

Flipkart Foundation and Vipla Foundation Collaborate to Empower Women Through Employability Skills Training

- *The project will provide employability training in high-demand sectors like IT, Retail Sales, BPO, and BFSI, helping women secure meaningful career opportunities*
- *Beyond technical skills, this will equip women with critical life skills, confidence, and decision-making abilities to help them navigate personal and professional challenges effectively*

Bengaluru - March 11, 2025: Flipkart Foundation, the charitable arm of the Flipkart Group, has partnered with Vipla Foundation to launch an initiative to equip women with employability skills to foster economic independence and reduce their vulnerability to gender-based violence. The project, *'Economic Independence through Employability Skills Training Interventions for Reducing Women's Vulnerability to Gender-Based Violence,'* seeks to inspire women to pursue skill development or reskilling in marketable vocations, bridging the gap between their capabilities and job opportunities. Implemented in the slum areas of Pune, the initiative will provide women with meaningful, sustainable, and economically stimulating career opportunities, helping them and their families break free from the cycle of intergenerational poverty and exploitation.

This project will be implemented by the Vipla Foundation in Pune district, where women will receive comprehensive training in high-demand sectors such as IT, Retail Sales, BPO, and BFSI. The project aims to train 200 young women from slums, rural, and semi-rural areas of Pune district, with professional skills training. On completion of the project, the participants will receive certification in their chosen trade. Flipkart Foundation and Vipla Foundation aim to create lasting change by fostering a culture of economic self-sufficiency and resilience. The goal is to ensure that women secure opportunities and build sustainable careers that contribute to their families and society.

Key activities under this initiative include providing mentorship, technical and life-skills training, facilitating industry exposure visits, and job placements. The project also emphasizes post-placement support, ensuring that women enter the workforce and sustain their career growth. The partnership will benefit 1,200 individuals, including indirect beneficiaries such as families and community members.

Commenting on the collaboration, Sarah Gideon, Vice President - Corporate Affairs Communications, Flipkart said, *"At Flipkart Foundation, we recognize that true empowerment goes beyond skill development. It is about enabling women to reclaim agency over their aspirations, financial security, and societal roles. Our collaboration with the Vipla Foundation is rooted in the belief that when women are given the right opportunities, they transform their lives and become catalysts for change within their families and communities. This initiative is about more than just workforce readiness; it is about fostering resilience, confidence, and long-term socio-economic mobility. By equipping women with the tools to navigate personal and*

professional challenges, we invest in a future where financial independence translates into a more equitable society."

Pramod Nigudkar, Chief Executive Officer, Vipla Foundation, said, *"Empowering women with skills is not just about creating opportunities—it's about unlocking their boundless potential to lead, inspire, and transform communities. I am deeply grateful to Flipkart Foundation for its unwavering commitment and support to equip women with employability skills and economic opportunities. This contribution will enable women to break barriers, achieve financial independence, and build a brighter future for themselves and their families."*

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 Vipla Foundation

Vipla Foundation (registered as Save The Children India) is on a mission to ensure that nothing stops the children of India from Learning, Growing and Flourishing. The programme participants are largely women and children from communities experiencing intergenerational poverty due to meagre or limited access to education, inclusion and entitlements. Vipla Foundation works towards strengthening access to quality education through Early years intervention, Education, Inclusion and Safeguarding from exploitation and violence that helps families and communities break the cycle of poverty and marginalisation for generations.