

Press Release

Rotary felicitates Rana Kapoor for driving Responsible Youth Citizenship across India

February 28, 2017, Chandigarh: Mr. Rana Kapoor, Co-Chairman and Chief Mentor, YES FOUNDATION was awarded and recognised by Rotary for his **exceptional contribution** towards nurturing **Responsible Youth Citizenship** through **YES! i am the CHANGE, World's Largest Social Film Movement** with **1.3 million participants** across India. The felicitation ceremony was held in Chandigarh in the presence of 600 youth representatives across South Asia.



Prerana Langa, CEO YES FOUNDATION receiving the award on behalf of Mr. Rana Kapoor Co-Chairman and Chief Mentor, YES FOUNDATION

YES! i am the CHANGE witnessed tremendous participation from Rotaractors, the youth wing of Rotary. YES FOUNDATION launched **YES GRANTS** (program to promote youth-led social initiatives through grant and mentoring support) to deepen the Foundation's social impact.

YES! i am the CHANGE is a **nationwide mindset transformation program** that empowers youth to act as a catalyst for India's social development. As part of the 101-Hour Social Filmmaking Challenge, youth create **3-minute films** on a variety of social topics, which serve as **invaluable communication resources** for NGOs. In 2016, a staggering **1.3 million youth** across **2,500 cities and towns pan-India** participated in the Challenge and **29,500+ films** on a variety of social issues were made for the pro bono use of NGOs. Most importantly, the process of participation and exposure to various social causes triggered **inner transformation** in the youth and inspired them to emerge as **agents of social change**.

ABOUT YES FOUNDATION:

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.

For more information; please contact

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