

SUSTAINABLE 2021

June, 2021

#RestoreOurEarth

This challenging time for the world, and India in particular, has shown us that people and the planet are only as healthy as the ecosystems we depend upon. At the start of the UN Decade on Ecosystem Restoration 2021-2030, and on World Environment Day, we pledge to reinforce our commitment to protecting our planet, accelerating our efforts to restore ecosystems, build resilience in the face of the pandemic, restore livelihoods, and most importantly, restore hope.



While the pandemic has forced us to deal with life’s uncertainties, it has also shown us how we can live in harmony with nature. At Flipkart, sustainability is a promise we take very seriously. It is important to reconsider now, more than ever, how evolving technologies and ecosystem partnerships can be leveraged to achieve our mission of becoming a climate-positive business.

As one of India’s leading e-Commerce companies, we take our responsibility very seriously to contribute positively to society and deliver a holistic impact for our customers and the planet.



Hemant Badri
Senior Vice President, Flipkart

Flipkart Samarth

750k livelihoods and counting, 42k listings, 196 active sellers, and a YoY increase of 372% in monthly listings - Flipkart Samarth is closer to bridging the gap between India’s artisans, weavers, MSMEs, and e-commerce. In the past year, ~39 government emporiums have partnered with us, including Kashmir Arts & Crafts Emporium, Karnataka State Handicrafts Development Corporation Limited, Khadi Bihar, Uttar Pradesh Khadi and Village Industries Board.

“We used to get 20-25 orders, but today the number has gone up to ~80 orders per day because of Flipkart. It is an extremely comfortable platform to handle and we want to continue selling on this platform only. With Flipkart Samarth, I have empowered women artisans of my village.”



Dhaval Patel
Proprietor, Navrang Handicrafts



We have ~450 artisans and our handicrafts were limited to our state. With Flipkart Samarth, our products got visibility in other states too, and we are extremely happy. The platform has emerged as a promissory distribution channel to market and sell our handicraft products.

Pravat Biswal
E-commerce in-charge, Utkalika

Making an impact Flipkart Cares

CSR & COVID

"In 2020 there was an overwhelming response from Flipkart’s customers, and SuperCoins donation raised over ₹5 crore within days. This year too, Flipkart's quick response and support for healthcare interventions, including setting up of COVID-19 care centers, and increasing oxygen supply helps amplify the urgent need of the hour and raises the bar of compassion and philanthropy among everyday givers."



Atul Satija
CEO and Founder 2.0, GivelIndia

“Thank you, Flipkart! We’ve been comforted, encouraged, and humbled by the generosity and support from you. With your contributions we supplied over 4.5 lakh surgical masks to frontline health workers, and over 450 Households and 5,000 children from vulnerable and marginalised families were supported with Dry Ration Nutrition Kits.”

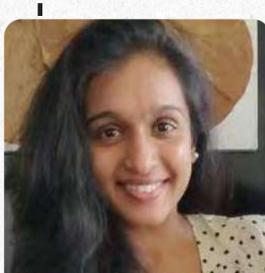
Vatsala Mamgain
Resource Mobilisation, Child Rights and You

“We connected with state governments to find solutions quickly. At Lucknow, along with the Health Department and Administration, we’ve started delivering COVID-19 kits to patients in isolation. An exclusive team delivered thousands of kits. The entire system has come together to achieve this at Flipkart - compliance norms, safety of citizens and our employees, and timely deliveries.”



Dhiraj Kapur
VP, Government Affairs, Flipkart

“Flipkart SuperCoin, in association with GivelIndia, allows customers to donate loyalty points. We've raised over INR 2 crore for oxygen refills, free ambulance services and free masks. During a time of so much uncertainty, we are committed to participate in service.”



Sharon Pais
Senior Director, Loyalty, Flipkart

Soundballs Donation for the visually impaired

Earlier this year, we partnered with a Flipkart seller Vector X to spread some football love. Vector X engineered India’s first Soundball, footballs that are specifically designed to make a sound on impact, used for football for the visually impaired and always imported until now. Working with GivelIndia, we donated soundballs to NGOs across the country marking World Disability Day. Here are some memories.



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