



Flipkart Foundation Teams Up with Kineer Services; Fosters Inclusion through Employment Opportunities for the Transgender Community and other LGBTQ+ Individuals

- *The aim of the collaboration is to equip the transgender community with essential skills tailored to meet the demands of the job market*
- *With a target of skilling 300 LGBTQ+ individuals, the 'Trans-formation' project aims to facilitate the placement of participants through dignified employment opportunities*

New Delhi - March 18, 2024: Flipkart Foundation, the charitable arm of the Flipkart Group, has collaborated with Kineer Services, an organization advocating for gender sensitization, to launch 'Trans-formation', an initiative aimed at uplifting the marginalized transgender community and other members of the LGBTQ+ spectrum. Through this collaboration, the project endeavors to provide comprehensive skills training to 300 transgender and LGBTQ+ individuals, with the goal of facilitating the successful job placement through dignified employment opportunities.

Operating across Delhi and Mumbai, this collaborative effort underscores a dedication to nurturing livelihood creation and advancing societal inclusion for the LGBTQ+ individuals who will receive tailored support throughout various stages. These include, establishment of training facilities, mobilization, hands-on holistic training, certification, and job creation and placement.

Moreover, by partnering with companies open to hiring from the LGBTQ+ community, the initiative strives to create a supportive and inclusive environment, fostering long-term success and societal acceptance for the community.

Commenting on the programme, **Puja Trisal, Director, Flipkart Foundation**, said *"At the Flipkart Foundation, we recognize the importance of creating pathways for marginalized communities to thrive. Through our collaboration with Kineer Services, we are not just providing skill-training and job placements, we are also actively breaking social barriers and advocating for the respectful recognition of the trans community and other LGBTQ+ individuals. This initiative exemplifies our belief that every individual deserves the opportunity to contribute meaningfully to the workforce and the society at large."*

Dr. Manish Jain, Executive Director, Kineer Services, commented, *"Kineer is focused towards the inclusion and mainstreaming of this often forgotten and ignored community. The lack of education and skills further increases the gap of employment opportunities for the community. We are extremely thankful to the Flipkart Foundation for not only ensuring that the community gets to learn the desired skill sets but also ensures that state of the art learning facilities are made available for the members. Together we will make a more inclusive world"*.

Trans-formation stands as a beacon of hope and progress for the transgender community and other LGBTQ+ individuals. By equipping individuals with skills of holistic housekeeping service aspects including standard operating procedures, knowledge about chemicals, tools, cleaning machines, and budgeting, the trainees can get well versed with the subject matter. The training, apart from covering the technical aspects of housekeeping, also empowers the trainees in soft

skills such as customer handling, workplace etiquette and grooming. Situation specific role plays are also conducted to enhance the decision making and situation handling skills of the trainees. By enabling dignified employment, this collaboration is not just creating opportunities but transforming lives. With a steadfast commitment to providing post-placement support and fostering inclusivity, this initiative is working towards building a more equitable and accepting society.

In the past, Flipkart Foundation has worked with underserved communities across Andhra Pradesh, Assam, Haryana, Gujarat, 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 user 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 Kineer Services Pvt. Ltd:

Kineer Services Pvt. Ltd. (Kineer) was established in 2018 and has been actively involved in the advocacy of gender sensitization. Kineer was formed with a vision to bring about a paradigm shift in the lives of members of the sexual minorities. Kineer not only works towards creating dignified employment opportunities for the members of the sexual minorities, but also ensures that mental and physical health of this neglected community is taken care of.