

Flipkart Foundation and Smile Foundation Collaborate to Support Underprivileged Youth Through a Skill-Training Programme

- *The programme aligns with the Government of India's vision for skill development, empowerment and employment*
- *The overarching goal of this collaboration is to secure entry-level job placements of trained youth from Bengaluru*

Bengaluru - 19, 2023: The Flipkart Foundation, the charitable arm of the Flipkart Group, has collaborated with Smile Foundation, an Indian development organization, to introduce a livelihood programme, designed to empower underprivileged youth. This partnership is deeply committed to equipping young individuals with industry-relevant skills, placing a special emphasis on Banking, Financial Services, and Insurance (BFSI), Personality Development (PD), and Soft Skills.

As a pivotal part of this impactful collaboration, support will be extended to two strategically located Smile Twin e-Learning Programme (STeP) centers in Bengaluru. These institutions will provide comprehensive training to 270 youth selected from less privileged backgrounds, with its positive ripple effect indirectly benefiting a broader community of around 1,100 individuals. The overarching goal of this initiative is to secure entry-level job placements for trained individuals, thereby opening doors to a more promising future.

This project, which will span 12 months, aligns seamlessly with the government's *Skill India Mission*. The programme is thoughtfully designed, comprising three terms, each lasting four months. To commence this educational journey, the project will enroll and induct 45 students per term, guided by well-trained instructors, who would enable learners to not only understand the material but also make the most of the educational portal's features and resources. The programme also provides instructors with tools to closely monitor individual progress and overall performance, thereby allowing them to offer timely support and constructive feedback.

The programme also includes counseling sessions where enrolled youth can benefit from expert guidance and attend workshops aimed at honing their skills.

Commenting on the collaboration, **Puja Trisal, Director, Flipkart Foundation**, said, *"In collaboration with Smile Foundation, we at Flipkart Foundation are driven by a shared vision to empower the dreams of underprivileged youth. We believe that skill development is the key to unlocking a brighter future. Through this transformative initiative, we are not just creating job-ready individuals but also shaping a community of confident, skilled, and empowered young minds. Together, we are scripting stories of resilience and success, illuminating the path to a promising tomorrow for all."*

Santanu Mishra, Co-founder and Executive Trustee of Smile Foundation, commented, *"We are glad to partner with the Flipkart Foundation and take our mission forward in enabling deserving youth with market-oriented employability skills. I am sure that our collective effort will*

make a little contribution towards the Skill India Mission by fostering growth of talents. We are hopeful that our young beneficiaries will not only build a bright and dignified future, but also contribute meaningfully towards nation building."

With a commitment to job placements and comprehensive support, this programme illustrates its dedication to empowering young individuals and illuminating the path to a brighter future for them, in turn contributing to a stronger, more inclusive India.

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 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 14 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.

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

About Smile Foundation:

Smile Foundation is an Indian development organization directly benefiting over 1.5 million underprivileged children and their families every year through more than 400 welfare projects in education, healthcare, livelihood and women empowerment spread across 2,000 remote villages and urban slums in 27 states of India. Smile Foundation has so far trained 75,000 youth through its STeP centers across 16 states of India, with 47,000 them successfully placed in over 200 reputed brands. Girls form 71 per cent of the beneficiaries.