



## **Flipkart joins hands with GiveIndia and GivingTuesday India to encourage festive giving to rebuild communities affected by the pandemic**

- Various social causes, including those aimed at helping communities affected by the pandemic, will be highlighted on Flipkart through the month of October
- Flipkart's employees, sellers and consumers can choose to contribute to the causes they support
- The initiative will simplify the act of giving by offering a digital donation avenue

**Bangalore, 1st Oct 2020:** Flipkart, India's homegrown e-commerce marketplace, has partnered with GiveIndia, one of India's largest and most trusted donation platforms, for DaanUtsav and GivingTuesday India – a one-of-a-kind online giving movement that encourages citizens to donate to causes they believe in and extend support to communities in need, including those that have been affected by the Covid-19 pandemic.

Flipkart's commitment to give back to the community in pressing times is strengthened by its collaboration with GivingTuesday India and DaanUtsav. Starting from October 2, Flipkart will highlight many such causes on its platform, and encourage its employees, sellers, and consumers to make a positive impact through their contribution. The causes covered under GivingTuesday India and DaanUtsav 2020 include a wide spectrum of issues in areas such as Skill Development, Sustained Livelihood and Inclusion and Empowerment of Women.

As India gears up for the upcoming festive season, Flipkart is simplifying the process of donating by leveraging the power of technology to offer over 250 million of its users a seamless and convenient way to donate online for the benefit of the underserved. Millions of Flipkart customers will also be able to donate through SuperCoins, which is a seamless and easy way of donating through their loyalty currency. Giving back to communities has become more important than ever before, as millions of businesses and livelihoods have been severely impacted by the pandemic. As the current health crisis has laid emphasis on social inequality, Flipkart through its wide reach and accessibility, will enable stakeholders to come forward and contribute to rebuilding the communities that have been disrupted in these unprecedented times.

**Mahesh Pratap Singh, Head – Sustainability & Social Responsibility, Flipkart,** said "At Flipkart, we believe in creating positive impact with everything we do. Our goal this festive season is to encourage giving to worthy causes and to try and serve communities that have been affected by the pandemic. We aim to inspire our ecosystem of consumers, employees and sellers to extend their support to the causes they support through the means of our platform."

**E R Ashok Kumar, President, GiveIndia,** said "We really value everything that the Flipkart community brings to the giving ecosystem. It is through partnerships with platforms like this that we will get closer to our vision of seeing every Indian giving back to society - now, with the pandemic, more important than ever. Happy DaanUtsav everyone!"



Flipkart had recently partnered with GiveIndia to raise funds amounting to ₹4 crores for the organisation's Covid Response Fund. Flipkart also utilised its SuperCoins programme (a reward programme), and enabled consumers to donate over 4 lakh masks to frontline workers and marginalised communities, and nearly 8 lakh meals to the poorest of the poor.

**Pushpa Aman Singh, CEO of GuideStar India and the Global Leader for GivingTuesday India**, said, "It is very important to make every single person realise that she has the capacity to impact lives, no matter how much or how little they have. We are delighted that our partnership with Flipkart will connect millions of Indian with virtual opportunities to express their generosity."

DaanUtsav is an annual festival that encourages selfless giving and celebrates generosity. What started with a handful of volunteers has now become a national phenomenon that takes place every year from October 2-8. GivingTuesday is a global generosity movement in 70+ countries that is anchored in India by GuideStar India as a DaanUtsav celebration. Flipkart had previously partnered with DaanUtsav and Giving Tuesday India and supported various causes ranging across sustainability, women empowerment, animal welfare, and equality for the differently-abled.

#### **About Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and PhonePe. Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's e-commerce revolution, with a registered customer base of over 250 million, offering over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem, and empower generations of entrepreneurs and MSMEs has inspired us to innovate on many industry firsts. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns –customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra, which holds a prominent position in the online fashion market, PhonePe, India's fastest growing digital payments platform, and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

#### **About GiveIndia**

GiveIndia exists to alleviate poverty by enabling the world to give. Established in 2000, we are India's most trusted giving platform. Our suite of products & solutions enable all givers - individuals and organisations - to donate conveniently to any cause directly on our platform, at their workplace or through one of our partners. Our community of 1.5M+ donors and 150+ partners have supported 1500+ verified nonprofits, impacting 8M+ lives across India

#### **GivingTuesday in India**

#GivingTuesdayIndia works with institutions and individuals to shape their ideas and design their programmes to nurture and grow the culture of giving among their stakeholders, consistent with their



own mission to do good. The portal <https://www.givingtuesdayindia.org> serves as a repository of ideas and resources to do good: over 10,000 GuideStar India verified NGOs, a bank of random acts of kindness, hundreds of giving stories, events to celebrate giving and donation options to give money, gifts in-kind and volunteering time. By aggregating giving across campaigns and programmes run by collaborators, it helps millions of everyday givers see how their individual contributions add up to make a big impact when they all give to their preferred causes! Launched in 2017, #GivingTuesdayIndia hash-tagged campaigns recorded over Rs170 million raised in the first three years.

### **GuideStar India**

GuideStar India (GSI), a not-for-profit that is the global leader for GivingTuesday in India. GuideStar India is India's most exhaustive source of NGO information with its reliable online NGO information repository illuminating the work of India's civil society and serving as the backbone for India's philanthropy ecosystem. Through [www.guidestarindia.org](http://www.guidestarindia.org), it makes available civil society information that advances transparency & public accountability, enables better decision-making and encourages charitable giving. GuideStar India enhances the discovery, visibility and credibility of Non-Governmental Organisations (NGOs) by making information on 10,000+ NGOs accessible in the public domain. It has carried out over 3000 certifications of NGOs after thorough due diligence on transparency, public accountability, governance and legal & financial compliance. GuideStar India Platinum, Gold and Silver Seals are widely recognised as credibility indicators for Indian NGOs.

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