



YES BANK Limited

Say YES to Sustainable MSMEs in India

CASE STUDY



A health camp underway at a Kanpur foundry cluster as part of the “Say YES to Sustainable MSMEs in India” program MSMEs in India” program



An Occupational Health & Safety workshop underway in the Goraya, Jalandhar foundry cluster under the “Say YES to Sustainable MSMEs in India” program

Summary

The initiative, launched in partnership with the Foundation for MSME Clusters (FMC), in FY 2014-15, supported 50 foundry MSME clusters in Punjab and Uttar Pradesh by enhancing their energy efficiency and improving their health and safety systems through sensitization workshops, health camps, providing drinking water facilities, first aid kits and distributing personal protective equipments.

Project highlights:

- Ensuring Environmental Sustainability in MSMEs by improving their energy efficiency levels by 15-25 percent
- Improving working conditions of workers in MSME clusters
- Establishing Occupational Health & Safety systems
- Conducting Health Camps for MSME Workers
- Distribution of First Aid Boxes, Personal Protective Equipments



- Providing Drinking Water Facility

Objective of Intervention

- To promote environmental sustainability and Occupational Health and Safety (OHS) within the Indian MSME sector, YES Bank has launched the 'Say YES to Sustainable MSMEs in India', as a multifaceted intervention to help them become globally competitive.
- The initiative, launched in partnership with the Foundation for MSME Clusters (FMC), is under an ongoing project funded by the European Union named 'Scaling Up Sustainable Development of MSME Clusters in India', with UNIDO, GRI, SIDBI, IICA and GIZ as partners.

Type of Intervention and Location

Energy efficiency and improving occupational health and safety among MSMEs at MSME Clusters in Punjab and UP

Description of Intervention

- Investments made on technology upgradation/ alternative business practice
- The cupola based MSME foundries were losing out huge money due to higher cost of coke and inefficient technologies and practices. Environmental sustainability interventions in foundry leads to 15–20 per cent of the coke saving due to improvement in efficiency levels
- A cluster development agent and team of experts from FMC met unit owners individually, discussed issues related to energy and convinced unit owners for taking up the interventions
- Implementing of environmental sustainability interventions in foundry units yielded instant benefits to these MSMEs through savings in coke consumption and hence, money.
- Once the energy related interventions was over which resulted in financial benefits to unit, OHS interventions were pushed
- OHS interventions included health camp, sensitization workshop, distribution of first-aid box, installation of water purifiers, and distribution of personal protective equipments. These would help units to increase their overall productivity due to better health condition of workers, higher job satisfaction levels



Intangible or Tangible Benefit

The initiative, 'Say YES to Sustainable MSMEs in India', in its first phase till March 31, 2015, resulted in the following:

- Energy efficiency projects were implemented in 20 MSMEs, improving their energy efficiency in the range of 15–20 per cent and reducing coke consumption by 650 metric tonnes per annum, resulting in reduction of 1,787 metric tonnes of CO₂ emission per annum (1 MT of coke emits 2.75 MT of CO₂), thus saving approximately ₹97.50 Lakh (assuming price of coke at ₹15,000 per tonne)
- Under the initiative, Occupational Health and Safety (OHS) systems were strengthened in 50 foundry MSMEs benefitting 907 workers

About YES BANK

YES BANK, India's fifth largest private sector Bank with a pan India presence across all 29 states and 7 Union Territories of India, headquartered in the Lower Parel Innovation District (LPID) of Mumbai, is the outcome of the professional & entrepreneurial commitment of its Founder Rana Kapoor and its top management team, to establish a high quality, customer centric, service driven, private Indian Bank catering to the future businesses of India.

YES BANK has adopted international best practices, the highest standards of service quality and operational excellence, and offers comprehensive banking and financial solutions to all its valued customers.

YES BANK has a knowledge driven approach to banking, and offers a superior customer experience for its retail, corporate and emerging corporate banking clients. YES BANK is steadily evolving as the Professionals' Bank of India with the long term mission of "Building the Finest Quality Large Bank of the World in India" by 2020.