

# Sashakt



**BUILDING TOMORROW, TODAY**

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# FOREWORD

2022 marked the 10<sup>th</sup> year of YES Foundation making a difference to the lives of people who we were fortunate to connect with.

YES BANK, in line with its corporate social responsibility ethos, has worked conscientiously to align its core business more closely with the global sustainability frameworks - primarily the United Nations' Sustainable Development Goals (UN SDGs), the Paris Agreement on climate change and the Principles for Responsible Banking. The Bank views the emergence of ESG as a great opportunity to re-envision and transform the way we do business, that is in-line with the demands of the 21<sup>st</sup> century-new age economy and contributes to building a future that is environmentally sustainable and inclusive for all. Guided by the CSR and ESG policies, the Bank works to deliver positive socio-environmental impact within these frameworks, by:

- **Promoting principles of social responsibility and inclusive growth through awareness and support**
- **Investing in socially and environmentally responsible activities to create positive impact**
- **Engaging with stakeholders to further YES BANK's sustainability agenda and empower them with knowledge**
- **Collaborating with like-minded institutions and forging partnerships towards addressing the needs of stakeholders**
- **Monitoring YES BANK's environmental and social investments through structured governance and transparent performance indicators**

As part of its 'Responsible Business' ethos, YES BANK integrates sustainability into its core operations and links sustainable development with value creation for its stakeholders through innovative solutions and services. As the Bank turns a new leaf, it not only remains unceasingly committed to ESG principles but also aims to capitalize on its ESG leadership and performance, as a strategic differentiator in its next phase of growth. YES BANK, through YES Foundation, has committed to catalyze employment and entrepreneurship opportunities for over 100,000 youth by 2026. Starting next year, we have set an internal target of planting 1 million trees spread over the next five years. This is in line with us being environmentally conscious and understanding that protecting the environment has a direct bearing on the sustainability of all socio-economic projects.

Till date, YES BANK, through YES Foundation, has successfully catered to the needs of the under-served communities of India covering over 1,500 villages and 30 cities across various districts of the country and we are confident that we will achieve a pan India presence as we augment our reach and commitment.

As YES BANK, we are fully aware of the impact of the work that the Foundation does and hence we encourage our employees to volunteer for the various causes that we stand for. Backed by a employee volunteering policy, we launched a skill-based volunteering programme called **EVOLVE**. Since then, our employees have been engaged in providing financial literacy to rural groups, build capacity of select NGOs through a consultative approach and deliver work readiness module to trainees. I feel very happy to share that over 25% of the Bank's senior and middle management have contributed their time towards

these social and noble efforts. To step up our employee's engagement with YES Foundation, YES BANK launched our **Payroll Giving Programme**, and I am happy to tell you that over 20% of our employees have already enrolled for this initiative.

A collaborative, all-round approach has enabled us to forge lasting associations with all our stakeholders including communities, non-profit organizations, the government, corporate peers and civil society, and has enabled the creation of a social ecosystem of a broad network of relationships that multiplies the impact.

I would like to once again congratulate YES Foundation on its 10<sup>th</sup> Anniversary and thank the Governing Council Members, Trustees, Management and implementation partners for deepening the impact of the work that the Foundation is doing. I believe, that together we have the potential to create an empowered and equitable India and I am confident that all of us will say **YES to a Sashakt Bharat**.

Regards

*Prashant*

**Prashant Kumar**  
MD & CEO  
YES BANK Ltd.



# Journey recount

## 10 Years of YES Foundation

YES Foundation was registered as a charitable trust in December 2012. As it completes 10 years in 2022, we look back at some of the key milestones.



YES Foundation was registered on 12 December 2012

2012



*National Record*

Social filmmaking enters Limca Book of Records for 2 consecutive years

2014 - 15



Selected films made by Fellows telecasted on television as YES! I am the Change TV Series

2018

Launched a new 5-year strategy that aims to inspire the youth of India to lead economic and social development by skilling themselves for market oriented jobs and by taking to enterprise, while retaining a focus on environment sustainability

2021

2013

YES! i am the change social film making launched



2016 - 17

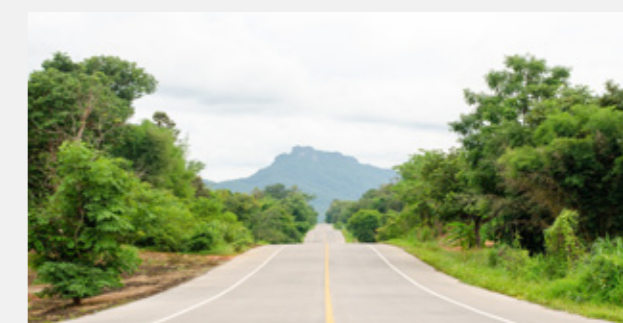
Media for Social Change Fellowship launched and scaled to 200 Fellows



2019 - 20

Project focus expanded to include environment-45k plants planted on Nashik-Mumbai highway stretch in partnership with Ministry of Road Transport & Highways

Grants and Accelerator program launched to strengthen 22 social impact organizations



YES Foundation celebrated its 10 years of making an impact through a celebratory event organized on 16th December 2022 at YES BANK House lawns. The event was well attended by implementing partners, beneficiaries, senior officials of YES BANK and other stakeholders. Glimpses from the event are captured below:



# Strategic Priorities of YES Foundation – 3 Es

The focus of YES Foundation’s program centers around 3Es:

1. **Employability**
2. **Entrepreneurship**
3. **Environment sustainability**

A snapshot of the progress made so far since launch of the five-year strategy in 2021, which aims to create employability and entrepreneurship opportunities for 100,000 youth by 2026 is given below:



**Employability**

- >5k youth trained in market-oriented jobs
- 70% placed in gainful employment
- 30% women in skills training



**Entrepreneurship**

- >15k farmers enhanced their income through climate resilient farming
- >20k rural poor trained to set up nano enterprises



**Environment Sustainability**

- >40k plants planted with 90% survival rate
- R&D supported for building an India-centric climate change model
- Energy efficiency for >1k MSMEs

## SDG Mapping



No Poverty



Quality Education



Gender Equality



Clean Water



Decent Work & Economic Growth



Climate Action



Partnerships for the goals

# Key Intervention Areas

## Progress in FY 22-23

### EMPLOYABILITY

Over the past decade, India has witnessed rapid growth, driven by the development of the new-age sectors. The rise in purchasing power has resulted in demand for a new level of quality of service. Employers frequently report a skill gap deficit in the candidates they hire, leading to a high demand of skilled manpower to address the rising requirements of the economy.

In this context, YES Foundation has undertaken skilling programs for underprivileged youth in service sector with an additional focus on soft skills and work readiness trainings. The program ensures that 30% of target beneficiaries are women and that at least 70% of the trainees receive gainful employment. Over 2,500 youth were trained through the project in FY22-23.

*“I got to know about YES Foundation’s future skills program through an orientation session organized at our college. I completed my course in Java, which helped me in coding. I now have an improved skill set and I am grateful to the project for changing my life.”*

remarks Shruti as she celebrates receiving a job offer from a leading MNC after completing our skills training project.



*“Uma Bai, our project beneficiary in Bagdar village of Rajasthan, belongs to a poor landless family with primary source of income from labor work. Her husband also works as a farm laborer but they face major livelihood insecurity during rainy season when no labor work is available in the village. Post our consultation, she expressed interest in starting a dairy business. She received training on dairy management through YES Foundation and is now able to earn a monthly income of seven thousand rupees by selling her buffalo milk to a cooperative. Uma happily remarked, “I am grateful that I have a regular source of income and I don’t have to stay away from home for long hours.”*

### ENTREPRENEURSHIP

YES Foundation remains committed to maximizing fulfilment of Sustainable Development Goals (SDGs) and contribute to the national vision of an *Atma Nirbhar Bharat*. Our enhanced value proposition focuses on nurturing rural entrepreneurs and maximize their potential with an objective of strengthening rural economies.

Our project enhances income generation opportunities through farming extensions, agricultural inputs and promotion of handicrafts and handlooms. During the year, over 15,000 community members from rural Haryana, Odisha, Madhya Pradesh, Rajasthan, Assam and Uttar Pradesh were engaged through entrepreneurship development training and capacity building, market linkage and productivity enhancement.

In addition, over 5,000 farming households from rural Gujarat, Maharashtra, Madhya Pradesh and Rajasthan enhanced their income as they adopted climate resilient cropping practices, supported with soil conservation and water management technologies.

# Environment Sustainability

**We currently have two main projects under environment sustainability and in FY23-24, we will add a project on tree plantation as well.**



## Climate Modeling

YES Foundation continues to engage with IIT Delhi to develop and improvise climate-modeling methodology and contribute towards the formulation of an India-centric climate model.

In collaboration with the Department of Science & Technology (DST), Centre of Excellence (CoE) in Climate Modeling at IIT Delhi has co-authored knowledge report on 'Impact of Climate Change on Indian Economy'. YES Foundation continues to support research work undertaken to assess and substantiate the impact of climate change in Indian geography, specifically in terms of the changes in temperature and precipitation patterns.



## YES! to Sustainable MSMEs in India

Micro, Small and Medium Enterprises (MSMEs) play a critical role in India's economic growth but the sector also accounts for a significant portion of India's total industrial pollution.

'YES! to Sustainable MSMEs in India' is a program implemented by YES Foundation, which aims to support MSMEs for adopting best practices in Energy Efficiency.

## Greening Highways

YES Foundation's project on 'Greening Highways' was concluded in March 2022. After having planted >40,000 plants and maintaining the same for a period of over five years, the project was successfully handed back to the NHAI. An endline assessment of the project was conducted by an external party and reported positive trends in soil health and air quality attributable to the plantation project. The full report is available on YES Foundation's website - <https://www.yesfoundation.in/pdf/exicon-170223.pdf>

*“Chemical Resources, a Panchkula based MSME, manufactures medicines since 2003. As a part of our project, a walk-through energy audit was conducted and it was identified that the unit's power factor controlled panel was not working properly because of which extra energy was being consumed. The auditor also suggested for installation of variable frequency drive on large motors which were operating at variable loads and installation of automatic control of cooling tower fan, which would provide energy conservation during cold days. With just repairing the power factor controlled panel, the MSME unit saved roughly INR 1.42 lakh, conserving 18000 kWh of electricity in the process.*”

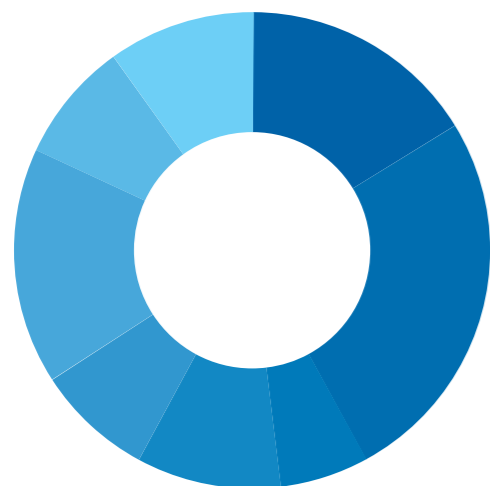
## Grants and Accelerator

YES Foundation also concluded its 'Grants and Accelerator' project in March 2022. Under the project, social impact organizations that were selected were supported through capacity building sessions and a three-year scale-up grant. Capacity building sessions were delivered in compliance, governance, control, finance, risk and performance management. Through physical convening and remote engagement formats, the cohort was exposed to an ecosystem of sector peers, experts, social entrepreneurs and investors resulting in innovation, collaboration and increased efficiency and productivity.

In addition to the accelerator support, specific projects were identified to catalyze scale-up and growth of the selected organizations through milestone based grant spread over three years.

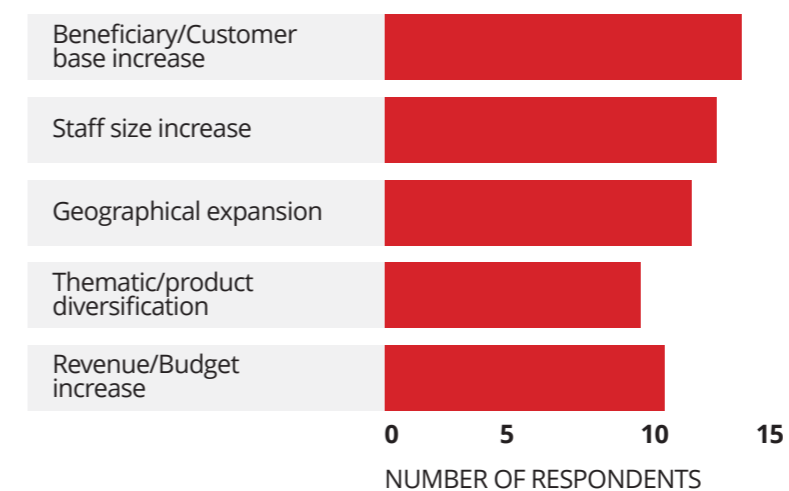
YES Foundation conducted an external impact assessment of the Grants and Accelerator Program. While excerpts from the findings are given below, the full report is available on the Foundation's website - <https://www.yesfoundation.in/pdf/grant-accelerator-program.pdf>

# G&A Program



■ Enabled quick scaling	8
■ Survival during Covid-19 (Staff salaries & Capital)	13
■ Increase in revenue/budget	3
■ Better donor conversion rate	5
■ Capacity building of 2 <sup>nd</sup> level staff - Leadership & Sustainability	4
■ Understood the importance of communication /branding	8
■ Product Development or mentoring on intervention	4
■ Better long-term planning	5

# Modalities of scaling up attributes to the G&A



“  
**Capacity building for 2<sup>nd</sup> level staff**  
 After 2020, with fund shortages and organizational changes, the grant was important in hiring the youth replacing the staff in SWRC. Today, some of those who attended the sessions funded by YES FOUNDATION are now Project Co-ordinators and managers.  
**-Social Work Research Centre**”

“  
**Enabled Quick Scaling**  
 Unrestricted funds came in the right time when we wanted to scale through dipstick studies.  
**-The Education Alliance**”

“  
**Understood the importance of Communications**  
 Through YES FOUNDATION encouragement that public dissemination of honest work is necessary, we set up our first ever Communication Office at Jaipur, which works on managing TBS's social media & partnerships.  
**-Tarun Bharat Sangh**”





## Our Partners



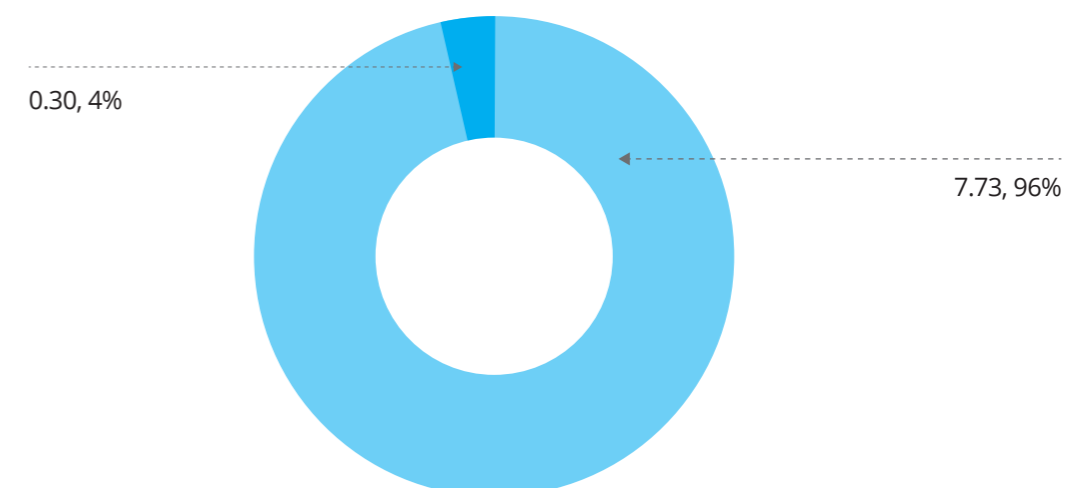
## Financials\*

Particulars	In INR crores*
Program expenditure	7.73
Administrative expenditure	0.30
<b>Total</b>	<b>8.02</b>

\*These are unaudited figures. The figures are updated on our website [www.yesfoundation.in](http://www.yesfoundation.in) once the audit is completed.

### FY 2022-23

Program v/s Admin expenses (in INR Cr.)



■ Program expenses ■ Admin expenses

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# Governing Structure

## Trustees



Sumit Gupta



Anurag Adlakha



Ashish Chandak



Akshay Sapru



Sumana Chakravarty

## Governing Council



Farida Lambay



Prabhat Pani



Nixon Joseph



Nipun Kaushal

## CEO



Garima Dutt



[Watch our impact film](#)



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