

YES FOUNDATION to train 200 high potential youth pan-India as Social Changemakers

- *High impact program to develop socially conscious youth leadership, launched in association with ISDI | WPP School of Communication and supported by YES BANK*
- *200 Fellows to be placed in 50 NGOs across Mumbai, Delhi and Bengaluru*
- *Second edition of 2-month Media for Social Change Fellowship launched by visionary entrepreneur and philanthropist, Mr. Gururaj Deshpande*

January 20, 2017, Mumbai: YES FOUNDATION, the social development arm of YES BANK, launched the second edition of **Media for Social Change Fellowship** - a high impact program to develop **socially conscious youth leadership** in association with **ISDI | WPP School of Communication** and supported by **YES BANK**.

The second edition was launched by Chief Guest **Mr. Gururaj Deshpande**, Co-Chair, **Barack Obama's National Council on Innovation and Entrepreneurship Strategy & Founder, Deshpande Foundation**, **Ms. Namita Vikas**, Member, Governing Council, **YES FOUNDATION** and Group President & Managing Director, Climate Strategy & Responsible Banking, **YES BANK**; **Ms. Prerana Langa**, CEO, **YES FOUNDATION** and **Mr. Naveen Jha**, CEO, **Deshpande Foundation**.



(L-R): Prof. Heena Thakker, Vice Dean, Indian School of Management and Entrepreneurship, Mr. Gururaj Deshpande, Co-Chair, Barack Obama's National Council on Innovation and Entrepreneurship Strategy & Founder, Deshpande Foundation, Ms. Namita Vikas, Member, Governing Council, YES FOUNDATION and Group President & Managing Director, Climate Strategy & Responsible Banking, YES BANK, Ms. Prerana Langa, CEO, YES FOUNDATION, Mrs. Jaishree Deshpande and Mr. Naveen Jha, CEO, Deshpande Foundation

The 2-month Fellowship aims at

- Developing socially conscious youth leadership through exposure to social issues and credible NGOs
- Strengthening communication efforts of NGOs to maximise their social impact

Speaking about the launch, **Mr. Rana Kapoor**, Co-Chairman and Chief Mentor, YES FOUNDATION said, “India’s inclusive development necessitates harnessing the incredible positive energy of our nation’s youth. The country faces great development challenges, but inherent in these challenges are significant opportunities for the Indian youth to exercise their creativity, develop solutions and make a good impact.”

200 high-potential Fellows will be placed in **50 credible NGOs** across **Mumbai, Delhi, and Bengaluru** for **7 weeks** where they will lead well defined communication projects under the mentorship and guidance of industry experts and senior NGO leadership. The Fellowship will hone the **leadership skills** of the youth, **sensitising them towards social causes** and enabling them to **emerge as social leaders**.

Addressing the audience, **Mr. Gururaj Deshpande** said “We need to bring compassion back into the corporate sector. The world needs problem solvers. YES FOUNDATION Media for Social Change Fellowship is a wonderful mindset changing journey leading to self discovery of youth thereby creating young problem solvers.”

Last year, the Fellowship received an overwhelming response of **922 registrations** from premier colleges across India. **45 high-potential aspirants** in the age group of **18-25 years** were selected as **Fellow Designates** after a rigorous selection and placed in **19 NGOs** across Mumbai including **Teach for India, HelpAge India, Kherwadi Social Welfare Association, LabourNet, Magic Bus** and **Pratham** amongst others.

Ms. Prerana Langa, CEO, YES FOUNDATION said, “We strongly believe in bridging gaps in the ecosystem. Towards this belief, YES FOUNDATION Media for Social Change Fellowship empowers youth to emerge as strong social leaders while providing communication and volunteering resources to strengthen the development sector. We are delighted to see the enthusiasm and commitment of the youth and are sure that they will add tremendous value to NGOs and amplify social impact.”

To know more about the program and to apply for the Fellowship, please visit - <http://yesfoundation.in/program/fellowship.html>

ABOUT YES FOUNDATION:

*YES FOUNDATION is the social development arm of YES BANK, India’s fifth largest private sector bank. Under the visionary guidance of its Co-Chairman and Chief Mentor, Mr. Rana Kapoor, MD & CEO, YES BANK, the Foundation follows a **differentiated approach** focusing on **stimulating entrepreneurship** and **innovative use of media initiatives**, to **bridge gaps** and act as a **force multiplier** towards an **empowered and equitable India**. To know more, visit www.yesfoundation.in*

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