

Sashakt

Towards an equitable and empowered India



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Foreword

YES BANK strives to embed integrated thinking into its business practices, to ensure all aspects of value creation process coalesce in addressing the bigger objective of achieving sustainable growth. As 21st century challenges such as climate change, environmental degradation, income and gender inequality redefine the paradigm of modern day economy, the Bank firmly believes that true value creation must not be limited to financial capital, rather encompass the organisation's aggregate footprint on 3P's - People, Planet and Profit.

The Bank continuously strives to integrate ESG principles into its core business. YES Foundation, the social development arm of YES BANK, actively engages with communities to understand their unique needs and collaborates on projects that create positive impact. This community-centric approach ensures the Bank's Corporate Social Responsibility initiatives are relevant and create long-term success.

India's pathway to become a developed economy is intricately woven with several social, environmental, and technological challenges. At YES Foundation, we are inspired and humbled by the impact our work has resulted on the livelihood of rural communities residing in remotest corners of the country. We are committed to reach to more such families and empower them to become part of India's remarkable growth story. We are pleased to support our farmer community and walk every step with them to transform their fields through sustainable agricultural practices and access to water. Our work with rural women and artisans around nano enterprise development has not only led to income enhancement but also brought intangible benefits like empowerment and breaking gender role stereotypes to the fore.

Over the years, our work has had far-reaching effects on urban communities as well. Recognising that India is home to 65% of youth below 35 years of age having immense potential, YES Foundation has undertaken skilling programme providing

market-oriented job skills to underprivileged youth and ensuring at least 70% of the trained youth find adequate job placements.

Enabling livelihood and skill development has fostered systemic change in the society, inspiring the youth to participate in social and economic transformation of the country. We have made steady headway towards realising our commitment to catalyse employment and entrepreneurship opportunities for over 1,00,000 youth by 2026, while retaining a focus on environment sustainability. Till date, we have reached over **40,000 people** through our employability and entrepreneurship initiatives. **In FY 23-24, we planted 2 lakh trees and have set a target of planting 1 million trees 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.

At YES BANK, we encourage our employees to participate in various volunteering opportunities as it entails two-fold benefits –

- Fosters positive workplace culture
- Enhances skills of employees by involving them in tasks that differ from their regular responsibilities.

Backed by employee volunteering policy, we encourage YES BANKers to participate in skills-based volunteering. So far, our employees have volunteered to conduct various sessions

- Financial literacy,
- Build capacity of NGOs through consultative approach,
- Plant trees,
- Identify potential scholars for a scholarship programme,
- Strengthen prototype idea in a social hackathon and deliver work-readiness module to trainees.

“

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I am happy to share that over 2,000 employees have contributed their time towards these social initiatives. Additionally, our employees have been contributing towards Payroll Giving Programme for YES Foundation, donating over INR 60 lakhs.

With collaboration at its core, YES Foundation has fostered stronger associations with communities, the government, the non-profit organizations, peer corporates and civil society, which has enabled it to strengthen the ecosystem and amplify social impact.

I would like to congratulate YES Foundation on marking 11 years of making an impact 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 & Viksit Bharat.

Prashant

Prashant Kumar

Managing Director & CEO,
YES BANK Limited

Governance Structure

Governing Council



Farida Lambay
Chairperson

“YES Foundation has immense potential, right skill set in the team and a strong vision to implement scalable and replicable models for social change. I am inspired by the vision of the Foundation and humbled by the opportunity to guide the difference the Foundation will make.”



Nixon Joseph
Member

“As a governing council member, I am humbled to witness the transformative impact of YES Foundation firsthand. Their commitment and team's unwavering dedication to foster social change is truly commendable.”



Prabhat Pani
Member

“Over the years, YES Foundation has demonstrated remarkable and consistent commitment to empowering individuals, and communities. This is a result of identifying key focus themes to work in (aligned to SDGs and national priorities), formulating a sound strategy, and identifying the right implementation partners to systematically deploy the projects. The resultant impact, and the positive change in the communities, is truly heart-warming. It has been a delight to be associated with the YES Foundation!”



Nipun Kaushal
Member

“I am honored to serve on the governing council of YES Foundation. Their innovative and high impact approach to create positive change makes a significant difference in the lives of those they touch. Proud to be a part of this journey.”

Trustees and the CEO



Manish Jain
Chairperson

“Foundation's impactful strategy has truly made a difference in empowering communities. Their commitment to social responsibility is evident in the positive impact that the 3Es focus has brought. I am inspired and humbled to be associated as a trustee member of the Foundation.”



Archana Shiroor
Trustee

“YES Foundation proactively cultivates meaningful relationships with all its stakeholders to create a lasting socio-economic difference. The Foundation's engagements over the years with implementation and monitoring partners, employees and communities have resulted in a ripple effect of positive transformation.”



Akshay Sapru
Trustee

“YES Foundation has a strong track record, right skill set in the team and a clear vision to implement scalable and replicable models for social change. It is a privilege to be a part of this journey of social change with this committed team.”



Ashish Chandak
Trustee

“The Foundation's commitment to social responsibility has empowered individuals and contributed to the betterment of the society. The organization's efforts are leaving a footprint not on shifting sands, but on the firm clay, where impact remains etched for generations to come.”



Sumana Chakravarty
Trustee

“YES Foundation projects have truly made a positive difference and I am humbled to witness the impact on ground. The empowered expression of the communities we work with fuels our commitment further to ensure that the Foundation continues to be impactful.”



Garima Dutt
CEO - YES Foundation

“My team and I are fortunate to be guided by stalwarts from both the social and the corporate sectors, each bringing their unique perspective and ensuring we all work towards achieving our bold vision. Our energy centre lies in the work we do with communities and we recognize the role that strong partnerships play in creating a sustained impact. It is then that our effort expands to actively seeking opportunities for adding value to projects and to our partners. We play the role of catalysts and leverage the knowledge and skills of our stakeholders to empower lives.”

Geographical reach and impact



- Employability
- Entrepreneurship
- Environment sustainability

Geographical reach FY 23-24

18 **70+**
States Districts



The map does not purport to be the political map of India or any part of India

Marking the 11th year of making a difference

YES Foundation marked its 11th year of creating impact and transforming lives across the country. Over the past years, we have embarked on a transformative journey, making significant strides towards building an empowered and equitable India. Together, we have championed various initiatives focused on 3Es: Employability, Entrepreneurship and Environment Sustainability. Our initiatives have empowered young minds, providing them with the tools, skills, and opportunities to realize their full potential. From skill development programs to mentorship initiatives, we've been dedicated to shaping the leaders of tomorrow. We are equipping our farmers to confront climate challenges while also working with rural women and artisans to access better economic opportunities. By unlocking the entrepreneurial spirit in our villages, we are cultivating a sustainable future for all.

On 18th December 2023, we celebrated YES Foundation Day and were joined by our incredible implementation partners, esteemed Governing Council members, our Trustees, senior leaders from our Settlor, YES BANK and our top volunteers. It was a day crafted to celebrate the journey we have embarked together, to create a marketplace of ideas, a platform for constructive exchange of experiences and to provide external insights into relevant areas of our work.



Progress across strategic focus areas (FY 2023 – 24)

At YES Foundation, we aim to inspire the youth of India to lead economic and social development by skilling themselves for market-oriented jobs and by taking to enterprise. Towards this end, we will catalyze employment and entrepreneurship opportunities for 100,000 youth by 2026, while retaining our focus on environment sustainability.

In pursuance of the focus on environment sustainability, this year we introduced an agroforestry project with a dual objective to enhance green cover and provide additional income to farmers. We planted 2 lakh trees in FY 2023-24 and aim to plant 1 million trees over the next five years.



Key Highlights for FY 2023-24



EMPLOYABILITY

>4k

Youth trained in
market-oriented
jobs

~70%

Placed in gainful
employment

~30%

Women in skills
training



ENTREPRENEURSHIP

>13k

Farmers, women and artisans
enhanced their income

>35k

Villagers benefited till date



ENVIRONMENT SUSTAINABILITY

>200k

Trees planted

100

MSMEs reached to enhance
their energy efficiency

Employability

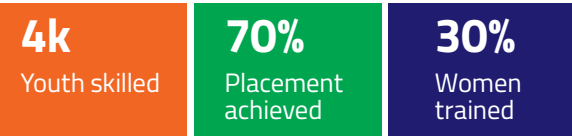
The challenge

India's rapidly growing youth population has immense potential to make the country the skill capital of the world. With more than 65% of the youth population falling in the age bracket of 25-35 years of age, this dynamic workforce can propel India's growth to higher levels. However, due to rapid advances in technology and rise in demand for new-age skills, there is a skill gap that needs to be addressed.

Our intervention

In order to harness the demographic dividend of the country, YES Foundation has undertaken skilling program providing market-oriented job skills across various sectors to underprivileged youth and ensuring that at least 70% of the trained youth are placed. In FY 2023-24, over 4,000 youth received skills training across 6 different states. In addition to this, soft skills like communicative English, basic computers, mock interviews, resume writing, personality development and confidence building were also provided to the trainees. Learning Management Systems and supplementing classroom learning with self-paced online learning was encouraged. Sessions from industry experts played an important role in providing realistic insights and practical tips to benefit the trainees. Our employability initiatives have unlocked an economic potential of over INR 30 crores.

Impact achieved



Our 24-year-old beneficiary, residing in Delhi, faced financial constraints due to her family's limited means. Determined to achieve independence, she seized an opportunity by enrolling at our retail sector-oriented skilling center. ***"This initiative provided comprehensive retail training, equipping me with skills in customer service, client interaction, interview tactics and personality development. Today, I have a job as a Guest Manager at one of the food outlets in Gurugram, with a salary package of INR 2 lakh per annum."*** Anjali, Retail skills trainee

Entrepreneurship

The challenge

Agricultural development in India is uneven, with several states facing pronounced disparities. Rising cultivation costs, inadequate price support and limited market access have compounded farmers' challenges. Besides overuse of chemicals, environmental threats and neglect of soil health have further exacerbated food insecurity and livelihood concerns. Limited knowledge of innovative agricultural practices and challenges in accessing water for irrigation throughout the year has prompted a significant portion of the population to engage in seasonal migration. Women and artisans are also susceptible to cycle of economic vulnerability and need specific interventions encompassing skill enhancement and market linkages.

Our intervention

Rural entrepreneurship is a key growth driver for any economy. YES Foundation works with small and marginalized farmers, women and artisans in Rajasthan, Gujarat, Madhya Pradesh, Maharashtra, Assam, Uttar Pradesh, Haryana and Odisha to promote sustainable livelihood by combining traditional and scientific methods. We strive to strengthen rural economies by enhancing income generation opportunities through farming extensions, agricultural inputs and promotion of handicrafts and handlooms. We have built partnerships to support and promote nano enterprises with a focus on women and farmers. With help of our on-ground partners, we reached out to over 7,000 farmers in FY 2023-24, providing training on various climate resilient farming techniques and ensuring enhanced irrigation support facilities for them. Our work in watershed development has ushered a newfound hope for these farmers and reversed migration of youth in the region.

Additionally, we provided capacity building trainings and handholding support to over 5,000 rural women and artisans to set up their nano enterprises, leading to a sustained income enhancement. Our entrepreneurship initiatives has unlocked an economic potential of over 50 crores

Impact achieved

>13k

Farmers, women and artisans enhanced their income

500

Hectares of land treated



"We have not seen this kind of crop yield in the last 20 years", exclaims Dapubai, proudly holding the maize from her field. With an increase in the yield to 1.5 quintal this year, this duo of women farmers from Morwal village in Udaipur district of Rajasthan, Dapubai and Kusava, are excited for the next season.

"In my 2-acre plot, I used to cultivate grains and vegetables. This farming, however, only fetched me an annual income of around INR 40,000, posing a challenge to make ends meet. Thanks to interventions like mulching, drip irrigation, and training in scientific tomato cultivation, I saw a significant increase in our agricultural yields. My annual income has now risen to over INR 1.3 lakh and my elder son has also returned to the village from the city to help us with cultivating our land." - Lilaben Arvindbhai, farmer from Vangara village of Panchmahal district, Gujarat.



Environment Sustainability

The challenge

Climate change induced erratic rainfall and extreme weather events like cyclones, floods, drought and pest attacks are leading to declining agricultural yields. Agrarian and tribal communities, already struggling with debt, land degradation and uncertain prices are expected to be the worst impacted by climate change, with their incomes expected to decline by up to 25%. Some of the areas grapple with a spectrum of socio-economic and environmental adversities, from erratic rainfall patterns and water scarcity to land degradation and diminishing agricultural productivity.



Our intervention

From this year, YES Foundation started an agroforestry project in 11 states across India. This initiative will play a critical role in enhancing green cover, addressing climate change while also supporting sustainable livelihoods of farmers. The project is designed to respond strategically to the challenges induced by climate change by introducing sustainable solutions and offering comprehensive support to farming communities. By incorporating native tree plantation and adopting innovative agricultural practices, the project aims to mitigate the adverse effects of climate change and bolster the resilience of farming communities. In FY 2023-24, we planted 2 lakh trees, which have an estimated carbon sequestration potential of >1.7 lakh tonnes of CO2 over the next 20 years and target to plant 1 million trees in five years.

Continuing our efforts to support MSMEs in achieving energy efficiency, our initiative of conducting walk-through energy audits successfully reached 100 MSMEs this year. The initiative has enabled MSMEs integrate sustainability into operations, reduce their overall carbon footprint and enhance their competitiveness in terms of output and efficiency.

Impact achieved

2 lakh Trees planted in FY23-24	1m Trees to be planted in 5 years
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“Jindal Prime, an MSME located in Karni Industrial Area, Bikaner, Rajasthan, is an agro-based industry established in 2012. Walk-through energy audit conducted at Jindal Prime identified issues with automatic power factor control panels, which was leading to extra energy consumption. Repairing these panels not only helped the unit save on electricity bills but also conserved 26,396 kWh of electricity”



“Indal Singh, a farmer from Amas village of Gaya district in Bihar, along with his brothers, had to take on additional labour work to meet the monetary needs of their large extended family. Currently, his family’s yearly income is only around INR 1-2 lakhs from sale of produce from his 7 acres of land. Indalji actively sought his enrollment when he heard of the YES Foundation’s plantation project and was allocated 1700 mango, lemon and amla saplings. He is confident that he will take good care of the trees, which are already geotagged and photographed and that the fruits that will be harvested will enhance his family income by INR 3-4 lakhs.”

Financials*

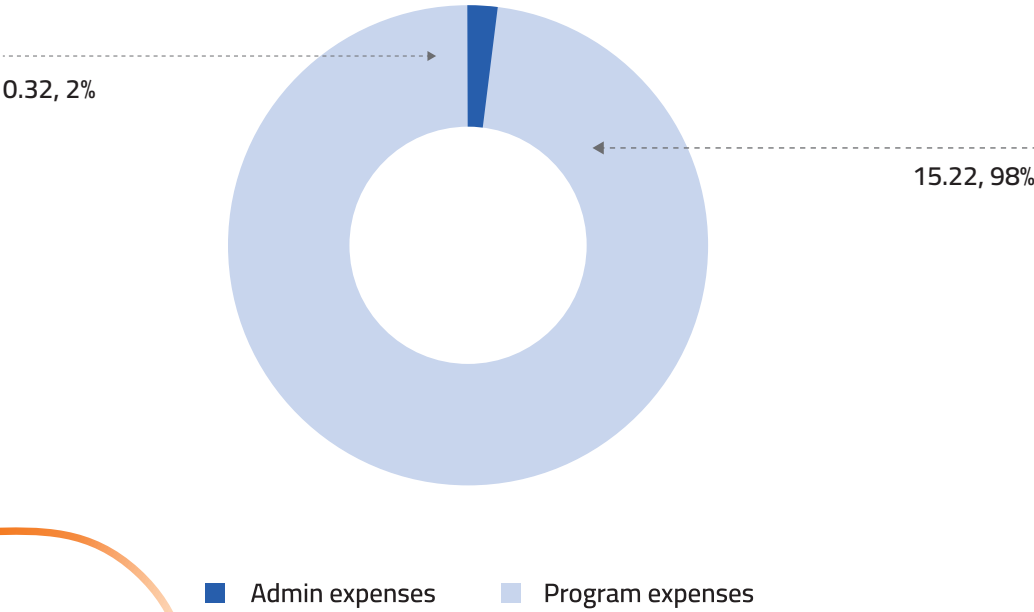
Particulars	In INR crores*
Program expenditure	15.22
Administrative expenditure	0.32
Total	15.54

*These are unaudited figures. The figures are updated on our website www.yesfoundation.in once the audit is completed.

Our partners

Program v/s Admin expenses (in INR Cr.) Financial Year 2023 -24



Ecosystem Strengthening

The impact sector is a powerful ecosystem and YES Foundation plays an active role in contributing towards its growth and development. Over the year, we have partnered with leading networks and organisations to catalyze capacity building for NGOs and CSR practitioners.

Training sessions

We led sessions in partnership with leading platforms like the National CSR Network and aidbees to share our perspectives on effective proposal writing, skills based volunteering and through examples, raised awareness on intersection between CSR and the SDGs* and CSR and ESG**. Based on identified topics, we also roped in external speakers as co-chairs for sessions on implementation strategies and role of leaders in creating social impact.

Leadership development for NGOs

We engaged with Common Purpose to co-curate a leadership training for our implementation partners and also engaged with leaders across the not-for-profit sector at their India Leadership Academy.

Conferences

Our team members have participated across various ESG and CSR related conferences, engaging with other leaders in the space as panelists across various forums like the India CSR Summit 2023, ESG & Sustainability Strategy India Summit 2023, CSR Summit Awards'23 and the Karma Summit'23.

Experiential learning

During the year, we steered the 'All India Women Only Hackathon'23' as a part of execution board with Shooting Stars Foundation. We also onboarded interns who were assigned projects that not only gave them insight into project execution but also first-hand exposure through beneficiary interactions.

We have involved leaders actively in our ecosystem strengthening efforts and their varied background and expertise has enabled design thinking application to our project design and review. We have made humble beginnings in this direction and hope that our efforts will lead to effective collaborations and partnerships.





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Impact story

