

Flipkart Foundation and Pratham InfoTech Foundation Expand Their Digital Literacy Initiative to Empower Youth in Mumbai and Gurugram

- *This initiative aims to equip 2,500 youth annually with digital literacy and employability skills, enhancing career opportunities for the youth in the IT & Retail job market*
- *Building on the success of Phase 1, the program will facilitate at least 60% job placement while promoting gender inclusivity, by ensuring 50% female participation*

Bangalore - 19 May, 2025: Flipkart Foundation, the charitable arm of the Flipkart Group, has expanded its collaboration with Pratham InfoTech Foundation (PIF) to launch the second phase of the *'Digital Literacy and 21st Century Skills for Employability'* program in Mumbai and Gurugram. This initiative aims to equip economically disadvantaged youth, aged 18 to 35, with essential digital and soft skills to enhance their job readiness. The program follows a hybrid learning model that provides digital training, access to technology, and direct employment linkages.

Building upon the success of the first phase, which facilitated employment for approximately 2,400 individuals across various sectors while training 3,900 youth, the second phase aims to equip an additional 2,500 youth annually across ten community-based centers. Participants will be given laptops and other digital learning resources and will undergo comprehensive training in digital literacy, soft skills, and professional grooming, positively impacting 10,000 individuals, including indirect beneficiaries.

The initiative also offers mentorship, pre-placement training and job fairs to facilitate employment opportunities, targeting a minimum 60% job placement rate. With a strong focus on gender inclusivity, the program further ensures that at least 50% of the participants are women, promoting equitable access to job opportunities.

Commenting on the collaboration, **Sarah Gideon, Vice President - Corporate Affairs, Flipkart**, said, *"The true measure of progress isn't just access to technology; it's the ability to use it to create meaningful opportunities. At Flipkart Foundation, we see digital literacy as a gateway to employment, independence, and long-term economic mobility. Our collaboration with Pratham InfoTech Foundation goes beyond training, equipping young people with the confidence, skills, and networks to build sustainable careers. As we move into the next phase of*

this initiative, we remain committed to making a real difference - on the ground, within communities, and in the lives of those who need it the most.”

Prem Yadav, Co-Founder and CEO, Pratham InfoTech Foundation, added, *“The future of work demands strong digital and employability skills. At Pratham InfoTech Foundation, we are committed to empowering youth with these essential capabilities. Our collaboration with Flipkart Foundation enables us to create meaningful employment pathways and drive sustainable impact in under-resourced communities.”*

Key implementation activities under this initiative include setting up digital infrastructure at the centers, recruiting and training local fellows as instructors, and conducting pre-placement sessions for job readiness. These efforts collectively aim to bridge the digital divide and empower the youth with the skills needed to succeed in today’s job market.

Over the past years, 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 Pratham InfoTech Foundation

Pratham InfoTech Foundation (www.pif.org.in) is a non-profit organisation that works in India to bridge the digital divide, facilitate the adoption of information technologies (IT) in education, and equip disadvantaged youths with skills, tools and capabilities that the new global economy demands. Pratham InfoTech Foundation works to provide quality education to the underprivileged children of India. It runs IT-based training, educational and community capacity-building programs in underserved schools and communities.