

Flipkart Foundation, Give Foundation and Pinkishe Foundation Collaborate to Launch *Project Udaan* to Foster Menstrual Awareness amongst Underserved Communities

- *The initiative aims to educate and uplift adolescent girls and women by providing access to safe and sustainable menstrual products*
- *The programme seeks to benefit 1,600 girls directly and an additional 3,200 girls and women indirectly across four states – Gujarat, Haryana, Karnataka and Uttar Pradesh*

Bengaluru - August 25, 2023: The Flipkart Foundation and Give Foundation have partnered with Pinkishe Foundation, a non-profit organisation working towards improving the lives of women and girls in India, towards spreading awareness about menstrual health and hygiene. The initiative – '*Project Udaan*' – aims to create period-positivity while addressing the challenges girls and women from marginalized communities face, especially in rural areas. By providing essential information and eco-friendly period products, the project endeavors to foster better reproductive health and behavioral practices. The project will be executed across multiple locations in four states, including Gandhinagar and Mehsana in Gujarat, Gurugram in Haryana, Bengaluru in Karnataka and Varanasi in Uttar Pradesh.

This collaboration aims to empower and encourage adolescent girls and dismantle the taboo around periods. Besides promoting appropriate menstrual health practices, the project also envisions nurturing a sense of dignity and confidence among young girls and women. The programme seeks to cater to girls aged 10 to 18 years, benefiting 1,600 girls directly and an additional 3,200 girls and women indirectly, covering 20-25 schools identified with the help of local teams.

A two-hour workshop will be organized in each of the selected schools for batches of 50 - 100 girls, providing comprehensive knowledge on hygiene practices, menstrual product options, and their disposal, health, and nutrition, among others. These sessions will also address menstrual stigma and deep-dive into pain management, emotional-wellbeing, and period-positive advocacy.

Further, period kits will be distributed as part of these workshops, including reusable cloth pads, an instruction booklet, and other essentials, to ensure environment-friendly menstrual health management for at least two years, per girl.

Commenting on the partnership, **Puja Trisal, Director, Flipkart Foundation**, "*We believe that empowerment begins with knowledge and access. With the launch of 'Project Udaan,' in partnership with the Pinkishe Foundation, we are taking a significant step towards uplifting, educating, and empowering young girls and women in rural and underprivileged communities.*

Through essential menstrual health education and eco-friendly period products, we aspire to break barriers, instill confidence in girls at an early age, and pave the way for a healthier and brighter future. We are committed to leaving no one behind as we steadfastly move together towards a more inclusive and empowered society."

Arun Gupta, President of the Pinkishe Foundation, commented, *"With heartfelt gratitude, we thank Flipkart Foundation's visionary and bold leadership for supporting our mission to provide menstrual education and eco-friendly reusable cloth pads to rural girls. By addressing this vital but overlooked issue, we are breaking barriers and empowering thousands of young girls while promoting environmental sustainability. Together, we strive for an inclusive society where no girl is hindered by menstrual challenges. Thank you, Flipkart Foundation, for driving positive social impact and believing in the power of education, empowerment, and eco-conscious solutions. Together, we create a brighter, greener, and more equitable future for all."*

By focusing on rural schools catering to underprivileged girls, *The Project Udaan* aims to reach those facing social and economical barriers to menstrual hygiene resources and information. The project seeks to enable lasting change by providing immediate relief and promoting enduring menstrual health practices.

In the past year, Flipkart Foundation has worked with underserved communities across Andhra Pradesh, Assam, Haryana, Maharashtra, Karnataka, Telangana, Uttarakhand, Uttar Pradesh, and West Bengal to serve, support, and empower unskilled and underprivileged sections of society in various sectors, to ensure maximum reach and sustainable impact.

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 participate in India's digital commerce revolution. With a registered customer base of more than 450 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 11 lakh sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created lakhs of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns, which are customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

About Pinkishe Foundation

Pinkishe Foundation, a New Delhi-based non-profit, was established in 2017 with a powerful mission: to shatter the silence around periods. Through their dedicated team of primarily women volunteers, Pinkishe is transforming the narrative on menstrual health & hygiene management (MHM) across India. They conduct impactful workshops and awareness programs in schools, colleges, and underserved communities, helping to educate and empower women. Pinkishe's focus

on safe and sustainable period products has made a significant impact, and they provide free pad kits to their target population. With a strong partner network involving corporates, colleges, and other NGOs, Pinkishe has become a leading player in the MHHM space. Their efforts have directly benefited over 500,000 girls and women, earning them well-deserved recognition with multiple awards. Pinkishe Foundation's work is reshaping attitudes and lives, promoting a future where menstruation is no longer a taboo but a celebrated aspect of women's health and well-being.

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