

Flipkart Foundation Launches the Second Phase of Project Udaan with Pinkishe Foundation to Promote Menstrual Health and Hygiene Among Adolescent School Girls

- *This phase of Project Udaan aims to raise menstrual awareness among school girls and ensure sustainable menstrual practices across Ahmedabad and Varanasi*
- *Benefiting 3,212 women and girls, the initiative aims to reinforce menstrual health as a fundamental pillar for promoting education, well-being and gender equality*

Bengaluru - 20th February, 2025: The Flipkart Foundation, the charitable arm of the Flipkart Group, in collaboration with Pinkishe Foundation, has launched the next phase of Project Udaan, an initiative aimed at improving menstrual health knowledge and hygiene practices among young adolescent girls. The project will provide 1,606 school girls access to eco-friendly reusable sanitary pad kits and essential menstrual health education, across Ahmedabad (Gujarat) and Varanasi (Uttar Pradesh). By addressing period hygiene challenges, this partnership, which commenced in August, 2023, seeks to enhance awareness, reduce school absenteeism, and promote sustainable menstrual practices, empowering young girls to manage their periods with dignity and confidence.

This phase will entail collaboration with local schools and education authorities for smooth implementation. The interactive educational sessions focused on period hygiene, breaking myths and reducing stigma will be followed by the distribution of eco-friendly period kits. The uniqueness of the project lies in having pre and post training assessments to assess the prior knowledge levels of the participant girls and the shift after each session in terms of knowledge gains and changes in attitudes.

The intended impact is to increase period health literacy, improve school attendance, and encourage environmentally sustainable menstrual solutions. The project is expected to benefit 3,212 individuals directly and indirectly, including school girls and community women, ensuring that menstrual health remains a key pillar of overall well-being and gender equality.

Speaking on the project, **Sarah Gideon, Vice President - Corporate Affairs Communications, CSR & Flipkart Foundation**, said, *“The progress we have witnessed through this partnership with Pinkishe Foundation fills us with a deep sense of gratification. We believe that raising awareness on period health and hygiene and providing access to menstrual health products is a vital step in fostering self-empowerment. By addressing these needs, we aim to encourage healthier, more confident individuals and also challenge long-standing societal taboos, creating a more inclusive and progressive community.”*

Arun Gupta, President of the Pinkishe Foundation, commented *“Flipkart Foundation’s commitment to social impact is truly commendable, and Project Udaan is a shining example of*

how partnerships can drive meaningful change. By joining hands with Pinkishe Foundation, Flipkart Foundation is not just facilitating access to menstrual hygiene products but also fostering awareness and dignity for thousands of young adolescent girls across India. This collaboration is a significant step toward breaking period stigma and ensuring that no girl's education or confidence is compromised due to menstruation."

Building on the success of its earlier phase, which impacted nearly 3,000 schoolgirls and community women, the project has improved understanding of period health, encouraged hygienic practices, and facilitated open discussions to break social taboos. This new phase will further equip school girls with the knowledge and resources they need to make informed menstrual health decisions while also contributing to environmental sustainability through the use of reusable menstrual products.

In the past year, Flipkart Foundation has worked across Andhra Pradesh, Assam, Delhi, Gujarat, Haryana, Karnataka, Maharashtra, Telangana, Uttarakhand, Uttar Pradesh, and West Bengal to serve, support, and empower underserved sections of society through a gamut of interventions, 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, Cleartrip and super.money.

Established 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 1.4 million 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 thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

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

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 (MHHM) 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.