

YES BANK

- **Background**

YES FOUNDATION is the social development arm of YES BANK and works towards a vision of an empowered and equitable India. It focuses on stimulating entrepreneurship and innovative use of media initiatives for social transformation, to enable India's inclusive growth and development.

YES FOUNDATION joined the Swachh Bharat Abhiyan on 14th November 2014, over 75,000 children join YES! I am the Change, which is India's largest social film movement and are inspired to become responsible citizens. According to Mr. Rana Kapoor, Chief Mentor, YES FOUNDATION, the Initiative firmly believes in the tremendous power of the youth and their significant role in India's social transformation. YES! I am the CHANGE is a mindset transformation program that nurtures and harnesses youth power synergized with the reach of media, as a positive force of social change. It is important that every citizen and especially youth should take up the responsibility to be the torch bearer of building a New India. Within the next ten years, YES FOUNDATION aims at grooming CHANGEMAKERS in every school and college across the country and create a strong force of over one million youth to work for India's social transformation. Also quoted by Prerana Langa CEO, YES FOUNDATION that in today's digital era, a short film on a developmental issue can trigger great social action. For India's inclusive development, it is critical for youth to be sensitised on social issues and ignite in them the spirit of driving positive social change. "I am happy to see that YES! I am the Change is creating ripples of social transformation by engaging the youth in social causes and creating the belief that they can impact change for a better India.



- **Location, Date**

Mumbai; November 2014

- **Areas**

Urban

- **Stage/Scale**

Full Scale

- **Objective of the assignment**

YES! I am the Change is a nationwide movement with an objective to inspire, engage and empower the youth to participate in India's social transformation through the impactful medium of films. This initiative provides transformative experiences which enables youth to become agents of change while creating invaluable communication resources for use of Not-for-Profits

- **What was done**

- YES BANK supported the cause of Swachh Bharat by conducting inspirational screenings of the top films of YES! I am the CHANGE 2014 through its YES COMMUNITY platform. Films on the theme of responsible citizenship were showcased and covered areas such as cleanliness, environment and kindness. The children then took up pledges on ensuring cleanliness at school and at home and becoming responsible citizens.
- Inspirational screenings of the top films of YES! I am the Change 2014 through its YES COMMUNITY platform. Films on the theme of responsible citizenship were showcased and covered areas such as cleanliness, environment and kindness. The children then took up pledges on ensuring cleanliness at school and at home and becoming responsible citizens.
- These top films were part of the 1750+ film entries received pan-India for the YES! I am the Change 101-Hour Indian Social Filmmaking Challenge held between August 15-19, 2014. More than 50,000 youth from all states of India participated in the Challenge and the top films were selected by an eminent jury composed of filmmakers and educationists including Guneet Monga(Producer of Gangs of Wasseypur & The Lunch Box), Vikramaditya Motwane, (Director, Udaan & Lootera) Shoojit Sircar (Director, Vicky Donor), Prithvi Nandy (Renowned Film Producer, Journalist & Poet), Kailash Surendranath(Veteran Ad Filmmaker), Nina Lath(Managing Director, National Film Development Corporation), Dr. Indu Shahani (ex-Sheriff of Mumbai and Member, UGC) and Dr. Nagesh Rao (President and Director, MICA). Last year, YES! I am the Change engaged with 50,000 school children across 1,000 schools pan-India. After the film screening, the children were motivated to take pledges on responsible citizenship.

- **Impact**

On the occasion of Children's Day, YES FOUNDATION engaged with 75,000 school children pan-India, with the objective of bringing about a change in mind-set and trigger sensitivity and engagement with social causes.

- **Innovation**

YES foundation used the Visual means of triggering the young minds with most creative minds put to create socially useful messages for its initiative. They converged generic creativity for social change.

- **Lessons learnt**

Quoted by Ms. Prerana Langa CEO, YES FOUNDATION *“In today’s digital era, a short film on a developmental issue can trigger great social action. For India’s inclusive development, it is critical for youth to be sensitised on social issues and ignite in them the spirit of driving positive social change. I am happy to see that YES! I am the Change is creating ripples of social transformation by engaging the youth in social causes and creating the belief that they can impact change for a better India”.*

- **Financials**

N/A

- **Economic sustainability/Revenue Model**

The spending was part of company’s CSR activities.

- **Implementer Contact Persons**

- **Prerna Langa**
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- **Sources and References**

- Company Website