

Flipkart Foundation and Goonj Launch 'Udaan' to Address Menstrual Wellbeing Challenges for Women through Grassroots Interventions

- *This initiative aims to reach more than 18,700 women through on-ground menstrual wellbeing interventions across Assam, Karnataka, Odisha, and West Bengal, while engaging over 500,000 individuals through digital outreach*
- *Through a Four-A approach - Access, Awareness, Affordability, and Action; the campaign aims to offer contextualized, locally practical solutions grounded in community voice, decision-making, engagement, and sustainability*

Bangalore - 24th June, 2025: Flipkart Foundation, the charitable arm of the Flipkart Group, has joined hands with Goonj to launch '*Udaan: Empowered by Flipkart Foundation*,' an initiative aimed at transforming menstrual wellbeing outcomes for women and adolescent girls across multiple states in India. The project focuses on breaking the silence and stigma around periods, increasing awareness, ensuring access to sustainable menstrual sanitation products, and enabling community led action by the underserved communities. Through a people-first approach, Udaan empowers women to speak up, lead local solutions, and sustain awareness at the grassroots level.

Udaan is being implemented through on ground sessions across select locations in Assam, Karnataka, Odisha, and West Bengal, and through virtual platforms reaching audiences pan-India. The campaign's core on-ground component includes 225 '*Chuppi Todo Baithaks*' (Break the Silence meetings), where adolescent girls and women engage in open dialogues to dispel long-standing taboos around menstruation. These sessions are being supported by virtual workshops across schools and institutions. For this purpose, Goonj is launching a digital campaign across social channels to expand its national reach.

The initiative will directly empower close to 18,700+ women and indirectly reach over 56,000 women. Further, more than 5,00,000 individuals will be reached via digital engagement initiatives. Flipkart Foundation is addressing systemic menstrual challenges through a Four A model - Access, Awareness, Affordability, and Action by equipping women with menstrual wellbeing hygienic resources, knowledge, and platforms for expression.

A critical element under Udaan is the channelisation of Goonj's 'MY Pads'- cloth sanitary pads made from upcycled urban pre and post consumer fabric, to over 9,350 women in remote communities. These efforts will not only deliver sustainable period solutions but also prevent textile surplus from reaching landfills, aligning with Flipkart Foundation's environmental goals. Cloth collection drives in urban areas will further facilitate the production of these pads.

Commenting on the collaboration, **Sarah Gideon, Vice President - Corporate Affairs, Flipkart**, said, "*At Flipkart Foundation, we believe that dignity, health, and opportunity should never be determined by geography or social norms. Period health continues to be one of the most underserved areas in community well-being, especially among women and girls with limited access to products and education. With the launch of Udaan, in partnership with Goonj,*

we are working to challenge the deep-rooted silence surrounding menstruation, while building practical solutions grounded in community engagement and sustainability. This is not just about access, it's about giving women a voice, the power to decide for themselves, and the means to challenge the stigma around menstrual health across different geographies in India."

Meenakshi Gupta, Co-founder Goonj, says about the project, *"Goonj has been working on the issue of dignified menstrual wellbeing of women, for over 2 decades across India. We believe menstrual wellbeing is a human issue, not just a women's issue – as it's a basic biological process. Designing a comprehensive solution that addresses all aspects of this issue with a 4 A approach allows for a woman to manage her menstruation with dignity, every month. We hope more organisations get inspired by this project and seek out ideas that keep women and their dignity and decisions at the center of their menstrual wellbeing. We look forward to working deeply and long term on this issue with the Flipkart Foundation*

Women in participating communities will also be trained as health ambassadors to continue education efforts beyond the project period. Additionally, Udaan will feature 18 exhibitions showcasing work on period hygiene to normalize conversations and promote community ownership of wellbeing community action stories .

With this initiative, the Flipkart Foundation and Goonj are paving the way for inclusive, community-led solutions to address menstrual wellbeing with dignity Udaan marks a vital step toward normalizing menstruation and strengthening dignity for women across India.

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 Goonj:

For over 26 years, Goonj has been addressing material poverty, inequality and climate change by channeling urban surplus material towards the holistic communities led development—always

centering their dignity and wisdom about their contexts. By mobilising, motivating and enabling rural communities to address their own challenges using their local knowledge and collective action, Goonj has, in the last decade, triggered over 96,000 rural development projects across rural India. It mobilized more than 63 million kilograms of urban surplus material for this work in the past decade (FY 2014–2024).

For more information please write to communications@goonj.org or mail@goonj.org