

Flipkart Foundation Hosts Sampark 2024 to Champion Collaborative Solutions for Inclusive Growth

- *The Flipkart Foundation unveiled its annual report and the second compendium at the conference*
- *The event celebrated the contributions of NGO partners, recognizing them for their role in fostering social impact*

New Delhi - November 27, 2024: The Flipkart Foundation, the charitable arm of the Flipkart Group, successfully concluded its second annual conference, *Sampark 2024: Inclusive Pathways to Social Impact*, at the India Habitat Centre, New Delhi on November 27. This one-day event brought together eminent personalities from non-profits, private sector and global organizations to drive critical discussions on fostering inclusive and sustainable development for social impact, aligned with India's national priorities and global Sustainable Development Goals.

The conference began with a keynote address by Mr. Atul Satija, Founder and CEO of The/Nudge Institute & Give, followed by a special address by the Chief Guest, Mr. Dhanendra Kumar, IAS (Retd.), Former Chairman of the Competition Commission of India and Executive Director at the World Bank. Both the speakers highlighted the need for collective efforts to address pressing socio-economic challenges and emphasized the role of organizations like Flipkart Foundation in driving meaningful change. The Foundation also unveiled its *Annual Report* and the *Second FKF Compendium*, showcasing effectual initiatives and success stories since its inception in 2022.

Among the highlights of the event was a panel discussion on '*Turning the Tide: Leading Disengaged Youth to Sustainable Livelihoods through Entrepreneurship and Skill Enhancement*.' The session featured thought leaders such as Mr. Amit Kumar (Head, Inclusive Growth, UNDP), Mr. Mangesh Wange (CEO, Swades Foundation), Ms. Rema Mohan (CEO, NSE Foundation), and Ms. Shobhini Mukerji (Executive Director, J-PAL South Asia). Moderated by Mr. Anish Kumar (Co-Lead, Transform Rural India), the discussion explored the need for skilling initiatives to empower rural youth, enhance employability, and create sustainable livelihoods.

Adding to the thought leadership, a fireside chat explored how technology can drive inclusive and sustainable development. Moderated by Mr. Jeyandran Venugopal (Chief Product and Technology Officer, Flipkart), the session featured insights from Dr. Nidhi Pundhir (Vice President, Global CSR, HCLTech & Director, HCL Foundation) and Mr. Aniket Doegar (Co-Founder & CEO, Haqdarshak). The conversation underscored the power of technology to bridge developmental gaps, create inclusivity, and drive impact in underserved communities.

The Foundation also recognized five NGO partners – *Smile Foundation, Pratham Infotech Foundation, AIACA (All India Artisans and Craftworkers Welfare Association), SM Sehgal Foundation and Haqdarshak Foundation* – for their exceptional contributions, showcasing



collaborative achievements in empowering marginalized communities and driving meaningful social impact. Additionally, beneficiaries of programmes by Smile Foundation and AIACA, run in collaboration with the Flipkart Foundation also shared their inspiring journeys of growth, at the event.

Reflecting on the conference's outcomes, **Rajneesh Kumar, SVP & Chief Corporate Affairs Officer, Flipkart Group**, stated, *“Sampark 2024 is a reflection of our vision to build a future where inclusive development and sustainability are at the forefront of societal progress. It is heartening to see how this platform brought together voices from across sectors to address critical challenges and explore pathways for impactful collaboration. As we continue to deepen our engagement with communities and partners, our focus remains on driving meaningful, scalable change that touches lives and empowers India’s growth story.”*

Emphasizing the need for a unified approach to social change, Sampark’24 successfully reinforced the Flipkart Foundation’s role as a thought leader and enabler in the development ecosystem.

So far, Flipkart Foundation has worked with underserved communities across Andhra Pradesh, Assam, Haryana, 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.