

Sashakt

Towards an equitable and
empowered India



Powering change for 12 strong years



₹ **110 Crore**

CSR Spending



>500

MSMEs reached to
optimise energy efficiency



>50k

Lives positively impacted
through Entrepreneurship
initiatives



4 Lakh+

Trees planted, expected to sequester
over 3 lakh tonnes of CO₂



>16k+

Youth skilled and trained,
30% of them were women



>10k

Youth employment
facilitated across sectors



>₹ 100 Crore

Worth total economic
potential unlocked

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*I had missed out on life after having
to leave school and education early,
yet I preserved my grit. Now, with
a new life as an entrepreneur I feel
independent and accomplished.*

Swapna Swargiary
Batabari Village, Tezpur



Foreword

Empowering communities and driving meaningful impact



It is with quiet pride and a strong sense of purpose that I share the YES Foundation Annual Report for FY 2024–25. This report captures the spirit and substance of our Corporate Social Responsibility (CSR) efforts – efforts that are deeply rooted in empathy, built on collaboration, and aimed at driving long-term, meaningful change in communities across India.

At YES BANK, we view our role not just as a financial institution, but as a catalyst for inclusive growth. We believe our progress is most valuable when it uplifts those around us. Our commitment to creating social, economic, and environmental impact is expressed through YES Foundation, our social development arm, which brings to life our CSR vision on the ground.

Our strategy is anchored in the 3Es – Employability, Entrepreneurship, and Environmental Sustainability – a framework closely aligned with the United Nations Sustainable Development Goals (SDGs) and India’s national development priorities. Each intervention is designed not only to address present challenges but to open pathways to a more equitable and resilient future.

FY 2024–25 was a year of steady, grounded progress. Through our Employability and Entrepreneurship programs, we were able to reach over 25,000 individuals – equipping youth with market-ready skills and supporting rural farmers and artisans with tools to thrive in a changing economic landscape. Under our environmental pillar, we planted over 2 lakh trees, with an ambitious goal to scale this to 1 million trees over the next three years—a step forward in our climate action journey.

What truly strengthens the impact of our initiatives is our approach: we design our programs in consultation with the communities we serve, not just for them. This participatory model builds trust, ensures local accountability, and fosters solutions that are both relevant and sustainable. From urban youth stepping into dignified employment to rural families adopting climate-resilient farming, we have witnessed quiet but powerful transformations—of livelihoods stabilised, aspirations awakened, and communities beginning to believe in their own potential.

Our employees continue to be an integral part of this journey. Through volunteering programs, YES BANK team members contributed over 16,000 hours, actively engaging with communities and lending their time and skills. Additionally, through the Payroll Giving Program, our employees generously contributed over INR 50 lakhs to support YES Foundation’s initiatives. Their commitment speaks volumes of the values we hold dear.

As we mark 12 years of YES Foundation, I extend my heartfelt appreciation to the Foundation team for their dedication, and to our Governing Council and Trustees for their unwavering guidance. Their support has been instrumental in scaling our work and staying true to our mission.

Looking ahead, we remain deeply committed to our role in nation-building—quietly, consistently, and with conviction. With humility, and a firm belief in the power of collective effort, we look forward to continuing this journey of impact and purpose.

Prashant

Prashant Kumar
Managing Director & Chief Executive Officer, YES BANK



AT A GLANCE: FY 2024-25 IMPACT



25,000+

Beneficiaries



2 Lakh+

Trees planted



16,000

Volunteering hours



₹50 Lakh+

donation under Payroll Giving program

12 years of making a difference

As we mark our 12th year of transforming lives and building a greener and supportive environment that enables positive climate action, we would like to reflect on our past efforts and achievements and reinforce our commitment to a more inclusive and resilient future.

In the last decade, we have worked hand-in-hand with community-based organisations to co-design solutions that serve their needs and uplift their overall socio-economic status. Our approach has been to design sustainable systems of change that enable and empower community members to transform challenges into growth opportunities.

Key Milestones

2012

YES Foundation was registered on 12th December 2012

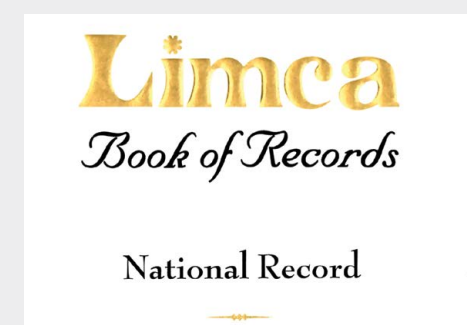
2013

'YES! i am the Change' – social film-making challenge, launched to inculcate the spirit of responsible youth citizenship



2014-15

'YES! i am the Change' enters the Limca Book of Records for two consecutive years



2016-17

Media for Social Change Fellowship programme launched and scaled to 200 Fellows



2018

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



2019-20

- Project 'Focus' expanded to include environment
- 45k plants planted on the Nashik-Mumbai highway stretch in partnership with Ministry of Road Transport and Highways
- Grants and Accelerator programme launched to strengthen 22 social impact organisations

2021-22

Launched a new 5-year strategy to inspire the youth of India to skill themselves for market-oriented jobs and embrace enterprise



2023

Strengthened environment sustainability initiative by launching agroforestry project with an aim to plant 1 million fruit trees on farmers' land by 2028

2024

Won the 'CSR Universe Social Impact Award' under 'Skill Development and Livelihoods' category




Milestone moments under 3Es

Our 3Es focus areas – Employability, Entrepreneurship and Environment Sustainability, have had a far-reaching positive impact on the overall development of the communities that we serve. Our efforts have inspired and equipped young minds with the tools, skills and opportunities to reach their full potential. Through skill development programmes and mentorship initiatives, we are committed to nurturing future leaders. Additionally, we empower farmers to tackle climate challenges while supporting rural women and artisans in securing better economic opportunities. By fostering entrepreneurship in our villages and undertaking tree plantation and other environmental initiatives, we are paving the way for a more sustainable future for all.



1 Employability

- In 2021, committed to skilling 25,000 youth over 5 years.
- In 2022, added placement support and a gender lens to the programme, targeting at least 30% female enrolment in skills training.
- In 2024, further expanded the programme scope to provide handholding support to trained youth and ensure post placement tracking.
- Trained over 16,000 youth by 2025.



2 Entrepreneurship

- In 2021, committed to enhancing income of 75,000 people from rural areas over 5 years.
- In 2022, added a climate lens to the programme, aimed at building climate-resilient rural communities.
- By 2025, enabled income enhancement of over 50,000 rural farmers, women and artisans through various initiatives.



3 Environment Sustainability

- In 2021, launched a programme to support the MSME sector and help enhance their energy efficiency.
- In 2023, launched a programme with the dual objective of enhancing green cover and providing additional income to farmers by planting fruit trees on their land.
- In 2024, undertook ecological restoration initiatives to restore over 100 acres of land, with soil health and biodiversity indicators.
- By 2025, planted 4 lakh trees that were geotagged.

Looking to 2026

Skill >8k youth in market-oriented jobs

Enhance income of >21k rural farmers, women and artisans

Plant 2 lakh trees

Support 100 MSMEs to enhance their energy efficiency

Celebrating our journey

On 18th December 2024, we marked the 12th year of creating impact through our CSR projects and were joined by our esteemed implementing partners, Governing Council Members, Foundation’s Trustees, YES BANK’s top management and our hard-working corporate volunteers to celebrate this momentous milestone. The day was filled with interesting conversations around social change, coupled with fire-side chat with our Governing Council members. Peer-to-peer learning opportunities were also offered to our implementing partners during a felicitation-cum-learning event, during which they shared their knowledge and achievements.



A robust governance framework

We have in place a robust governance framework, led by an able and experienced team that is guided by its Governing Council and Trustees. Together, they ensure that we operate with ethics and integrity, uphold the highest standards of governance and operational efficiency, and provide strategic oversight across all our initiatives.

GOVERNING COUNCIL MEMBERS

Our Governing Council functions as our advisory body, steering us in the right direction through their experience and expertise, to ensure that we maximise our impact while positively contributing towards ecosystem development.



FARIDA LAMBAY | Chairperson

"As a Governing Council member, I am proud to witness YES Foundation's unwavering commitment to driving meaningful social impact. Through innovation and strategic initiatives, we continue to empower communities and foster sustainable development."



PRABHAT PANI | Member

"The 3Es CSR strategy – Employability, Entrepreneurship and Environment Sustainability – has been instrumental in driving socio-economic transformation. Through this approach, YES Foundation has empowered communities with sustainable opportunities for growth and self-reliance."



NIXON JOSEPH | Member

"The journey of social impact is a continuous commitment to empowering communities with sustainable solutions. At YES Foundation, we believe in driving change through collaboration, innovation, and resilience."



NIPUN KAUSHAL | Member

"The journey of social impact at YES Foundation has been inspiring, creating tangible change through innovation and community-driven initiatives. Our efforts have contributed to meaningful socio-economic transformation, empowering lives and fostering sustainable development."

TRUSTEES

Serving as our guides and guardrails, our Trustees ensure effective functioning of the Foundation.



MANISH JAIN | Chairperson

"As a Trustee of YES Foundation, I am committed to empowering communities through sustainable initiatives that create real, lasting change. By fostering innovation and collaboration, we continue to achieve tangible social impact and drive inclusive growth."



ARCHANA SHIROOR | Trustee

"At YES Foundation, we are committed to achieving deep impact through innovative and scalable development projects. By fostering collaboration and sustainability, we create lasting change that empowers communities and drives inclusive growth."



DHEERA SANGHI | Trustee

"I am pleased to have joined as Trustee of YES Foundation and am inspired by its powerful vision of building an empowered and equitable India. I look forward to actively contributing to its journey."



RAJAT CHHALANI | Trustee

"YES Foundation's high-impact developmental projects empower rural farmers, women artisans, and underprivileged youth with sustainable opportunities. Through skill development, financial inclusion, and market linkages, we drive meaningful socio-economic transformation."



SUMANA CHAKRAVARTY | Trustee

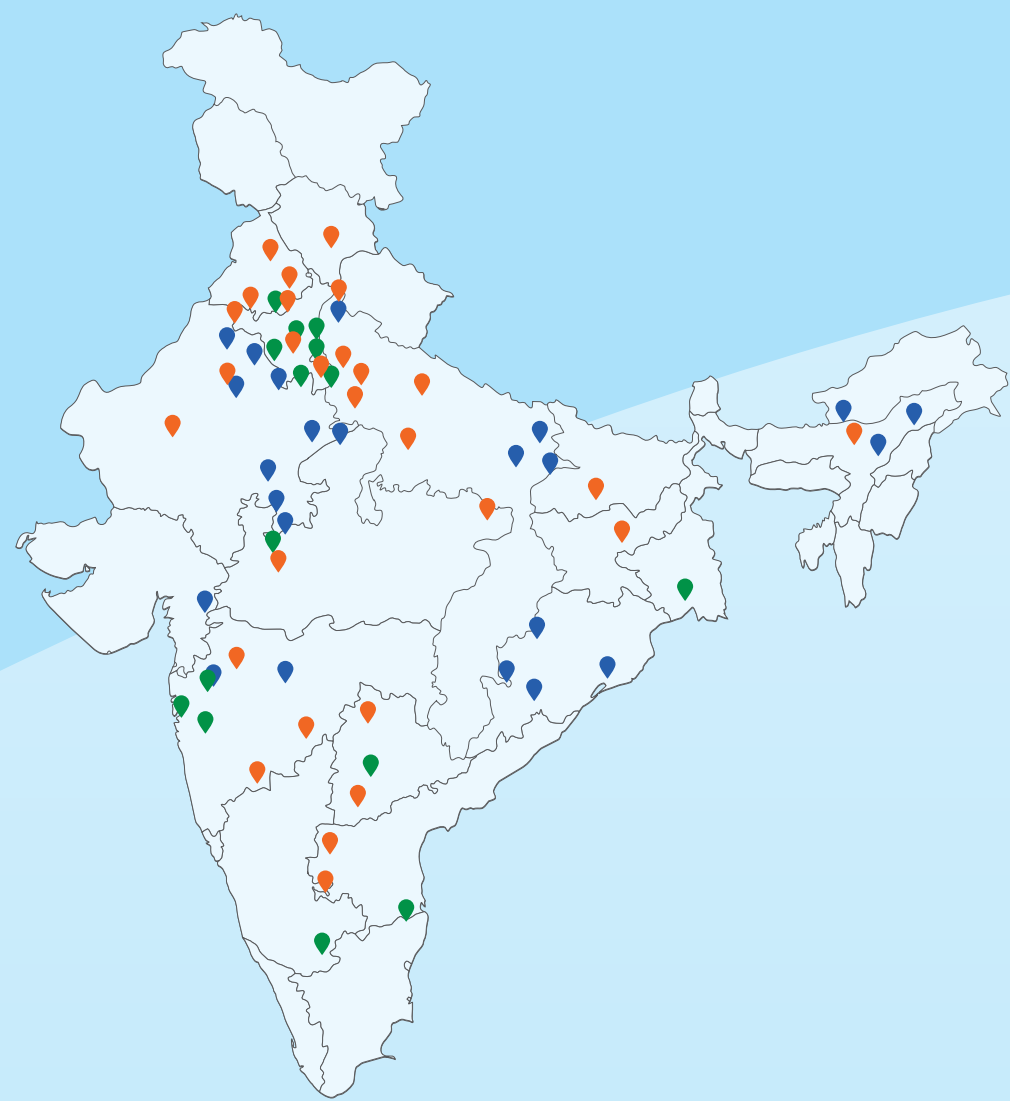
"YES Foundation boasts a proven track record, a skilled team, and a clear vision for implementing scalable and replicable social change models. Being part of this dedicated team on this transformative journey is truly a privilege."



GARIMA DUTT | CEO - YES Foundation

"My team and I are fortunate to be guided by visionary leaders from both social and corporate sectors, whose diverse insights help us amplify the social impact through our projects. We value collaboration between communities, NGO partners, and corporates, and we understand that strong partnerships are essential to create lasting impact."

Geographical reach and impact



GEOGRAPHICAL REACH FY 2024-25

18 States
70+ Districts

- Employability
- Entrepreneurship
- Environment sustainability

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

Faces of change

If change had a face, what would it look like?

Fortunately, at YES Foundation, we can assign faces to the change that we aspire to and were able to create.

Transforming their lives by empowering them to take control of their future through our efforts across the 3Es has been far more than fulfilling. As you go through their stories and witness them rise through empowerment, remember that our efforts are only gaining momentum and our commitment uplifting will remain unwavering.

Trina's story of transformation



Working towards skilling for jobs through our employability initiatives, we came across the story of Trina – a young single mother who is raising her 4-year-old daughter all by herself. Ready to go miles to give a better upbringing to her little one, her journey has been an arduous one.

Driven by the will to build a better life for her daughter, Trina enrolled in our 'Customer Sales and Service' course. Being from a humble background, she was unfamiliar with corporate life. Mustering the courage and led by her unwavering resolve, she took a leap of faith and started her training in the BFSI sector. With support from her faculty and her own diligence and hard work, she acquired domain knowledge and learnt the required soft skills, gaining self-confidence.

Her efforts finally bore fruit when she secured a job as Digital Customer Specialist at mPokket Financial Services, starting off with ₹ 14,000 a month. Overjoyed and beaming with self-pride, she reflects on how she now feels about life – in control and hopeful for what the future holds.

Weaving opportunities with handloom: Minati's narrative



Creating resources that enable men and women in rural India to enhance their skills and become independent and self-reliant entrepreneurs is a mission we strive for. It was a delight to support Minati Senapati, a bright and talented Jacquard handloom weaver in Tukuria Village, Jorhat, Assam to embark on her entrepreneurial journey.

Minati commenced her business in July 2024 and started making profits in a matter of a few months. She took the Entrepreneurship Development Training and Financial Literacy Training, among others in March 2024 after enrolling in our programme. She also enrolled herself for Jacquard handloom training with National Bank for Agriculture and Rural Development (NABARD) after learning about it during our training. Soon after, she bought Jacquard handlooms – thus marking her path towards financial independence.

Minati displayed her work and was able to sell through the skill melas organised by the government and NABARD, earning about ₹ 15,000 per month. Eventually, her work scaled up, enabling her to give extra weaving work to other women in the community who work in her workshop. *“I am proud for not only being financially independent, but also that I am able to provide livelihood opportunities to other women weavers in the community”* explains Minati with joy.

Recently, Minati was hired as a Jacquard handloom trainer by NABARD. From starting as a student to now becoming an entrepreneur and trainer, Minati is looking at herself in a new light.

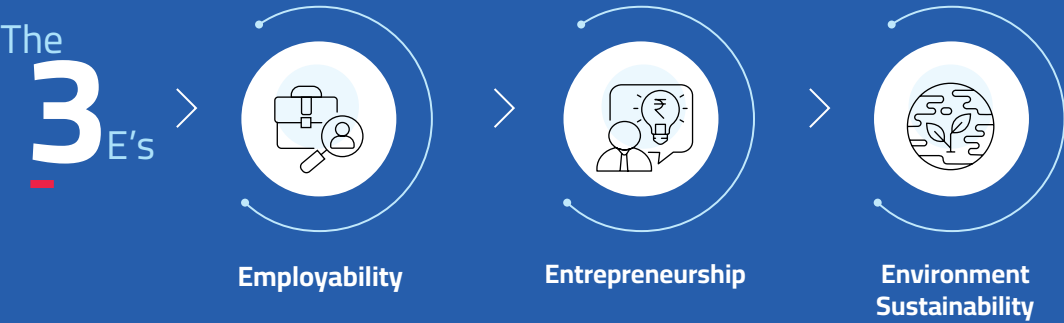
From Despair to Empowerment: Birendra's Case Study

Loss of traditional livelihoods and low household income in rural areas are just a few of the dire consequences caused by climate change and the lack of responsible actions to ensure environmental stability. It's our endeavour to build a greener and more sustainable planet and use such initiatives to uplift rural farmers and artisans. Birendra's story resonates with our cause and inspires us to do more.

Birendra Kumar Singh, a farmer from Naduara village, Gaya, Bihar, was solely dependent on agriculture for his livelihood and faced numerous challenges in sustaining a regular flow of income. With support through our Environmental Sustainability project, he received 2,500 guava, lemon, and amla trees, which will be planted on four acres of land owned by him. These trees are expected to boost his income by ₹ 2-3 lakhs, providing him with a supplemental income and fostering a secure future for him and his family.



The 3E's: Steering India towards a brighter tomorrow



At YES Foundation, we strive to empower India's youth, rural farmers, women and artisans to drive economic and social progress. To achieve this, we are committed to equipping them with market-relevant skills and creating employment and entrepreneurial opportunities for 1,00,000 individuals by 2026, all while maintaining a strong focus on environmental sustainability.

In India, rural livelihoods are heavily dependent on natural resources. Water is one such resource that builds livelihoods and contributes majorly to the local economic activities. Our initiatives under the Entrepreneurship pillar are

therefore focussed on addressing water-related needs, enabling natural resource management, and facilitating the development and restoration of water bodies. Through our efforts, the rural farmers are expanding their basket of livelihood activities and entering into floriculture, multi-cropping, goat-rearing, etc., thus enhancing their annual family income. In pursuance of our environment sustainability initiatives, we have planted over 2 lakh trees during the year as part of an agroforestry project and supported 100 MSMEs to become more energy-efficient.

KEY HIGHLIGHTS FOR FY 2024-25



>7k

Youth trained in market-oriented jobs



>18k

Farmers, women and artisans enhanced their income



>2 lakh

Trees planted



>30%

Women in skills training



>30 crore litres

Water retained through water harvesting structures



100

MSMEs reached to enhance their energy efficiency

Employability

"Thank you YES Foundation for collaborating with FUEL where underprivileged are getting training in future skills. We are truly empowered with this partnership, which enables first-generation learners to get economic opportunities."

Ketan Deshpande
Chairman - FUEL

THE CHALLENGE

India's growth story is critically dependent on its rapidly expanding youth population. With over 65% of its young population aged between 25 and 35, this dynamic workforce holds the potential to position India as the global hub for skilled talent and accelerate its socio-economic growth. Having said that, the country is currently grappling with a high rate of unemployed youth, owing to lack of relevant skill development.

OUR APPROACH

Recognising the challenge, our employability initiatives are focussed on addressing the skills gap and imparting skill-based training across various sectors to India's underprivileged youth. The trainings are aimed at enhancing technical and industry-related skills as well as imparting soft skills like customer handling, interview skills, and communications skills, opening a plethora of opportunities for the trainees and enabling them to secure a rewarding job in the market.

In FY 2024-25, 7,000+ youth benefited from our skills training. This was complemented by valuable insights and practical guidance from industry experts to more effectively prepare trainees for the workforce. Our employability initiatives have helped us unlock economic opportunities worth over ₹ 40 crore.

IMPACT IN NUMBERS



>7k

Youth trained in market-oriented jobs



Nearly 70%

Placed in gainful employment



>30%

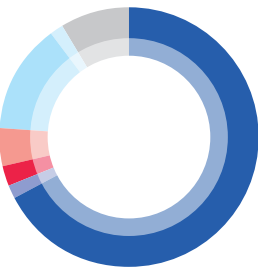
Women in skills training



₹ 40 crore

Worth economic opportunities unlocked

Sector-wise youth trained in FY 2024-25



Sector	Youth trained
BFSI	4,828
Call Centre/Customer Care Service	122
HealthCare	180
Hospitality	330
IT Sector	988
Logistic	120
Retail Sector	601
Total	7,169

Entrepreneurship

"This partnership has built a lot of resources for people in the community to generate incomes through climate-resilient agriculture practices, small livelihood activities, as well as bringing people together for a cause."

Sandip Jadhav
Director - Watershed Organisation Trust

THE CHALLENGE

Climate change poses a significant threat to India's agricultural sector, which sustains nearly half of the country's population. Rising temperatures, erratic rainfall, and extreme weather events have disrupted traditional farming practices, affecting crop yields, soil health, and water availability. This has resulted in a high rate of migration in the rural parts of India. Women and artisans also experience recurring economic instability and require targeted interventions focussed on skill development and market access to break this cycle of vulnerability.

OUR APPROACH

Rural entrepreneurship has driven a fundamental change in income, practices and community institutions. By enabling an increase in overall household income, it is also paving the way for many rural households to overcome their financial challenges and achieve their aspirations. Through entrepreneurial capacity building,

our entrepreneurship interventions aim to strengthen the rural economies by empowering the farmers, artisans and rural women to enhance their agriculture yield, earn more, become financially independent and enjoy a better living standard. This includes organising comprehensive training for climate-resilient farming techniques, providing agricultural inputs and market linkages, supporting through farming extensions and facilitating capacity-building training for women and artisans.

In rural areas, where farming is the dominant occupation, water is a lifeline. The development of rural ecosystems and all livelihood activities depends on the availability of this critical resource. Recognising this, our interventions are thoughtfully designed to create water structures and provide improved irrigation facilities to the farmers and other rural entrepreneurs, therefore playing a very important role in ensuring water security and supporting rural livelihoods. In addition to this, we support and handhold women and artisans, enabling them to set up nano enterprises and become self-reliant. Our entrepreneurship initiatives have unlocked an economic potential of over ₹ 50 crore.

IMPACT IN NUMBERS



>18k

Farmers, women and artisans enhanced their income



>30 crore litres

Water retained through water harvesting structures



₹ 50 crore

worth economic potential unlocked

Environment Sustainability

“One of the most interesting aspects of the way YES Foundation works is that they are very open to collaborative efforts. Working on bringing back the lost forests and restoring ecosystems on the Western Ghats is a humongous task. No entity can do it alone. It’s important to collaborate and that’s the only way we can do justice and bring about the huge impact that we are looking for.”

Sarayu Kamat
Senior Vice President - Raah Foundation

THE CHALLENGE

Climate change is causing widespread environmental disruptions, affecting ecosystems, biodiversity and natural resources. Rising global temperatures, extreme weather events and shifting climate patterns have intensified environmental degradation. Agrarian and tribal communities are worst hit by this, causing them increased financial distress, declining agricultural productivity, food and water insecurity and loss of traditional livelihoods.

OUR APPROACH

Our agroforestry project, aimed at planting 1 million trees by 2028, has played a crucial role in enhancing agricultural resilience, providing income sources to small-scale farmers, and mitigating climate change. In FY 2024-25, we planted 2,02,000 native fruit-bearing trees across 2,500 acres, having an estimated carbon sequestration potential of 1,70,000 tonnes of CO₂ and expected produce of 1,00,000 tonnes of oxygen over the next 20 years. Additionally, we have also supported 100 MSMEs to become more energy-efficient and helped businesses integrate sustainable practices into their operations to reduce their overall carbon footprint.

IMPACT IN NUMBERS



>2 lakh

Trees planted, expected to sequester 1.7 lakh tonnes of CO₂ in 20 years



1 million

Trees to be planted by 2026

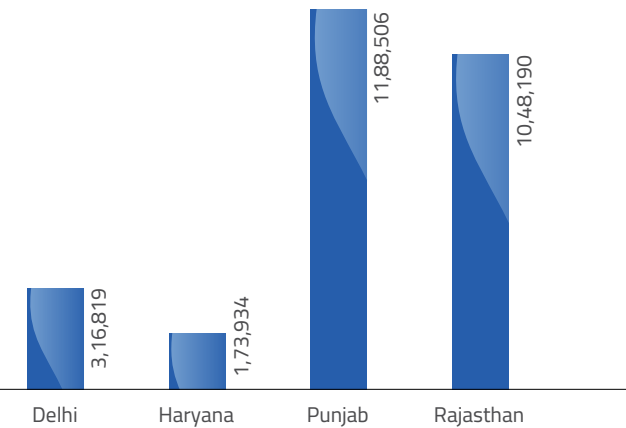


100

MSMEs reached to enhance their energy efficiency

State-wise energy savings across MSMEs through walk-through energy audits

Cumulative energy savings (kWh) (FY '25)



YES BANK employees in Action

YES Foundation engages employees of its Settlor, YES BANK, in various volunteering initiatives and in payroll giving program. The volunteering initiatives range from event-led engagements including tree plantation and beach clean-up drives to skill-based opportunities, including taking work-readiness sessions for youth undergoing our skills training program, sessions on cybersecurity for our implementing partners as well as communities and mentoring for youth associated across various programmes. Over 16,000 volunteering hours were contributed towards social and environmental causes in FY 2024-25.



Enabling the enablers

Strengthening the NGOs by building their capacities and fostering a robust ecosystem is essential for driving sustainable social impact. Such initiatives equip the NGOs with the necessary skills, knowledge and resources to enhance their effectiveness, scalability and long-term success.

As part of its continuous capacity building efforts, YES Foundation has been actively involved with all its NGO partners and provides them extensive training across a variety of topics. This includes training in financial management, governance, strategic planning, strengthening, monitoring and evaluation of systems, fundraising strategies and stakeholder engagement. Moreover, constant support is provided to the NGOs to implement their programs more effectively and build a sustainable and scalable development model.

LEADERSHIP DEVELOPMENT FOR NGOS

Leadership support to NGOs is crucial to drive meaningful social impact, build resilient organisations and navigate challenges effectively. We engaged with experts to provide active support to all our partners, equipping them with the necessary skills and strategic vision and building their management capabilities to enhance organisational growth and sustainability.



CONFERENCES AND AWARDS

We served as panelists in multiple conferences and engaged with various senior leaders in the social development space.

In the financial year, YES Foundation was awarded with the 'CSR Universe Social Impact Award 2024' under Skill Development and Livelihood Category at the Social Impact Conference and Awards (SICA'24) for its work in the area of sustainable livelihood. We also won the 'Most Promising CSR Project of the Year' award at the 3rd Bharat CSR and Sustainability Summit and Awards 2025, a testament to our unwavering commitment to creating impactful change in the field of vocational skills and employment. We were also awarded with the Humanity Hero Award 2025.

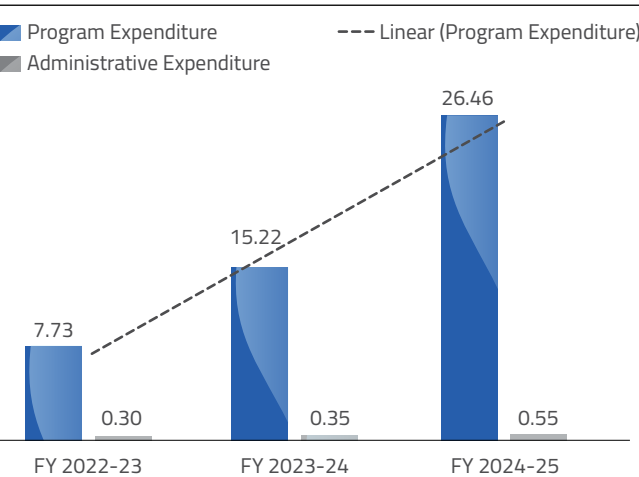
EXPERIENTIAL LEARNING

In an endeavour to provide experiential learning opportunities to Indian youth, we engaged interns who got first-hand knowledge and experience of social sector through their interactions with our project beneficiaries. Our efforts to engage young talent in the social development space continues to provide an enriching experience to them and build a deeper connection with rural India.



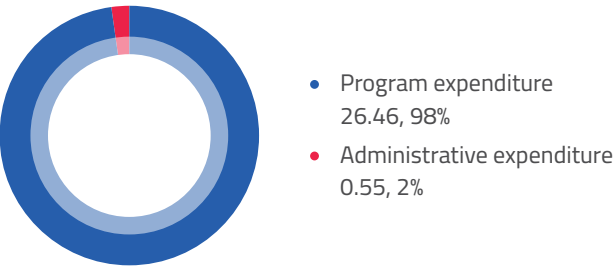
FINANCIALS*

Program v/s Admin expenses



Particulars	FY 2022-23	FY 2023-24	FY 2024-25
Program expenditure	7.73	15.22	26.46
Administrative expenditure	0.30	0.35	0.55
Total	8.03	15.57	27.01

Program v/s Admin expenses (in ₹ Cr.) FY 2024-25



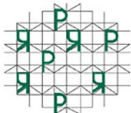
*Figures for FY 2024-25 are unaudited. Audited figures will be updated on the Foundation's website, once available.

Our Partners

EMPLOYABILITY



ENTREPRENEURSHIP



ENVIRONMENT SUSTAINABILITY



Looking Ahead - Vision 2026

EMPLOYABILITY



>8k

Youth to be skilled in market-oriented jobs



>30%

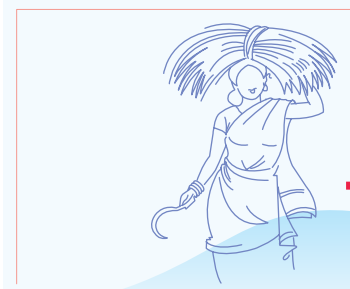
Women in skills training



70%

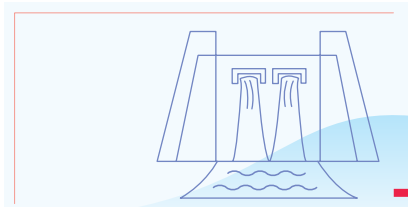
To be placed in gainful employment

ENTREPRENEURSHIP



>21k

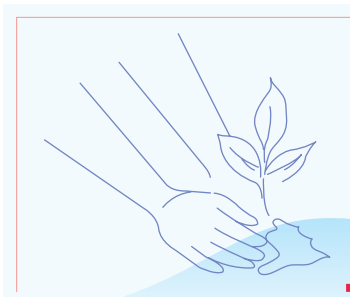
Farmers, women and artisans to enhance their income



>30 crore litres

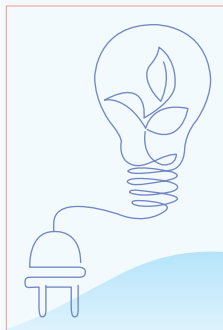
Water to be retained through water harvesting structures

ENVIRONMENT SUSTAINABILITY



>2 lakh

Trees to be planted with a dual objective of enhancing green cover and providing supplemental income to farmers



100

MSMEs to enhance their energy efficiency



Registered address

Plot no. 11/48, Shopping Centre, Diplomatic Enclave,
Malcha Market, Chanakyapuri, New Delhi - 110021

Communication address

YES BANK House, Off Western Express Highway,
Santacruz East, Mumbai – 400055, Maharashtra