



FLIPKART  
FOUNDATION  
AN  
OVERVIEW  
OF  
2023-24



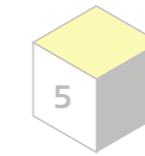
### Our Vision

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

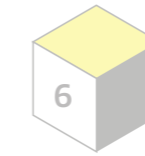
### Our Mission

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

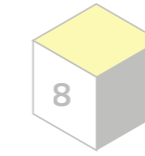
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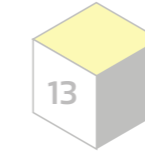
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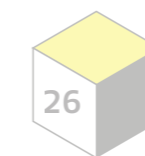


Project Spotlight

- ◆ Digital Literacy and 21<sup>st</sup> Century Skills for Employability
- ◆ BFSI Skill Training Programme for Underserved Youth
- ◆ Greening the Way Towards Success – Creating Sustainable Enterprises
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- ◆ Capacity Building of Farmer Producer Organisations (FPOs) for Marketing, Branding and Packaging
- ◆ Community-Based Mangrove Plantation and Restoration Project
- ◆ Project Udaan
- ◆ Disaster Relief



Hear From Our Partners



Real Lives, Real Impact



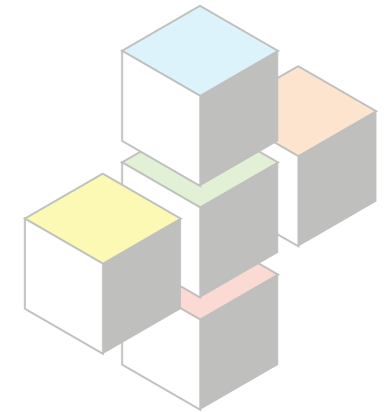


Inclusive social development is critical to accomplishing the larger developmental agenda for the country. As the Flipkart Foundation makes strides towards realizing the vision of the Flipkart Group to create sustainable social impact, I am proud to see us all working together to build the India of our dreams. This overview highlights the small steps taken by the Foundation as it begins its journey, and we eagerly look forward to being a part of this story of change.

**Kalyan Krishnamurthy**  
*CEO, Flipkart Group*



## Foreword



It is my pleasure to share the Flipkart Foundation's Overview for 2023-24, which reflects our commitment to make a meaningful contribution to build an inclusive, equitable, empowered, and sustainable society in India.

Launched in 2022, the Flipkart Foundation strives to create a positive impact by addressing some of the important issues of our times—skill development, boosting entrepreneurship, environmental responsibility, community development, and disaster relief. The Foundation actively works towards democratising opportunities for each individual and community, thereby encouraging empowerment on a grassroots and at-scale level. Through meaningful partnerships, the Foundation also works towards uplifting the under-served and marginalised communities across India.

Our first Overview document showcases how we have been able to equip individuals with vital employability skills, empower emerging entrepreneurs to launch or grow their businesses, foster community-driven afforestation initiatives, and support disaster relief initiatives at critical times, among a few of our accomplishments. This Overview document serves as more than a mere compilation of activities; it embodies the lasting essence of teamwork, transparency, and the impact of small, significant actions. We remain dedicated to our mission and acknowledge that our journey is just starting.

I would like to sincerely thank the communities, partners, and all our stakeholders. Your support and dedication are helping transform our vision of sustainable development into tangible, impactful outcomes. We will continue working with our partners and underserved communities to foster an empowered, resilient, inclusive India.

**Rajneesh Kumar**  
*Chief Corporate Affairs Officer, Flipkart Group, and  
Board Member, Flipkart Foundation*





# Executive Summary

We believe that work must begin at the grassroots level to affect real and powerful change. While striving relentlessly to uplift the country's most marginalised communities, we ensure that the mission and vision of the Foundation align with national priorities and the UN Sustainable Development Goals (SDGs) for 2030.

Flipkart Foundation fulfils its commitment to SDG 1 (No Poverty), SDG 2 (Zero Hunger), SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 10 (Reduced Inequalities) through initiatives that help improve market access, encourage entrepreneurship at micro and nano levels, and provide essential skills training to the youth.

With a strong dedication to SDG 5 (Gender Equality), the Flipkart Foundation ensures that its initiatives are

designed with a gender-sensitive approach, empowering women and fostering inclusive growth in marginalised communities.

We implement various innovative and need-based community-oriented projects and disaster relief programs to further achieve SDGs 8 and 10. Our green initiatives, such as rejuvenating the mangroves in the Sunderbans, awareness programs with children and youth around stubble burning, and equipping rural arts and crafts industries with environmentally friendly production processes, highlight our dedication to fostering a sustainable future.

These interventions align seamlessly with SDG 3 (Good Health and Well-Being), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action).



## Impact at a Glance: Highlighting Key Interventions

The Flipkart Foundation's commitment to inclusive growth is reflected in the diversity of the individuals reached—artisans, female entrepreneurs, youth, persons with disabilities, and LGBTQ+ community members.

The results we achieved in 2023-24 provide the fuel we need to continue delivering on our goals of upliftment and empowerment.

Our activities with on-ground partners include the following:

- Empowering micro and nano entrepreneurs, including rural women artisans, to improve their livelihoods through capacity-building initiatives
- Improving the employability skills of Indian youth, including people with disabilities and transgender individuals, thereby contributing to their financial independence
- Educating young adolescent girls about menstrual hygiene while promoting health and dignity
- Addressing environmental concerns through extensive awareness campaigns and implementing tree plantation drives

To date, the Foundation has touched the lives of over 2.29 million individuals, and we seek to broaden our reach, scale proven models, and deepen our impact to help build the India we envision.

## Future Outlook

By focusing on dignity, inclusion, and empowerment, the Foundation aspires to bridge the digital divide, foster entrepreneurship, and create a more sustainable future for all. We seek to reach over 20 million marginalised people by 2032 and invite you to join us on our journey.

## SUSTAINABLE DEVELOPMENT GOALS



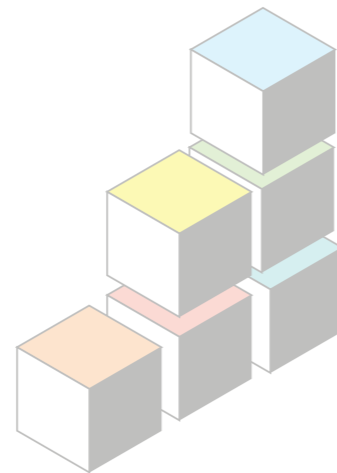
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# About the Flipkart Foundation

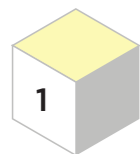
As the philanthropic arm of the Flipkart Group, our mission is to pave pathways to progress, enabling every individual to rise and thrive. So far, we have reached beneficiaries across diverse states, including Andhra Pradesh, Assam, Gujarat, Haryana, Himachal Pradesh, Karnataka, Maharashtra, Telangana, Uttar Pradesh, and West Bengal, among others.

Our dedicated on-ground partners help us meaningfully impact the lives of those at the bottom of the pyramid, enabling them to realise their aspirations by unlocking their true potential. Together, we work towards a brighter future - fuelling hope, igniting change and crafting a brighter, more inclusive tomorrow for all.



## The Flipkart Foundation's Focus Areas

Our interventions span four primary focus areas aligning with the UN SDGs for 2030 and national priorities:



### Improved Market Access Towards Entrepreneurship

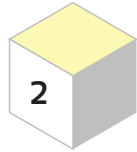
Flipkart Foundation aims to ignite the entrepreneurial spirit within underserved communities by building their capacities, broadening their access to wider markets, fostering innovation, and enhancing livelihood opportunities.

#### Key initiatives:

- ◆ Empowering micro and nano entrepreneurs
- ◆ Reviving traditional arts through artisan development programs
- ◆ Establishing vibrant entrepreneurship hubs





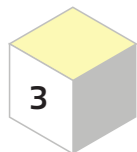


### Skill Development

Recognising the crucial role of skill development in the diverse and growing Indian population, Flipkart Foundation champions skilling and industry-specific training initiatives that unlock individual potential and open doors to gainful employment.

**Key focus groups:**

- ◆ Youth, especially women, from economically marginalised families, underserved urban and rural communities
- ◆ Persons with disabilities (PwDs)
- ◆ Marginalised groups, including the LGBTQIA+ community

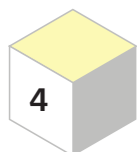


### Environmental Responsibility

Environmental protection is paramount and remains core to our mission. The Foundation integrates sustainable practices into daily life and socio-economic development, fostering a harmonious relationship between communities and their natural environments.

**Key initiatives:**

- ◆ Raising awareness around and promoting regenerative practices
- ◆ Promoting environmental stewardship through education and training
- ◆ Tree plantation and other environmental initiatives



### Community Development

With a steadfast commitment to collective growth, the Flipkart Foundation collaborates with partners to deliver multi-dimensional development and tailored solutions that uplift entire communities.

**Key initiatives:**

- ◆ Disaster response efforts
- ◆ Menstrual health and awareness with a focus on adolescent girls
- ◆ Pioneering research and innovation for effective problem-solving to address social development issues

## Awards & Recognitions



### April 2024

Helping Hands Organization Award at the 3<sup>rd</sup> National Transgender Awards – *Ardhnareshwar* for the work done towards empowering the transgender community



### August 2024

Winner in the category of 'Skill Development Program' at the 11<sup>th</sup> National CSR Summit and Awards 2024



### September 2024

Winner in the category of 'Best Skilling Initiative for Underprivileged Youth' at the 2<sup>nd</sup> Bharat CSR & Sustainability Summit & Awards 2024



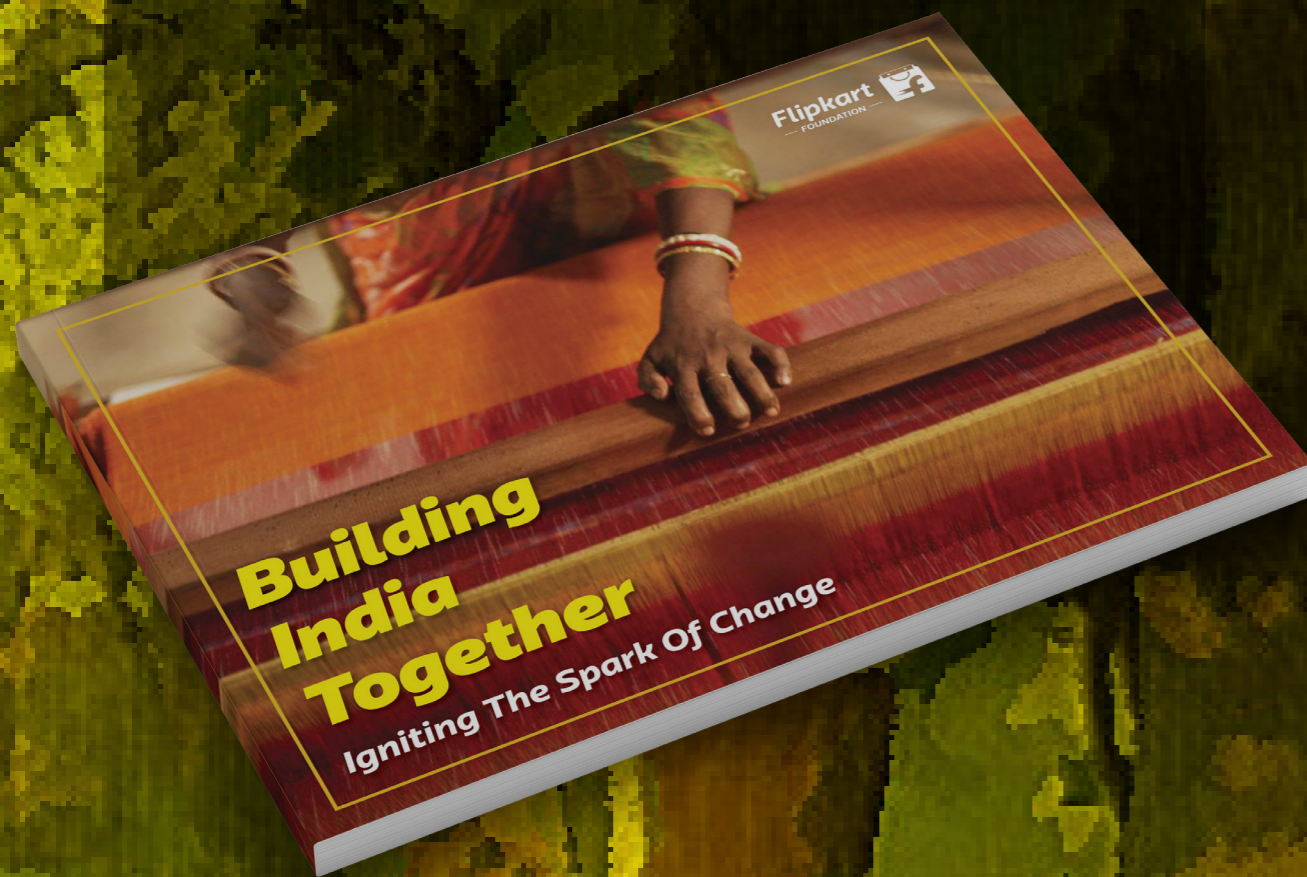
### Reflections from Flipkart Foundation's 1st Annual Conference: "The Future of Skilling"

On December 5, 2023, over 200 participants gathered at the India Habitat Centre in New Delhi to discuss the pressing challenges of skilling and entrepreneurship in India. The event hosted a thought-provoking panel discussion, an engaging fireside chat between industry leaders and stakeholders, and a showcase of innovative products and services by partner NGOs.

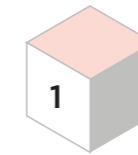
This gathering served as a platform for constructive conversations, insights, and connections that strengthened

the Foundation's approach to program development and strategies for scaling impact. The launch of the Compendium 2023, titled 'Building India Together – Igniting the Spark of Change,' which brought tales of resilience and bravery to the fore, was also well-received.

We seek to evolve this conference into an annual milestone to prioritise inclusivity, innovation, and partnership in our collective efforts to empower every citizen in India.



## Project Spotlight



### Digital Literacy and 21<sup>st</sup> Century Skills for Employability

In a socio-economic climate where opportunity often fails to reach grassroots communities, the Digital Literacy and 21<sup>st</sup> Century Skills for Employability project empowers underserved youth with access to brighter futures.

Flipkart Foundation has partnered with Pratham InfoTech Foundation (PIF) to build a digital literacy and employability program that provides laptops in community settings for groups of 5-6, fostering digital

access, peer learning, and self-learning. This approach benefits not only the students but also their families by building digital skills that expand future learning and job prospects.

By combining digital literacy, group training, and activity-based learning, the initiative builds confidence and growth, helping participants become more competitive in today's demanding job market.

#### Setting the stage for new beginnings



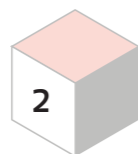
- Engaging 2400+ marginalised youth in training
- Enhances interview skills and provides job market insights for pre-placement support
- Connects aspiring students with hiring companies through job fairs and mini-events
- Provides course content on *Digital Sakshar* (free learning app)

#### SDGs Accomplished

<b>SDG 1 AND 8</b>	No Poverty and Decent Work and Economic Growth	Over 1245 (52% and ongoing) youth placed Avg salary per participant: ₹12,513
<b>SDG 5</b>	Gender Equality	Women made up 67% of the participant enrolled
<b>SDG 17</b>	Partnership for the Goals	More than 27 placement partner companies







## BFSI Skill Training Programme for Underserved Youth

According to the India Skill Report 2019, nearly 70% of youth need help finding employment due to limited professional guidance. Meanwhile, the Banking, Financial Services, and Insurance (BFSI) sector, set to be the world's third-largest by 2025, offers significant potential but lacks skilled professionals.

In 2023, the Flipkart Foundation and Smile Foundation launched the Skill Training Programme to help

underserved youth, particularly women aged 22-30, access job opportunities in BFSI. These four-month courses are NSDC-certified and offer globally recognised credentials. These training centers in Bengaluru and Hyderabad prepare students for lasting employment in BFSI and pave a robust path past for their empowerment.

### Charting a course toward opportunity



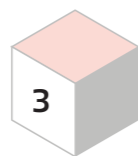
- Training over 360 deserving candidates through classroom teaching, e-learning, and interactions with potential employers
- Covering fundamentals like Stock Markets, Mutual Funds, Insurance, Sales, and Entrepreneurship
- Providing career counseling for more clarity about individual skills, improvement areas, and career goals
- Organising employment engagement programs to connect beneficiaries with hiring companies for roles like loan, customer care and insurance executives

### SDGs Accomplished

<b>SDG 1 AND 8</b>	No Poverty and Decent Work and Economic Growth	35% of youth placed as of March'24 and ongoing ~55% placed candidates earning a salary in the range of ₹13,000 - ₹15,000
<b>SDG 5</b>	Gender Equality	Women made up 76% of the beneficiaries enrolled
<b>SDG 17</b>	Partnership for the Goals	More than 25 placement partner companies







### Greening the Way towards Success – Creating Sustainable Enterprises

The Flipkart Foundation and All India Artisans and Craftworkers Welfare Association (AIACA) launched Greening the Way Towards Success - Creating Sustainable Enterprises to revitalise India's textile and handcraft sectors through eco-friendly practices. This initiative supports marginalised artisans, especially women, by empowering two enterprises in West Bengal to adopt sustainable production methods, enhancing both environmental impact and artisans' livelihoods.

With workshops in sustainable design, production planning, brand building, quality control norms and e-commerce, the project transformed over 317 artisans' lives and indirectly supported 1,000 more in marginalised communities. Beyond eco-consciousness, this initiative strengthens craft and community, paving a path toward a greener, more resilient future.

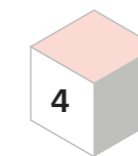
#### Crafting success in artisan empowerment



- Artisans enhanced their skills through design development workshops as a result of which new market-oriented collections, including kidswear, apparel and naturally dyed products were introduced
- Developed strong brand identities with logos and catalogues that enhanced their visibility in the market, which aided entry into domestic and international markets
- Understood nuances of costing, pricing, and record-keeping to manage their finances effectively
- Optimised work processes, enhanced efficiency and productivity through production planning workshops
- Enhanced the value chain through targeted training and sustainable initiatives

#### Empowering artisans for sustainable success

- Provides stable income and a safe working environment, integrating sustainable practices with socially responsible strategies
- Linked project participants to Artisan Cards for identity authentication and access to government-related benefits (skill development, financial aid)
- Helped artisans receive e-Shram Cards for pensions and insurance
- Assisted artisans in getting ABHA health cards and access to the PMVJ Yojana
- Conducted occupational health and safety workshops, ensuring that artisans learned safe work practices



### Linking Marginalised Micro & Nano Entrepreneurs to Entitlements

In partnership with Haqdarshak, Flipkart Foundation embarked on a mission to uplift micro and nano entrepreneurs in the vibrant cities of Lucknow and Varanasi, Uttar Pradesh. This initiative empowered over 2,500 underprivileged entrepreneurs, with a special focus on women, to unlock their full potential. By working closely with local bodies, the project maximised outreach and impact, guiding entrepreneurs through accessing government aid and formal financial systems.

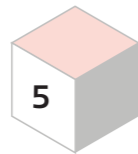
Using the Haqdarshak mobile app and hands-on support, the project provided a transformative boost, helping many entrepreneurs formalise their businesses, secure essential documentation, and tap into credit schemes for the first time. For many of these entrepreneurs, this journey marked the first step toward self-empowerment, financial independence, and realising their dreams through newfound opportunities and support.

#### Fanning the entrepreneurial spark

- Collaborated with key stakeholders to conduct workshops to raise awareness about government schemes and formalisation
- Linked to the Government schemes like Udyam, FSSAI, PAN, Digital Payment, PMSVANidhi Yojana
- Covered enterprises like street vendors, women-led Self-Help Groups, salons, grocery stores, etc.
- Facilitated the registration of MSMEs under the Udyam portal and other relevant schemes
- Established communication channels for ongoing support and feedback







### Fostering a Green Future – Empowering Children and Youth with Eco-consciousness

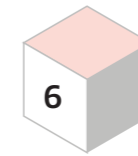
The Flipkart Foundation launched the *Fostering a Green Future* initiative in partnership with the S M Sehgal Foundation to inspire environmental sustainability among children and youth in 60 villages across Kaithal and Kurukshetra, Haryana. This project aims to cultivate eco-friendly habits and awareness of sustainable agriculture, environmental preservation, and the adverse effects of crop residue burning.

Additionally, 68 community meetings ensure ongoing community involvement, empowering local leaders to champion environmental care for future generations.



As of March 2024, through 170 creative sessions, like drawing contests and quizzes driving engagement, over 2,700 children and youth have increased awareness on topics related to stubble management topics.

#### SDGs Accomplished



### Capacity Building of Farmer Producer Organisations (FPOs) for Marketing, Branding and Packaging

In partnership with TechnoServe India, the Flipkart Foundation launched an initiative to strengthen 30 Farmer Producer Organizations (FPOs) in Kudal, Maharashtra, and Paderu in Andhra Pradesh. This project empowers FPO leaders and farmers—many from tribal communities and 45-75% of whom are women—with essential skills in marketing, branding, and sustainable packaging enhancing their competitiveness and contributing to community well-being.

They covered essential topics, such as marketing basics, market trends, and digital tools for branding, and improved their understanding of certifications like Rainforest Alliance and Organic, safety standards, and sustainable packaging methods.

This initiative sows seeds for stronger product sales, reduced environmental impact, and promising futures for these farmers and the farmer-owned FPOs. These FPOs are now actively working on building their brands through elements like logos, slogans and narratives, and engaging members in using various marketing channels.

Between January and March 2024, three dynamic workshops were conducted to strengthen the capacity of these FPOs, paving the way for long-term sustainability.



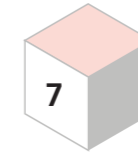
#### Boosting FPO skills with creative workshops for lasting impact



Workshops covered a wide range of topics, including the basics of marketing and branding, market trends, supply and demand dynamics, and digital marketing tools

Engagement activities included DIY logo creation, insights into storytelling for marketing, Geographical Indication (e.g., California almonds), and packaging designs for their products. These interactive sessions ensured higher engagement and retention of information through practical exercises





## Community-Based Mangrove Plantation and Restoration Project

The Flipkart Foundation, in partnership with the SankalpTaru Foundation, launched a project to restore 6 acres of mangrove ecosystems in the Sundarbans, West Bengal. Focused on planting native species and reviving coastal habitats, this initiative engages local communities through awareness campaigns and workshops, building a commitment to conservation.

With sustainable practices like responsible fishing, the project boosts economic resilience and reduces

dependence on vulnerable livelihoods. It impacts 5,000+ community members and promotes environmental stewardship and a lasting green legacy. To ensure sustainability, sapling maintenance is planned for an additional two years, involving local communities to achieve a high survival rate for the restored mangroves. The maintenance component helps ensure the survival rate of 90% for the mangrove plantation.



### From Plan to Action: Achieving Eco Goals

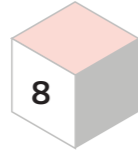
- Secured local engagement by training community members as foresters
- Established nurseries with the help of local women
- Planted trees alongside local communities
- Identified native species of trees for plantation with expert guidance
- Distributed saplings among local communities for plantation
- Geo-tagged 35,000 trees for effective monitoring and identification

### Environmental benefits on the horizon

Native tree saplings planted	→	~35,000
Land greenified	→	~6 acres
Carbon dioxide to be sequestered	→	11,760+ tons
Oxygen to be generated	→	9,650+ tons







## Project Udaan

An initiative by the Flipkart Foundation in collaboration with the Pinkishe Foundation, *Project Udaan* set out to transform the lives of rural schoolgirls by breaking the silence and stigma surrounding menstruation. The program conducted menstrual health and hygiene awareness sessions and distributed eco-friendly, sustainable period kits to adolescent girls in schools.

At the heart of *Project Udaan* was the belief that no girl should face barriers to education due to a lack of menstrual resources. By providing reusable, eco-friendly period kits that last up to two years, the project ensured

girls could manage their menstrual cycles with dignity and comfort.

The accompanying education sessions focused on dispelling myths, teaching proper hygiene, and empowering girls to take control of their reproductive health. By directly reaching over 1,620 adolescent girls, with a ripple effect impacting over 4,860 girls and women across Gujarat, Karnataka, Uttar Pradesh, and Haryana, the initiative sowed the seeds of confidence and self-reliance.

### Championing menstrual health



Integrated comprehensive menstrual health education for a holistic approach to menstrual health and hygiene management



Raised awareness among school girls about menstrual hygiene, breaking stigma by encouraging healthy practices, promoting open conversations, and dispelling myths



Improved menstrual hygiene management skills, including proper use of sanitary products and sustainable practices



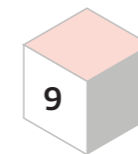
Increased access to sanitary pads for women and girls in need, reducing period poverty



Targeted education led to behavioural change, boosting proper menstrual hygiene in surrounding communities



Created a supportive community environment around menstrual health and hygiene



## Disaster Relief

When disasters strike, the most vulnerable communities often bear the brunt of devastation. During such times, ration kits, shelter supplies, and stationery kits for children can provide vital support. Working with partners like the Give Foundation, the Flipkart Foundation offers need-based support to help overcome adversity. Along with material aid, the Foundation conducts health camps and awareness sessions that focus on the three pillars of well-being: health, hand hygiene, and water safety.

In the aftermath of the Himachal Pradesh floods, the Foundation reached over 13,000 individuals and provided essential aid to help communities rebuild and recover. Further, we extended support to the marginalised people/households affected by the Odisha train accident by providing crucial psychological and mental health support along with assistance in accessing relief funds.





## Hear From Our Partners



"AIACA is really happy to be working with the Flipkart Foundation to strengthen craft-based enterprises in Birbhum, West Bengal, with socio-economic benefits accruing to the women artisans working with them. Two enterprises working on banana fiber handicrafts and Kantha are being strengthened. Efforts are also being made to create green value chains for the enterprises by addressing small gaps, enabling these enterprises to compete in fast-evolving conscious markets."

**Meenu Chopra**

*Executive Director, AIACA*



"The Flipkart Foundation has played a vital role in supporting Doctors For You to strengthen disaster response initiatives across India. This partnership focuses on enhancing our rapid relief efforts during crises and supplying essential resources. The Flipkart Foundation's support includes providing critical medical supplies and logistical assistance, empowering Doctors For You to deploy rapid response teams and deliver urgent healthcare services to communities affected by disasters."

**Dr. Rajat Jain**

*President, Doctors For You*



"We are extremely glad to have partnered with the Flipkart Foundation to support 2,500 nano, micro, and small entrepreneurs in Lucknow and Varanasi, Uttar Pradesh. Via scheme awareness camps and door-to-door campaigns, we got their enterprises registered and enabled them with access to credit schemes. This association will be important in our journey towards impacting 20 million micro-enterprises by 2030."

**Aniket Doegar**

*CEO and Co-founder, Haqdarshak*



"With heartfelt appreciation, we thank the visionary and bold leadership of the Flipkart Foundation for supporting our mission to provide menstrual education and eco-friendly reusable cloth pads to rural girls. The zeal of the Foundation's team to create real on-ground impact with Pinkishe Foundation and their focus on bringing maximum positive change is indeed laudable."

**Arun Gupta**

*Founder and President, Pinkishe Foundation*



"Pratham InfoTech Foundation, in partnership with the Flipkart Foundation, has implemented a Skilling and Livelihood Program, which aims at enhancing employability skills, digital literacy, and overall development of youth from lower socio-economic strata. This program not only helps individuals enhance their skills, but also helps them secure employment through placement drives."

**Prem Yadav**

*CEO, Pratham InfoTech Foundation*



"Together with the Flipkart Foundation, S M Sehgal Foundation is contributing to fostering a green future by building awareness and educating children and youth about the harmful effects of crop residue burning and sustainable farming practices. Our partnership aims at creating eco-consciousness in youth. With proper guidance, we trust that young minds will lead to sustainable change and meaningful positive transformation."

**Anjali Makhija**

*Trustee and CEO, S M Sehgal Foundation*



"Deeply appreciative of the Flipkart Foundation's enduring dedication to environmental sustainability. Their pivotal role in our drone seed bombing initiative showcased their commitment to innovative, tech-driven solutions to fight against climate change. Now, as they champion our Sundarbans Mangrove restoration program, their steadfast support remains a beacon for sustainable initiatives. Grateful for a partnership that fosters positive change toward a greener planet."

**Apurva Bhandari**

*Founder, SankalpTaru Foundation*



"We have always experienced a sense of trust and collaboration while working with Flipkart Foundation. Such convergence of values and purpose ultimately helps bring lasting impact in the communities we work for. The future of our society belongs to today's youth. Children and youth form a majority of Smile Foundation's beneficiaries under education, healthcare, skilling, scholarship and entrepreneurship programmes."

**Santanu Mishra**

*Co-founder & Executive Trustee, Smile Foundation*



"One of our most innovative partnerships has been with the Flipkart Foundation. It's easy to overlook how transformative it can be for smallholder farmers to understand the value of a brand or see their product as more than just a commodity. Through the branding, packaging, and marketing workshops, Flipkart Foundation's support helped us fill a critical gap in enabling smallholder farmers, including tribal women farmers, to gain creative business skills. This equips them with the tools to tell their own stories and be active participants in the markets."

**Krishnan Hariharan**

*Senior Practice Lead, TechnoServe India*



# Real Lives, Real Impact

Hear from our on-ground project participants



## MANOSHI PAL

31, Birbhum, West Bengal

*Participant in Greening the Way Towards Success - Creating Sustainable Enterprises*

"I have been doing kantha stitching for the last 18 years. By attending workshops by the Flipkart Foundation and AIACA, I learned new skills like pinning, printing, and creating toys from waste kantha fabric. This helped me increase my earnings and allowed me to contribute towards my family's financial needs. My favourite part about attending the workshops was meeting new women and learning from them."



## PRIYA

15, Kaithal, Haryana

*Participant in the Awareness Session on Stubble Burning as part of Environmental Consciousness*

"My father is a farmer and used to burn stubble himself. Though I had seen posters warning against this practice, I didn't know why it was harmful. When I attended the awareness sessions by the SM Sehgal Foundation and the Flipkart Foundation, I learned about its dangers to the environment, our skin, and even birds. That's when I understood why it is not good and what the alternatives are. I also took part in the drawing competition and quiz. Now I confidently share this knowledge whenever I see stubble burning!"

## ANOY MANDAL,

24, Sundarbans, West Bengal

*Participant in Mangrove Plantation Project*

"I live in a village where farming is tough due to flooding. The river wall used to break every monsoon, destroying our crops and homes. But after working with Sankalptaru Foundation and Flipkart Foundation, we've seen real change. The flooding is less severe now, and more jobs are available across planting, maintaining the nursery, and taking care of our mangroves. Our work is all about planting trees to protect our village from the river's fury."



## RUCHI YADAV

21, Mumbai, Maharashtra

*Participant in Digital Literacy and 21st Century Skills for Employability Program*

"My family has been going through a financially hard time since the COVID-19 pandemic. I joined the Digital Literacy & Employability course to be able to support them and get a job. It boosted my self-confidence, and I gained skills like typing and working on spreadsheets. At a job fair organised by Pratham InfoTech Foundation [PIF], I was interviewed by recruiters, and I got a job in the banking sector. I am incredibly thankful to PIF and the Flipkart Foundation."



## JANNI KONDALRAO

31, Alluri Sitharaman Raju District, Andhra Pradesh

*Participant in the Capacity Building of Farmer Producer Organisations (FPOs) Program for Marketing, Branding and Packaging*

"I am a coffee farmer and Chairman of the Hukumpeta Coffee FPC. Thanks to TechnoServe India and Flipkart Foundation's workshop, we discovered how branding could transform our coffee's reach. Initially, we were focused on bulk selling, but during the event, we designed a logo for our own Vanjangi Coffee. We learnt how to plan packaging and are preparing to sell to customers directly. I want to help my farmers create a brand of our own and sell to customers directly while telling them our story, to help increase our revenue."









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