

Flipkart Foundation supports environment preservation in Uttarakhand

- *Partners with Give Foundation and SankalpTaru Foundation to positively impact lives affected by Climate Change, drives plantation of trees through seed ball bombing*
- *The project was carried out in the Chamoli district, with a goal to restore greenery to barren regions and stabilizing the landslide affected areas of Himalayas, benefitting more than 27,000 people from more than 60 villages*
- *With 3-4 lakh trees expected to grow in the coming years, around 500 acres could be made greener through seed ball bombing and aid in restoring flora of the Himalayan region*

Uttarakhand - December 01, 2022: The Flipkart Foundation with its vision of facilitating an inclusive, equitable, empowered and sustainable society in India, collaborated with two NGOs — Give Foundation, and the SankalpTaru Foundation, to spread awareness about the alarming environmental changes in Uttarakhand. As a part of its sustainability initiative, Flipkart's team developed and introduced a game called the Flipkart Celebration Tree on its app, that involved customers to play the game of growing a tree virtually and for every completed task, Flipkart committed to growing a tree in real life.

Taking forward the commitment, the Flipkart Foundation and the partnering NGOs endeavoured to bring about constructive changes in the ecosystem through *Project Seedball bombing* in the Chamoli district of the state. Over 1.1 million seed balls were distributed to the school children and community members [directly as well as through govt officials] while educating them on its importance and seeking their support in dispersion of these balls. In addition, drones were used to reach the difficult terrains. About 70 kgs of seed balls were also given to government officials for dispersing through community involvement.

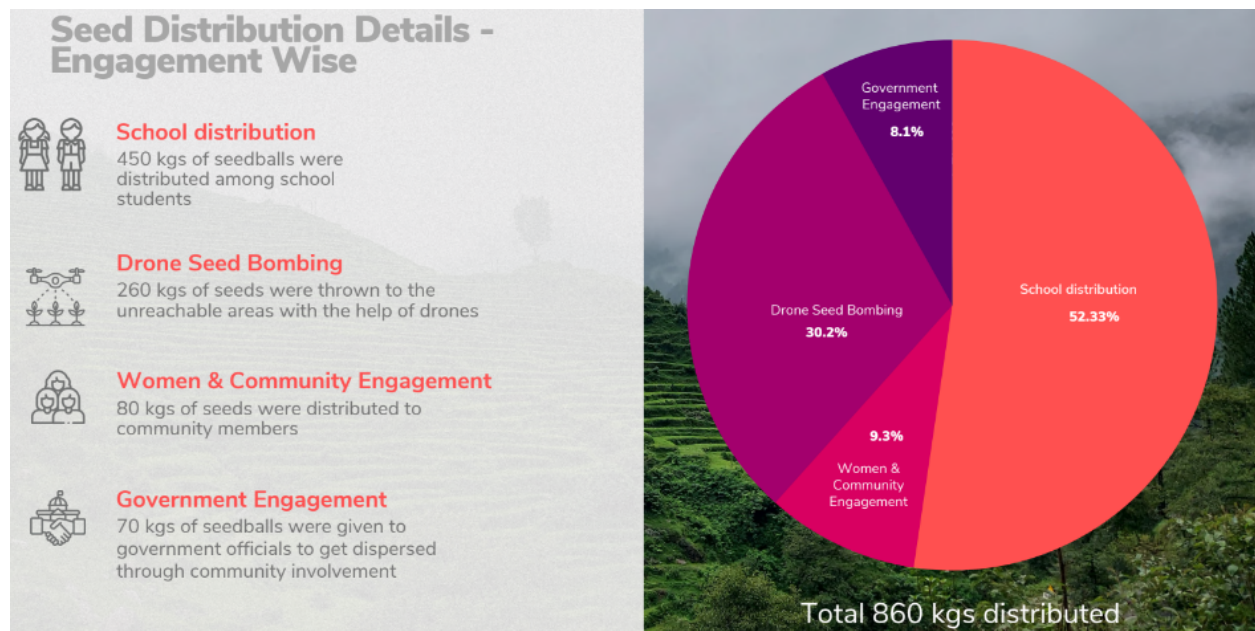
Considering that tree plantation is an extremely challenging task in a hilly terrain such as Chamoli, seed ball bombing has served as a great substitute, helping more than 27,000 people in 63 villages of the district. Around 3-4 lakh trees are expected to grow in the coming years in the areas covered under the project through bombing of seeds of Amla, Padam, Kachnar, Anaar among other native species.

The activity has also led to the employment of women in the Chamoli district, who were trained to make seed balls.

Speaking about the initiative, **Puja Trisal Director, Flipkart Foundation**, said, *"Through the Flipkart Foundation, we have committed to engaging in several critical societal concerns, which also include environmental responsibility and disaster relief. Our collaboration with able and highly invested organizations, such as Give Foundation and SankalpTaru Foundation, has enabled us in improving the lives of thousands of people who have suffered the ramifications of climate catastrophe in Uttarakhand. Project Seedball bombing is a revolution, and a pathbreaking substitute for tree plantation in hilly terrains such as those of Chamoli in Uttarakhand, with its vision to reduce landslides, soil erosion and forest fires. The engagement of women, school children, government officials and the village community has further boosted*

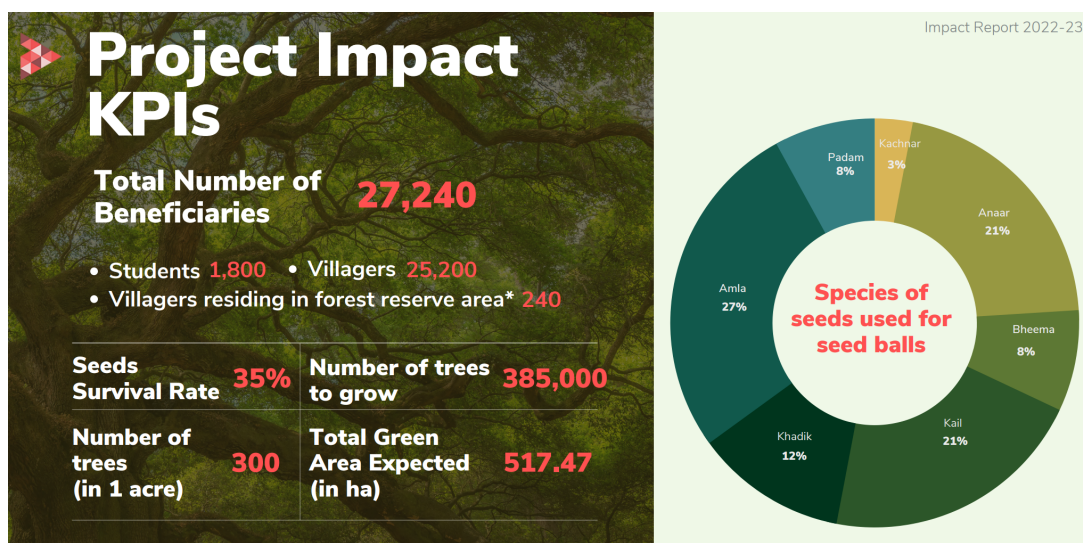


the efforts of creating green ambassadors on the ground. It has been extremely gratifying to witness how the project has shaped out in the state.”



Speaking of the project, **Apurva Bhandari, Founder- SankalpTaru Foundation**, said, “We are thankful to Give Foundation and the Flipkart Foundation for looking into Uttarakhand and extending the support for increasing the green cover. With increasing development, the greenery in the region is declining, which is leading to frequent landslides. Tree plantation in such an area is an impossible job, so seed bombing provides a good substitute for it. With a survival rate of 30%, we hope to see around 3 lakh trees in the coming years in the areas where this activity has taken place.”

The seed bombing project will help restore greenery of the barren region and aid in restoring flora, which is critical for binding the soil to reduce soil erosion and stopping landslides for years to come. The trees will aid in lowering the risk of forest fire as native species are planted. Non-Timber Forest Produce (NTFP) will be provided to the neighborhood in order to assist the beneficiaries.



Some of the villages covered include: Kharki, Mayani, Guniyala, Paab, Vishal, Devsthan, Pokhari, Valli, Makroli, Bhadakoti, Gwar, Devaldhar, Nagartangsa, Bandwala, Bairagana, Kunkul, Khanna, Raduwa, Jaurasi, Parwanpur, Kimotha, Kandai, Kinjani, Dungar, Thalabair, Kimkjoli, Chameti, Bhikona, Bamanthala, Khanni, Ganiyala, Harishankar, Kailab, Satiyana, Tali, Kujni, Nauli, Nail, Gudam, Masoli, Jakhmala, Pari, Kaisir, Shrigadh, Kothiyal Sain, Tilfara, Balkhila, Chatoli, Pilang, Boli, Rudraprayag Pokhari, Dewar Khandora, Kudav

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+, and Cleartrip.

Started in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 450 million, offering over 150 million products across 80+ categories. Our efforts to democratize 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. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

For more information, please write to media@flipkart.com