collective success would not be possible without our partners, and their dedication empowers us to scale and deepen the reach of our programs.

Beyond an ode to our on-ground communities, this compendium is a testament to the possible good we can bring about together. From the outset, we've been audacious in our vision to promote inclusive, equitable, and sustainable growth. We've set bold goals and worked tirelessly to attain them. Today, we're more determined than ever to engage, achieve, and impact more. The stories of change and transformation fuel our passion, as does the unwavering support of our partners.

Thank you for being a part of our journey.



# TRANSFORMING LIVES AND BUILDING A BRIGHTER FUTURE

The Flipkart Foundation is dedicated to empowering marginalised communities and underserved sections of the society. Our efforts aim to bolster capacity building and create sustainable socio-economic development at grassroots levels.

Our interventions focus on four priority areas which also further the Sustainable Development Goals (SDGs) for 2030:

## **Improved Market Access Through Entrepreneurship**

The informal sector is India's largest source of employment but remains vulnerable due to limited access to wider markets. Through our efforts, we seek to provide them with timely access to formal markets while preserving and promoting traditionally invaluable art forms.

## **Skill Development**

With a huge demographic dividend, skill development is the most essential aspect of socio-economic development in India. The

Flipkart Foundation works to transform the lives of individuals from marginalised sections of society so they are empowered to pave their way to growth.

## **Environmental Responsibility**

We all share a responsibility to protect, nurture, and improve our environment. Through targeted on-ground preventions and education, we work to inculcate environmental sustainability as a core part of everyday life.

## **Community Development**

Community remains a core stakeholder for us as a part of all our interventions. Under this pillar, the Flipkart Foundation enables the growth of communities through Interventions like offering aid for those facing natural calamities or targeted projects offering developmental support.

## OUR APPROACH TO IMPACT

We work together to develop and deliver practical solutions for various pressing issues. Our interventions promote inclusion, scalability and sustainability and we seek to uplift the marginalised and underprivileged sections of society by:

- Supporting micro and nano industries/entrepreneurs to streamline access to dignified livelihoods
- Encouraging inclusive skill development and vocational training to make a small improvement to India's skill landscape
- Raising awareness of regenerative and eco-friendly practices that benefit the environment
- Promoting healthier living standards and stopping the use of harmful actions that go against nature
- Providing aid during natural calamities in the form of ration kits, medical equipment, fundraising, and mobilizing employee and customer contributions
- Promoting research and innovation focusing on the problems that India faces
- Focusing on holistic personal development to enable underserved communities to succeed into independent, self-sustaining citizens





# LEAVING NO ONE BEHIND

A nation as socially and economically diverse as India can only realise its fullest potential when progress embraces every individual, leaving no one behind. At Flipkart Foundation, we steadfastly believe that true nation-building happens when each person, regardless of circumstance, is given the opportunity to learn, grow, and thrive.

Real change takes root at the grassroots, where the heartbeat of the nation lies. Our mission is to nurture this change by creating an environment of inclusive, just, and sustainable growth that uplifts underserved people of society.

While focusing on marginalised communities in India, we are always cognizant of the big picture, ensuring that our initiatives align with national priorities and the UN Sustainable Development Goals (SDGs) for 2030. Through our efforts in Improved Market Access Towards Entrepreneurship, Skill Development, Environmental Responsibility, and Community Development, we strive to bridge the gaps and pave the way for a brighter, united future.

## OUR VISION

*Facilitate an inclusive, equitable, empowered, and sustainable society in India*

## OUR MISSION

*Have grassroots-level, at-scale and institutionalised impact towards driving sustained livelihood and growth opportunities in India*

# FLIPKART FOUNDATION’S FOCUS AREAS

IMPROVED MARKET ACCESS  
TOWARDS ENTREPRENEURSHIP

ENVIRONMENTAL  
RESPONSIBILITY

SKILL  
DEVELOPMENT

COMMUNITY  
DEVELOPMENT



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# BUILDING A BRIGHTER FUTURE WITH A BFSI TRAINING PROGRAM



To bridge the employment barriers that underserved youth face, the Flipkart Foundation partnered with Smile Foundation in 2023 to launch the BFSI [Banking, Financial Services, and Insurance] Skill Development Program across Hyderabad and Bengaluru. This program empowers underserved youth with industry-specific skills crucial for specialised BFSI careers.

Through this partnership, the Flipkart Foundation and Smile Foundation aim to create a more inclusive India where youth have the tools to dream, grow, and succeed in a competitive job market.



## FROM DOUBT TO DETERMINATION: SANTHOSHI'S RISE TO SUCCESS

Hailing from a modest home in Telangana, Santhoshi dreamt of becoming an empowered and independent young woman who could also shoulder the responsibility of providing financial support to her family. Despite earning her degree, job interviews ended in rejection, and hope began to fade.

Everything changed when a friend handed her a pamphlet for Smile Foundation's BFSI training program, supported by the Flipkart Foundation. Eager to make her mark and encouraged by her family, Santhoshi decided to give it a shot. While Santhoshi was quick to grasp concepts, her lack of confidence stood in the way.

However, with support from her trainers, mock interviews, and career counselling, she overcame these barriers. Slowly but surely, she found her voice, and upon completing her training, she secured an intern position at Muthoot Finance, earning ₹20,000 a month. Today, with a stable job and self-confidence, Santhoshi can support her family and is determined to pursue her dream of clearing government banking examinations.





“During the course, I learnt about the essentials of banking, finance, and insurance, as well as how to present myself confidently and eloquently during interviews. I thank Smile Foundation and the Flipkart Foundation for helping me believe in myself, and I hope to inspire others like me to chase a brighter future with perseverance,” says an optimistic Santhoshi.



## POWERED BY CONFIDENCE: K. MAHESHWARI'S JOURNEY

In the bustling Rasoolpura slum in Hyderabad, where dreams often yield to survival, Maheshwari faced life's trials head-on. Her father's meager income as a daily wage labourer was insufficient to meet the family's needs. As the eldest of three sisters, she had the responsibility of being the primary financial contributor.





# UNLOCKING OPPORTUNITIES WITH **DIGITAL LITERACY:** BRIDGING THE DIVIDE WITH PRATHAM INFOTECH FOUNDATION

When she joined Smile Foundation's BFSI course, the clouds of self-doubt began to clear. With her bright mind, she could understand financial concepts quickly, and after completing the course, she landed a job as a loan processor at Manappuram Gold Loans. Her first salary brought her family much-needed financial relief and was a moment of pride she'll cherish forever. Today, Maheshwari dreams of continuing her education and pursuing an MBA with aspirations to work in a prestigious bank.

“*The BFSI course is a great opportunity for people like me who come from poor families. I will always remember the clothes I bought for my sisters with my first salary! I wholeheartedly thank Smile Foundation and the Flipkart Foundation, and I hope they continue to support and uplift more people,*” Maheshwari says.

In a world that is rapidly embracing digital innovation, access to technology has become a gateway to opportunity. Empowering underserved youth with essential digital skills is the key to tackling the digital divide in India. With the mission of 'e-education for all', Pratham InfoTech Foundation (PIF) offers IT training and educational programs to equip youth for the future.

Through its partnership with the Flipkart Foundation, PIF launched the Digital Literacy and 21<sup>st</sup> Century Skills for Employability project in Mumbai and Gurugram, transforming the lives of underprivileged youth. This initiative equips participants with the skills and confidence to succeed in a tech-driven world. Stories like those of Ankit and Ruchi highlight the profound impact of this intervention on marginalised communities, offering a future full of opportunities for India's youth.







In Gurgaon's Basai village, skyscrapers tower over farms and mud houses – a sight that embodies the struggles of youth like Ankit Kumar. Despite living close to one of India's fastest-growing technological hubs, the weight of unfulfilled ambitions and financial struggles hung heavy on Ankit's shoulders.

Motivated by the promise of robust training and the hope of securing a job, Ankit enrolled in PIF's free *Digital Literacy and 21<sup>st</sup> Century Skills for Employability* training course. Here he gained not only technical skills but also discovered the power of soft skills—something he had never realised was so vital. The access to a laptop helped him boost his digital competency and secure a job with a steady and significant income. Today, Ankit proudly saves for his future education, helps his siblings pursue their studies, and contributes to his family's finances.

## BREAKING BARRIERS: ANKIT'S PATH TO EMPOWERMENT



“Throughout the course, the guidance and resources provided were invaluable. Soft skills, in particular, opened new doors for me. With my new skills and income, I plan to fulfill my dream of becoming a pharmacist one day,” says Ankit.



## RUCHI'S TRANSFORMATION: FINDING CONFIDENCE AND INDEPENDENCE



Ruchi Yadav, a 21-year-old from Antop Hill, Mumbai, transformed her life through a digital literacy program, unlocking opportunities she never thought possible. Her father, a taxi driver, and her mother, a homemaker, did their best for her, but Ruchi struggled to get a job.

Her life took a turn for good when a teacher from PIF visited her neighbourhood and introduced her to this course. Though initially skeptical of a free course, Ruchi joined the program and soon gained practical skills to navigate the professional world better. For the first time in her life, Ruchi stepped out of her home to work, securing a job in a bank as part of the backend team handling card dispatches. Earning an annual salary of ₹3.20 lakhs, Ruchi now feels capable and independent.

“When you earn, you realise you have potential. Today my family feels proud of me, and I believe that good things will come my way,” Ruchi says.





# PLANTING THE SEEDS OF CHANGE: SAVING INDIA'S ENDANGERED ECOSYSTEM WITH SANKALPTARU FOUNDATION

India's diverse ecosystems, thriving with rich flora and fauna, are the lifeblood of countless rural communities that rely on them for survival. Among these vital ecosystems is the Sundarbans, a sprawling mangrove forest that shelters endangered species and provides a crucial shield for millions of coastal inhabitants. However, like many other ecosystems, these forests face growing threats from climate change and environmental degradation, with floods and cyclones frequently wreaking havoc. The barriers that protect the community from the river's flooding have failed to restrain its waters, often prompting people to abandon their homes and move to other regions for a greater part of the year.

To restore this invaluable ecosystem, SankalpTaru Foundation and Flipkart Foundation launched the Community Based Mangrove Plantation and Restoration Project. By fostering community participation in increasing tree cover, restoring biodiversity, and mitigating climate change, the aim is to achieve long-term environmental sustainability and socio-economic development.



## ANOY'S JOURNEY: PROTECTING HIS HOMELAND

For Anoy Mandal, a 21-year-old man, the roar of the river during monsoons was never just a sound—it was a warning. A reminder that his village of Dhuchnikhali was living on the edge of nature's fury, and survival often meant fighting a battle against forces beyond their control. Every monsoon, he saw the river breach, flooding homes, destroying crops, and rendering the local fisheries useless.



In 2023, with the support of SankalpTaru Foundation and the Flipkart Foundation, Anoy saw a glimmer of hope. He began working on mangrove restoration projects, planting trees along the riverbanks to prevent flooding and soil erosion. The transformation was profound. *"The river does not breach as much, and employment opportunities have emerged for local people, reducing the need for migration,"* he says with quiet pride. *"I want to protect my village, and that's what the mangroves do."*



# TULSI SUIN: NURSING A GREENER, BETTER FUTURE

For Tulsi Suin who calls Purba Atapur her home, the river has never been a gentle neighbour. It has taken her husband, her home, and her livelihood—leaving her to rebuild time and again. But now, at 63, she's planting something that will last longer than the floods: hope, in the form of mangroves.





When Tulsi joined the mangrove restoration project as a nursery worker, she saw firsthand how these mangroves stood as sentinels, protecting her village. *"I love this work, like how you bring up a child,"* she says, speaking of the seedlings she cares for. With every tree planted, Tulsi dreams of a better future for her grandchildren—one where they won't have to experience the hardships she endured. *"This is the future of the Sundarbans. I am 63, but I will work as long as my body allows me to secure it,"* she says.



## FROM EXCLUSION TO EMPOWERMENT: HOW HAQDARSHAK SUPPORTS MICRO AND NANO ENTREPRENEURS

Amongst India's diverse socio-economic groups, micro and nano entrepreneurs embody the spirit of business, giving their family better futures and creating local employment opportunities for their communities. However, limited access to resources and lower literacy levels come in the way of navigating welfare systems and legal procedures that can help them grow their businesses.

Haqdarshak Empowerment Solutions is changing that reality by equipping micro entrepreneurs with the tools they need to thrive in an increasingly formalised economy. In 2023, the Flipkart Foundation partnered with it to support micro and nano entrepreneurs across Lucknow and Varanasi in accessing government schemes and credit linkages. Through this initiative, 2,698 underprivileged entrepreneurs have been able to register and grow their businesses.



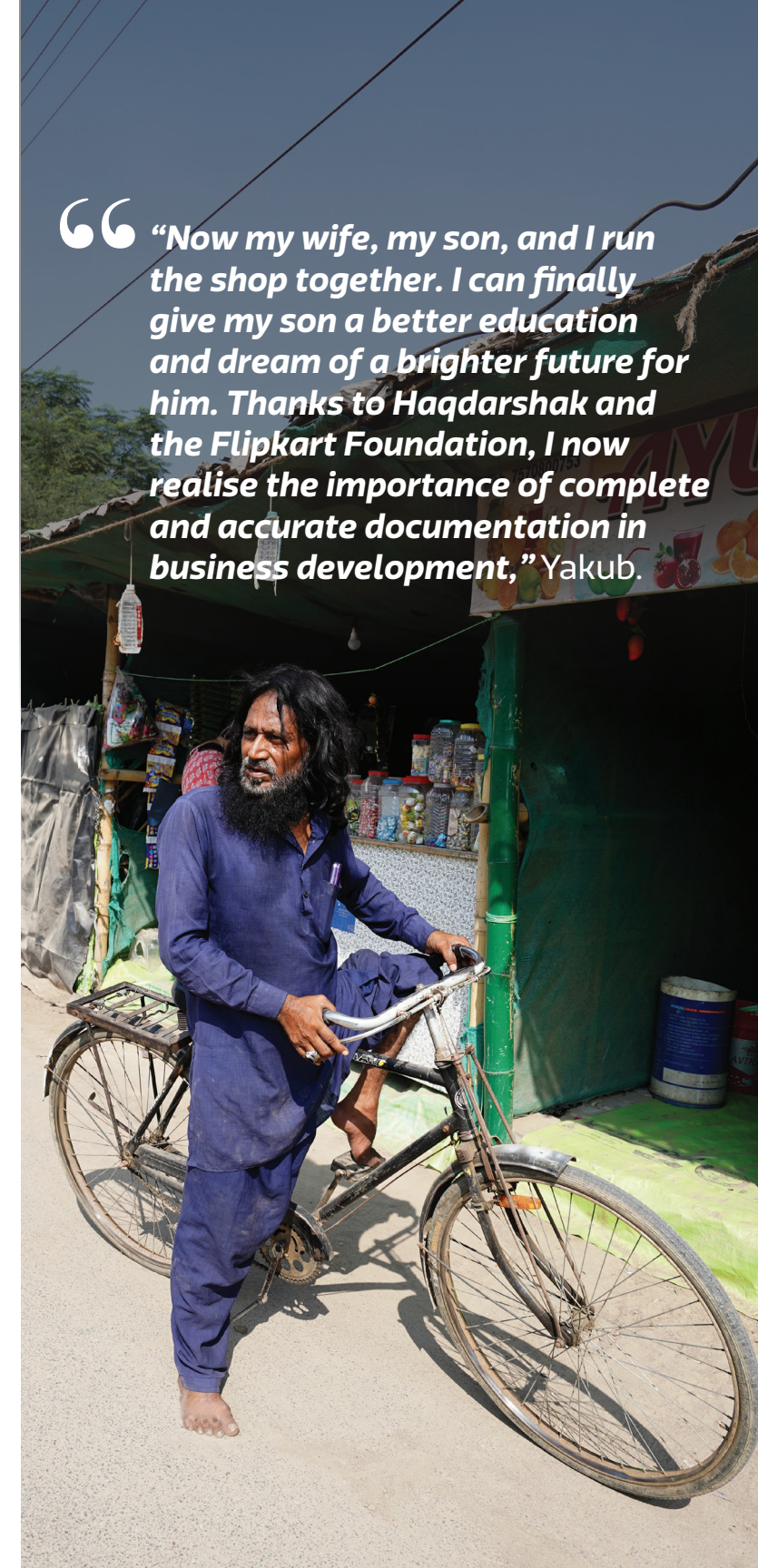
## YAKUB KHAN: OVERCOMING LIMITATIONS TO REALISE DREAMS

For 54-year-old Yakub Khan, life has been a series of uphill battles. A resident of Peer Nagar Kakori in Lucknow, Yakub once worked as a zardozi embroidery artisan. But deteriorating eyesight forced him to give up his craft and set up a small tea and snack stall. “I’m not an educated man, and we never had the right information to get licenses,” he recalls. “I used to run around in circles, talking to concerned people but getting nowhere.”

Yakub’s fortunes changed when he connected with the team from Haqdarshak. They helped him navigate the paperwork, secure licenses, and access a ₹10,000 loan through the PM SVANidhi Scheme. With this support, Yakub expanded his stall and repaid his loan. Encouraged by his progress, he took another loan of ₹20,000 and is already planning a bigger business of a ration shop.



“Now my wife, my son, and I run the shop together. I can finally give my son a better education and dream of a brighter future for him. Thanks to Haqdarshak and the Flipkart Foundation, I now realise the importance of complete and accurate documentation in business development,” Yakub.







## FROM INFORMAL TO IMPACTFUL: SUJAUDDHIN'S BUSINESS EVOLUTION

Among the many small businesses jostling for space in Varanasi's Ropanpur Panchkosi Mandi is Sujauddhin's humble snack shop. A dream of his mother's, this 8-year-old shop struggled to grow due to lack of formalisation, something Sujauddhin deemed unnecessary.

His perspective changed during an interaction with a team member from Haqdarshak. Though initially wary of sharing personal details, his interest grew when he learned about the PM SVANidhi Scheme. Soon, he registered his business and applied for a ₹50,000 loan, which was sanctioned by August 2023.

His modest snack stall is now the Garib Dost Restaurant, run from his home, dishing a variety of fast food along with onion and *aloo pakodas*. "This support has changed everything," he shares. "I can now grow my shop and repay loans easily. I want to inspire others to pursue business—it's a path to independence," says Sujauddhin with the confidence of a proud business owner.





# SEEDS OF PROSPERITY: BUILDING STRONGER COMMUNITIES BY EMPOWERING FARMER PRODUCING ORGANISATIONS

Farmers in India often struggle to market their goods effectively, relying on outdated methods and middlemen that drastically reduce their profits. Limited knowledge of certifications, poor infrastructure, and a lack of digital marketing expertise further limit their access to competitive markets. These challenges disproportionately impact rural and tribal farmers, leaving them disconnected from opportunities to secure fair prices and sustainable incomes.

To bridge this gap, the Flipkart Foundation joined hands with TechnoServe India to strengthen 30 Farmer Producer Organisations (FPOs) across Maharashtra and Andhra Pradesh. Targeting tribal communities and women-led groups, the initiative provided hands-on training in marketing, branding, and sustainable packaging. The workshops covered topics such as market trends, certifications, and digital tools. Farmers also designed logos and marketing narratives to enhance product appeal.

The project is equipping FPOs and their members with tools for sustainable growth, better incomes, and reduced environmental impact—planting seeds for a brighter future.



## JANNI KONDALRAO'S JOURNEY: TRANSFORMING COFFEE WITH VISION AND BRANDING

Janni Kondalrao, a coffee and black pepper farmer from Pedirai village, Andhra Pradesh, faced a challenge shared by many smallholder farmers: standing out in a competitive market. As the Chairman of the newly formed Hukumpeta Coffee Farmer Producer Company, he sought to move beyond bulk selling and craft a success story of his own.

Attending the *Branding, Marketing & Packaging Workshop* by TechnoServe India and the Flipkart Foundation brought him closer to this goal. The workshop emphasised creating unique identities through certifications, distinctive packaging, and storytelling. Motivated, he and fellow farmers designed a logo for Vanjangi Coffee, inspired by Paderu's famous cloud-covered peaks.





“Initially, we focused only on selling in bulk,” Kondalrao reflects, “but now we see how branding and certification can elevate our product and reach direct consumers. Our product now has an identity, and it is certified organic. We hope to sell it on online platforms soon,” he says.

## LEADING CHANGE: ESWARAMMA'S VISION FOR EMPOWERING FARMERS THROUGH BRANDING

As Chairman of Maathota Farmer Producer Company, Poojari Eswaramma, a coffee, black pepper, and turmeric farmer from Kodisingi village, Andhra Pradesh, is a woman with a clear vision. She wants to transform farmers' lives by improving the quality of their produce and expanding their reach.

Her vision began taking shape after attending the Branding, Marketing & Packaging Workshop by TechnoServe India and the Flipkart Foundation. Eswaramma discovered how better branding and marketing strategies could attract more buyers. “Earlier, we lacked proper labels and packaging. Now, we’ve created brochures and use sustainable packaging with essential details like expiry dates,” she shares. Eswaramma now plans to take the products online with visually appealing packaging designed for direct consumers.





## FROM TRADITION TO SUSTAINABILITY: HOW AIACA IS EMPOWERING ARTISANS IN WEST BENGAL

**“Women have been at the forefront of coffee agriculture in our region. I am proud of our work and thankful to TechnoServe India and the Flipkart Foundation for the training as well as giving us a chance to improve our livelihoods,” says Eswaramma.**



To preserve India's rich artistic heritage while addressing the challenges of climate change, the Flipkart Foundation partnered with the All India Artisans and Craftworkers Welfare Association (AIACA) to launch the Greening the Way towards Success – Creating Sustainable Enterprises initiative in 2023. Implemented in Birbhum district, West Bengal, this project supports textile and handicraft artisans in adopting eco-friendly practices that align with market demands for sustainability.

Through training, skill development, and sustainable practices education, artisans learn to create products that are both beautiful and kind to the planet, while also gaining insight into launching marketing campaigns and using social media.





# STITCHING DREAMS INTO REALITY: SANGITA MONDAL'S JOURNEY TO FINANCIAL INDEPENDENCE



For Sangita Mondal, a young woman from Ujjwalpur, Birbhum, Kantha embroidery was both a passion and a means to support her family. At just 19, she began learning this traditional craft alongside her work as a teacher and tutor. But despite her hard work, sustaining a steady income remained a challenge.

In 2019, Sangita joined the Chowhatta Cooperative Society, hoping to earn a living from her craft. When the Flipkart Foundation and AIACA launched a project to support sustainable livelihoods for artisans in 2023, Sangita seized the opportunity. Through training in advanced Kantha techniques, design development, and financial guidance, Sangita saw her income increase from ₹5,000 to ₹7,000 per month.



*"Learning about zero-waste techniques was particularly transformative as it introduced me to innovative design concepts that helped me reduce material waste and increase the value of my products. Learning more efficient ways of tailoring that cater to different sizes and fits was a real game changer for me," she says. With newfound confidence, Sangita plans to open a tailoring shop and mentor other women in her community.*



## SKILL, SUSTAINABILITY, SUCCESS: SUPARNA DHIBAR'S INSPIRING ARTISAN STORY

Just like Sangita, 29-year-old Suparna Dhibar also struggled with transforming her craftsmanship into a steady source of income. She had been practicing Kantha stitching for over 10 years, but lack of proper training, exposure, and financial support always held her back.

In 2023, Suparna joined the Chowhatta Kantha Stitch Cooperative Society and participated in a training initiative by the AIACA and the Flipkart Foundation. Through this program, she gained exposure to new design ideas, advanced stitching techniques, and product pricing strategies. She also learnt how to manage waste and create products like dolls and toys from leftover materials.



These lessons proved transformative. Suparna's income grew 2X as she began receiving more orders for her Kantha sarees. "Today, I am able to think of my work from a design perspective, matching different patterns and incorporating a variety of cutting styles. The financial management training helps me manage my business expenses better and has provided me with the tools to handle my family's budget and savings," says Suparna with a palpable sense of pride.



# CULTIVATING CHANGE: EMPOWERING RURAL YOUTH FOR A GREENER FUTURE



Crop residue burning compounds problems related to greenhouse gas emissions, rising respiratory illnesses, and environmental degradation. This practice stems mainly from a lack of awareness about sustainable alternatives and the direct link between environmental harm and human health.

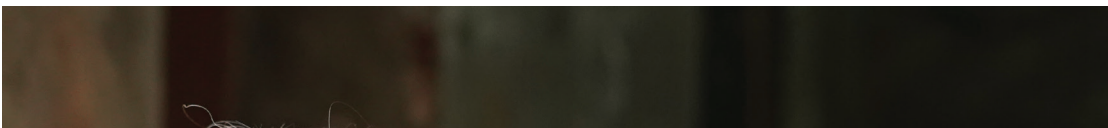
To combat these challenges, the Flipkart Foundation partnered with SM Sehgal Foundation in 2023 to launch the *Fostering a Green Future* initiative in Haryana. This project educates children and youth on eco-conscious practices such as sustainable farming, soil and water conservation, and the dangers of crop burning. By engaging the younger generation, the initiative creates a ripple effect, spreading knowledge across families and communities.

With its focus on health, hygiene, and environmental sustainability, this initiative is nurturing a generation of mindful individuals committed to safeguarding their ecosystems – fostering long-term socio-environmental well-being.



## A GREEN CRUSADER: PRIYA'S TRANSFORMATION

In the small village of Patlagaon, a bright-eyed 14-year-old named Priya joined the program last year. Coming from a family of rice and wheat farmers, Priya had grown up around the practice of stubble burning. Despite occasionally coming across signages discouraging the practice, she remained unaware of its true impact or alternatives.







## KNOWLEDGE SPARKS CHANGE: JATIN'S ENVIRONMENTAL AWAKENING

However, once she began attending SM Sehgal Foundation's after-school sessions supported by the Flipkart Foundation, her perspective shifted, and her community saw a remarkable change—crop residue burning in her area saw a decrease. *"I was particularly moved by how it affects our health, and the birds and other wildlife in our village. I became eager to make a difference, and started sharing what I had learnt with my father and neighbours,"* she says.



In Kurukshetra, Haryana, Jatin, the son of a farmer, grappled with the pressing issue of stubble burning—a common yet environmentally harmful practice. Despite hearing about its drawbacks, Jatin and his community lacked comprehensive knowledge about its long-term impact and sustainable alternatives.

In 2023, through community meetings organised by a project in partnership with the Flipkart Foundation and SM Sehgal Foundation, Jatin attended interactive awareness sessions on stubble burning. These sessions highlighted its adverse effects on air quality, health, and soil fertility and introduced effective management techniques.



“*The sessions opened our eyes. We now understand how stubble burning harms not just us but the environment and the next generation. Instead of burning, I’m now focusing on better management practices such as integrating stubble into fields as organic manure,*” Jatin shares.







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