

Flipkart Foundation and S M Sehgal Foundation Launch the 2nd Phase of 'Fostering a Green Future' Project to Encourage Eco-Consciousness among Children and Women

- *The project aims to raise eco-consciousness among children and women in 40 villages across Haryana*
- *The focus will be on conducting sessions to promote community-driven environment conservation efforts on sustainable agricultural practices and solutions to combat crop residue burning*

New Delhi - 2nd April, 2025: The Flipkart Foundation, the charitable arm of the Flipkart Group, in collaboration with the S M Sehgal Foundation, a rural development organization, has launched the second phase of the project ***Fostering a Green Future – Empowering Children and Women with Eco-Consciousness***. In its first phase, the project successfully reached over 4,650 children, including 2,200 women, across 60 villages, creating significant awareness around sustainable agriculture, water conservation, and climate resilience. The second phase aims to build on this momentum, further strengthening community participation and action toward environmental sustainability.

The initiative, set to be implemented across 40 villages in the Kaithal and Kurukshetra districts of Haryana, seeks to educate children and women on community-driven environmental conservation efforts, with a focus on climate change, sustainable farming practices, soil health, and water conservation. By engaging these key community stakeholders, the project intends to create a long-term environmental impact while empowering children and women as catalysts for change in their households and beyond.

The initiative will directly impact 2,600 individuals, including 1,000 women, with an overall outreach of 13,000 individuals. The focus will be on conducting awareness sessions to promote sustainable agricultural practices, viable solutions to combat crop residue burning, and community-driven environmental conservation efforts. Key activities include direct engagement with local communities to drive behavioral change as well as pre and post-assessment studies to measure impact.

Commenting on the initiative, **Sarah Gideon, Vice President - Corporate Affairs, Flipkart**, said, *"At the Flipkart Foundation, we believe that sustainable change begins at the grassroots level, where communities are not just participants but active drivers of transformation. By working together with the S M Sehgal Foundation, we are equipping children and women with the knowledge and tools they need to adopt and champion responsible practices. Our focus is on turning awareness into action and ensuring that sustainability becomes a way of life rather than a choice. This partnership is a step towards that vision, where informed communities are at the heart of a greener, more resilient future."*

Anjali Makhija, Trustee & CEO, S M Sehgal Foundation, said, *“Together with the Flipkart Foundation, S M Sehgal Foundation has contributed to fostering a green future by building awareness and educating children and youth about the sustainable farming practices and harmful effects of crop residue burning. The first phase of the partnership aimed at creating eco-consciousness in youth. With proper guidance, we trust young minds, including women, will lead to sustainable change and meaningful positive transformation. We are excited with the expansion of this partnership to create positive climate change.”*

The collaboration reflects a shared commitment to creating a sustainable and resilient future. By empowering children and women as key drivers of sustainability, this initiative supports the Flipkart Foundation’s mission to drive meaningful social and environmental change.

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 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 S M Sehgal Foundation

Since 1999, S M Sehgal Foundation has been dedicated to improving the lives of rural communities in India. As a rural development NGO, the Foundation, established as a public charitable trust, focuses on five key areas: Water Management, Agricultural Development, Local Participation and Sustainability, Transforming Schools, and Outreach for Development. Supported by a skilled research team, S M Sehgal Foundation uses participatory research, impact assessments, and community dialogues to drive sustainable change. With the support of

donors and partners, its grassroots programs have reached 13 states in India, empowering local communities to advance their development. With over 25 years of experience, the Foundation has led numerous interventions addressing critical rural development challenges. Its teams focus on collective action, participatory research, and impact assessments to foster education, training, and sustainable outcomes for rural populations.