Flipkart is preparing the next generation of women in tech: launches third edition of 'Girls Wanna Code'

~ A three-month mentorship programme for 2nd, 3rd and 4th year engineering students, who will be mentored by Flipkart leaders to begin their careers in coding
~ Students who excel may choose to appear for Flipkart hiring opportunities (full-time and internship)
~ This initiative falls under the organisation's charter of enabling more women in the technology stream

Bengaluru - 10 March, 2021: With an elevated mission of creating a more inclusive workforce in technology, Flipkart, India's homegrown e-commerce marketplace, is preparing the next generation of women coders in India. One of the initiatives being undertaken in this regard is the launch of the third edition of its successful campus initiative - '*Girls Wanna Code*'. Through this meaningful mentorship and comprehensive upskilling programme, Flipkart is empowering the next generation of women in technology by creating a strong community for aspiring coders from not only metro cities, but tier 2+ regions too where there is tremendous untapped potential. While many mentorship opportunities are traditionally restricted to tier 1 educational institutions in metro regions, *Girls Wanna Code* is breaking these barriers and enabling access to a wider community of aspiring women coders. This is being facilitated through a three month programme where 200 participants from across the country will be mentored by leaders from Flipkart. This programme benefits the industry at large, and previous participants have been placed in leading organisations across the country, including Flipkart.

Inclusion forms a core tenet of Flipkart's organisational values and will remain a top priority in 2021. Flipkart is committed to creating and sustaining an environment which enables more women to build successful careers in technology. As an employer of choice for women, it is invested in harnessing a strong pool of talent in every part of the country, while enhancing their representation in the field of technology.

Speaking about the importance of enabling more women in technology, **Krishna Raghavan, Chief People Officer at Flipkart,** said, *"We are committed to creating the right kind of opportunities that enable more women to pursue successful careers in technology. The Girls Wanna Code programme is aimed at creating an empowering community and providing mentorship to a larger group from across India. Through this, we aim to unlock new opportunities for women that will help them pursue ambitious careers."*

Speaking about Girls Wanna Code, **past participant Rutvika Pravin Patil** said, *"The Girls Wanna Code programme provides participants with a one-of-a-kind experience. Over the course of the programme, I gained confidence in understanding and applying algorithms and data structures. It helped improve my approach to problem-solving and pushed me to challenge myself.*

It has provided me with a solid foundation on coding and has given me the confidence to stand shoulder to shoulder with my peers."

"The Girls Wanna Code programme provides a platform for women techies to enhance their coding skills. Through the programme, I was able to learn new concepts, approaches and problem-solving techniques. The specially curated modules and hands-on mentorship by Flipkart developers helped enhance my knowledge and skills. I am thankful to Flipkart for this rewarding opportunity" said **Namita Mutha, a participant from last year's Girls Wanna Code programme.**

As an employer of choice for women, Flipkart is invested in enhancing the representation of women not only in the organisation, but in the industry at large.

ABOUT GIRLS WANNA CODE

Flipkart launched the Girls Wanna Code in 2018 with the mission of building a future for women in tech. This year, the entire programme will be facilitated online for the very first time. The modules will cover the Basics of Coding, Algorithm, Problem Solving & Advanced-Data Structures, which will equip students with the competence required to pursue careers in technology and product development. The programme will also enable a learning platform where students can connect with each other. This year, Flipkart will be engaging with multiple engineering colleges from across the country, such as Indira Gandhi Delhi Technological University for Women (IGDTUW), Shri Vishnu College of Engineering for Women, Lal Bahadur Shastri Institute of Technology for Women (LBSITW), Bharathiyar Institute of Engineering for Women, G. Narayanamma Institute of Technology and Science and Cummins College of Engineering for Women, among others.

The latest edition of Girls Wanna Code witnessed tremendous success with 5,000 registrations. Similar to Flipkart's other programmes that are dedicated towards preparing the next generation for a fruitful career in technology, the Girls Wanna Code initiative continues to evolve. What began with 3 colleges has now grown to 14, and the structure of this mentorship programme has seen many positive developments.

About the Flipkart Group
The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and Flipkart Wholesale. 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 300 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 have 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 and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

For more information, please contact media@flipkart.com