TOWARDS AN EMPOWERED & EQUITABLE INDIA
YES FOUNDATION is the social development arm of YES BANK, India’s fourth largest private sector bank.

VISION
Empowered and Equitable India

MISSION
Build innovative and inclusive ecosystems to catalyse social transformation

FOCUS AREAS
- Responsible Youth Citizenship
- Media for Social Change
- Capacity Building of Non-Profits

MILESTONES

- 2012 DEC
  YES FOUNDATION registered

- 2013 APR
  YES! i am the CHANGE (YIAC) 101- Hour Social Filmmaking Challenge launched (2100 participants)

- 2014 AUG
  YIAC emerged as India’s Largest Social Film Movement (50,000 participants)

- 2015 OCT
  YIAC emerged as World’s Largest Social Film Movement (500,000 participants)

- 2016 MAR - JUL
  YES FOUNDATION Media For Social Change Fellowship launched (45 Fellows & 19 NGOs)
  Social Film Grant launched in association with UNDP India (4 Public Service Announcement films on SDGs)
  YES Enabler Knowledge Series launched (800 NGO professionals across 7 states)
INDIA’s great development challenges require innovative and inclusive solutions with a multiplier effect, addressing scale and impact. Backed by YES BANK’s decades of demonstrated work, YES FOUNDATION follows a differentiated approach innovatively harnessing media to channel high octane youth energy and stimulate entrepreneurship for an empowered and equitable India.

YES FOUNDATION addresses the gaps in the development sector by strengthening Design and Innovation-led Creative Entrepreneurship solutions by youth and Non-Profits, redefining the contours of social development. The Foundation’s programs address the biggest challenge facing our nation – the MINDSET, especially of the youth. These “mindset transformation programs” successfully harness the latent capabilities of millions of youth into positive action for India’s inclusive development resonating responsible citizenship across the country.

In the next five years, the Foundation’s revolutionary social initiative will create a strong force of 10 million youth changemakers to drive India’s social transformation. I invite you to be a part of this incredible journey.

RANA KAPOOR
Chief Mentor and Co-Chairman

GOVERNING COUNCIL

S L KAPUR
Chairman, YES FOUNDATION, 1980 Batch I.A.S. Ex-Chairman, YES BANK

PAUL KAPOOR
Chief Mentor, YES FOUNDATION, 1982 Batch I.A.S. Ex-Chairman, YES BANK

NARAYAN SHARMA
Group President, Global Head, Climate Strategy & Programmes, International Finance Corporation

RAJAT PAREL
Ex-Chairman, YES FOUNDATION, Managing Director, Proctor & Gamble, India

BINDU RANA KAPOOR
Philanthropist

BROOJO JUNA KAPOOR
Chief Mentor and Co-Chairman

YES! i am the CHANGE 2016
1.3 MILLION YOUTH PARTICIPANTS • 2,500 CITIES AND TOWNS ACROSS INDIA • 29,500 SHORT SOCIAL FILMS

CHIEF MENTOR’S MESSAGE
YES! I am the CHANGE is a nationwide mindset transformation program to inculcate the spirit of responsible youth citizenship and drive positive social action through the impactful medium of films. As part of the 101-Hour Social Filmmaking Challenge, youth create 3-min social films on a variety of social topics, which serve as an open repository of invaluable communication resources for NGOs.

The immersive process of participation in YES! I am the CHANGE leads to ‘inner transformation of youth’ and creates changemakers for India’s social development. The experiential learning gives rise to advocates and volunteers for causes and NGOs. The Challenge also sensitises and inspires professional filmmakers to make films on social causes.

Films made as part of the Challenge are significant in bringing out the voices less heard by showcasing the efforts of NGOs and individuals doing exceptional community work at the grassroots.

YES! I am the CHANGE facilitates creation of high quality communication resources for use of NGOs which supports their cause advocacy, fundraising and volunteer mobilisation efforts.
PROBABLY PARADISE
RAVI IYER CAPTURES A ‘PROBABLY PARADISE’ CREATED BY ROXANNE DAVUR

Ravi Iyer, a YES! i am the CHANGE participant made a film on ‘Probably Paradise,’ a shelter for terminally ill animals run by the inspirational Roxanne Davur. Post the Challenge, Ravi and his team have become active supporters of the shelter and used the film to raise funds to set up a solar electricity system at the animal shelter. Ravi’s heart-warming film enabled Roxanne to reach out to more volunteers and donors for Probably Paradise.

What this film has given me is a ‘moving visiting card.’ Whenever I show the film to people, you can actually see it in their eyes that they are completely in awe of it.

- Roxanne Davur
Everyday Hero Awardee

Ever since we’ve made the film, there are a lot more NGOs who come to us saying they want to shoot with us. People have become more aware of animal rights and animal care. It has definitely had an impact on us.

- Ravi Iyer
Changemaker Awardee

YAMUNA KE GOTAKHOR
MEGHATITHI KABEER TELLS THE STORY OF YAMUNA KE GOTAKHOR, MUSTAQ ALI & SANJAY KUMAR

New Delhi-based filmmaker Meghatithi made a film on the extraordinary story of Sanjay Kumar and his team of gotakhors (divers) who selflessly work to clean the Yamuna. His YIAC film has not only created awareness but has also given the gotakhors nationwide recognition and support from the government and other corporates.

I am very happy about the film Meghatithi Sir has made on us. Thanks to his efforts, our work has been recognised and we have received the YES FOUNDATION Award.

- Sanjay Kumar
Everyday Hero Awardee

I found that the Yamuna divers are a symbol of people’s fight for trying to clean the river. I’ve been grateful for the learning they have given me: you don’t need great resources to do something meaningful in life.

- Meghatithi Kabeer
Changemaker Awardee

BIRDMAN
JOSEPH ‘BIRDMAN’ SEKAR THROUGH THE LENS OF AMAR RAMESH

Amar Ramesh made a film on ‘The Birdman’ Joseph Sekar, a camera mechanic who unfailingly feeds over four thousand birds every day, spending 40% of his income. The film received tremendous response and galvanised support for Joseph from a cross-section of society. The positive response towards his film and realisation that films can provoke social action, led Amar to start his own firm called Big Short Films to tell inspiring stories of everyday heroes.

I am glad that the 3-minute YES! i am the CHANGE film has changed Sekar’s life. More than him, I feel like there’s a lot more change in me. And, YES! i am the CHANGE!

- Amar Ramesh
Changemaker Awardee

A love-based life is the real way of life. Living such a compassionate life is everyone’s duty, my duty, and your duty too. Please try to pursue it.

- Joseph Sekar
Everyday Hero Awardee

I am very happy about the film Meghatithi Sir has made on us. Thanks to his efforts, our work has been recognised and we have received the YES FOUNDATION Award.

- Sanjay Kumar
Everyday Hero Awardee

I found that the Yamuna divers are a symbol of people’s fight for trying to clean the river. I’ve been grateful for the learning they have given me: you don’t need great resources to do something meaningful in life.

- Meghatithi Kabeer
Changemaker Awardee

I am glad that the 3-minute YES! i am the CHANGE film has changed Sekar’s life. More than him, I feel like there’s a lot more change in me. And, YES! i am the CHANGE!

- Amar Ramesh
Changemaker Awardee
OUR JURY

OUR ESTEEMED JURY 2016-17

10 SHABANA AZMI
   Actor

11 RAVINOL CHAMBERS
   Founder
   Be Inspired Films, London

12 ALLY DERKS
   Director
   International Documentary Film Festivals, Amsterdam

13 SHIVENDRA SINGH
   DUNGARPUR
   Ad-Filmmaker and Film Conservationist

14 ALAN GEMMELL OBE
   Director
   British Council India

15 ANSHU GUPTA
   Founder
   Goonj

16 FLORIAN HOFFMAN
   Founder
   DO School, New York

17 ZAHABIYA KHORAKIWALA
   Managing Director
   Wockhardt Hospitals

18 DR. RUTH KATTUMURI
   Co-Director
   Asia Research Centre and India Observatory
   London School of Economics

19 NILOTPAL MAJUMDAR
   Ex-Dean
   Satyajit Ray Film & Television Institute,
   Kolkata

20 GUNEET MONGA
   Film Producer & Director

21 CHHAYA MOMAYA
   Image Consultant

22 PRITISH NANDY
   Film Producer, Journalist, & Poet

23 ONIR
   Filmmaker

24 Piyush Pandey
   Executive Chairman & National Creative Director
   Ogilvy & Mather, India

25 BHARAT PATEL
   Ex-Chairman
   Procter & Gamble, India

26 PAUL PAUWELS
   Director
   European Documentary Network, Denmark

27 SANTOSH PADHI
   Founder
   Taproot-Dentsu

28 ASHU SUYASH
   MD & CEO
   CRISIL

29 KAILASH SURENDRANATH
   Ad-Filmmaker

30 REBECCA TAVARES
   Representative
   Office for India, Bhutan, Maldives & Sri Lanka
   UN Women

31 SHASHANK TRIPATHI
   Partner & Strategy Leader
   PwC, India
CELEBRATING
THE SPIRIT OF CHANGE

YES! I am the CHANGE is not just a filmmaking challenge but an initiative to inspire social action and make visible national difference.

YES! I am the CHANGE has already heralded a change in the commercial banking space and it is heartening to note that YES FOUNDATION is creating a similar change in the social space. I am certain that under the leadership of Mr. Rana Kapoor, YES FOUNDATION will create change agents who in turn will create more change agents by their own actions, laying a strong foundation for the future of India.

YES! I am the CHANGE has shown that the youth is not the future, but the present who are socially motivated and are giving back to the society. It’s a perfect demonstration of national integration and will make India proud even on international platforms.

YES! I am the CHANGE is a mind-blowing initiative that gets young minds to participate in social topics. Behaviour change is the most difficult thing in life, which requires commitment for years; hence I salute these young changemakers.

To strengthen nation building, it is important to galvanise youth to take up participatory, holistic development initiatives. I would like to congratulate Mr. Rana Kapoor and his exceptional vision in creating YES! I am the CHANGE, a pioneering social initiative which has set a worldwide benchmark in taking innovation and social impact to scale.

THOUGHTS OF THE EMINENT LEADERS...

Shri. Suresh Prabhu
Hon'ble Union Minister of Railways
Government of India

Shaina NC
Social Worker
National Spokesperson, Bharatiya Janata Party

Piyush Pandey
Executive Chairman & Creative Director
Ogilvy & Mather India

G. M. Rao
Founder Chairman
GMR Group
On February 09, 2017, eminent filmmakers, educationists and development leaders of India recognised the best social films made by YES! i am the CHANGE 2016 participants at a grand awards ceremony in Mumbai.

The Changemaker Award was instituted to recognise and nurture the social initiatives undertaken by the YES! i am the CHANGE participants. A new category, the Everyday Hero Award was instituted in 2016 to recognise exceptional community service.
The YES! i am the CHANGE Social Film Festival, held on February 11 & 12, 2017, is a platform that showcases the top YES! i am the CHANGE films interspersed with interactive sessions with eminent individuals.

**Film Festival Highlights**

- **60% of India’s population is youth and YES! i am the CHANGE speaks to them in the “youth language”**
  - Santosh Padhi, Taproot Dentsu

- **As they say, content is King. You can give social messages with humour too. You can create characters through your content (in social films), that can change mindsets.**
  - Tracy Dessa, Guajra, YF

- **Social problems can only be solved when we work for it. We must see the issues around us with the glasses of reality. Our lenses should change. We have to be the lenses of people we work for in the social sector.”**
  - Anshu Gupta, Magsaysay awardee

- **Cinema is beyond what you see on screen. Film has a language you must understand, be it social or any other.”**
  - Shivendra Dungarpur, AdFilmMaker and Film Conservationist

- **Filmmakers must see themselves as catalysts for change. Ultimately it is your own ability to make a communication link between you and the audience that determines the outcome.”**
  - Shyam Benegal, Veteran Film Director

- **Innovation is about thinking differently to make a difference. A successful innovation has speed, scale and sustainability. Paddy is a true 100% BHAV for creating positive change & combining it with innovation.”**
  - Dr. R. A. Mashelkar, Director, Tata Trusts

- **Experience sharing sessions with participants and discussion on strategies for using films as a catalyst of change.**

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IN THE MEDIA

PRINT

FELICITATING THE YOUNG FILMMAKERS OF INDIA

MAKING FILMS FOR A CAUSE

GM Rao felicitate winners of YES! I am the CHANGE - Social Film Movement

INDIAN NEWS

Rakesh MC, Prashant Padhy and GM Rao felicitate winners of YES! I am the CHANGE - World’s Largest Social Film Movement

YES! I am the CHANGE | 2016-17

YES! I am the CHANGE

Celebrating social commitment

WINNERS OF WORLD'S LARGEST SOCIAL FILM MOVEMENT FELICITATED

The Times of India | Mar 11, 2017

The Indian Express | Feb 18, 2016

The Ethan Times | Mar 09, 2017

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**YES FOUNDATION Media for Social Change Fellowship**

YES FOUNDATION Media for Social Change Fellowship is a high-impact program to develop socially conscious youth leadership in association with ISDI|WPP School of Communication.

- High potential youth undergo a 1-week intense Induction training by industry leaders followed by a 7-week full-time experiential training where the Fellows lead well-defined projects to strengthen communication efforts of NGOs.

- The second edition of the YES FOUNDATION Media for Social Change Fellowship was launched by successful business leader and noted philanthropist Mr. Gururaj Deshpande, Co-Chair, Barack Obama’s National Council on Innovation and Entrepreneurship Strategy & Founder, Despande Foundation.

- In 2016, 45 youth were selected for the Fellowship cohort from 922 aspirants across 166 cities and towns pan-India and placed with 19 credible NGOs across Mumbai. In 2017, the Fellowship will be scaled to 200 Fellows placed with 50 partner NGOs across Mumbai, Delhi and Bengaluru.

**YES FOUNDATION Social Film Grant**

YES FOUNDATION Social Film Grant was launched in association with UNDP India in 2016. It is a competitive film production fund for exceptionally talented emerging filmmakers to make 1-minute Public Service Announcement Films on Sustainable Development Goals (SDGs). 4 high quality films produced as a part of the program are used on digital platforms by UN affiliates and YES FOUNDATION to popularise SDGs amongst youth and policymakers.

**YES FOUNDATION Changemaker Initiative**

In 2015, YES! i am the Changemaker Award was instituted to recognize and nurture impactful social initiatives undertaken by YES! i am the CHANGE participants. The first initiative mentored by YES FOUNDATION is MISSING, a unique international awareness campaign on human trafficking by Leena Kajral, Public Artist & YES! i am the Changemaker Awardee 2015.

YES FOUNDATION supported Leena in developing the first of its kind smartphone game for mass engagement. It won the NASSCOM Indie Game of the year Award 2016.

**YES Enabler**

YES Enabler is a high impact program promoting Communications and DICE (Design and Innovation-led Creative Entrepreneurship) to accelerate social impact of Non-Profits and social enterprises. The program envisages a strategic national platform to bring together major actors in the development ecosystem (corporates/corporate foundations, Non-Profits and government agencies) and proactively facilitates knowledge-sharing and effective partnerships for channelisation of CSR funding in India.