

For Immediate Release

## AU Yashotsav Celebrates 8 Years of AU Foundation's Grassroots Impact



- AU Yashotsav felicitates youth, women entrepreneurs, and athletes from across AU Foundation's flagship and strategic programmes, AU Ignite, AU Udyogini, AU Bano Champion and AU Kartavya.
- 8-year impact: 36,500+ youth skilled with over 72% linked to jobs; 5,995+ women nurtured; 10,000+ grassroots athletes trained across 7 sports disciplines

**Jaipur, 24<sup>th</sup> July:** AU Foundation, the CSR arm of AU Small Finance Bank (AU SFB), India's largest Small Finance Bank and the first in over a decade to receive in-principle approval to transition into a Universal Bank, today hosted 1<sup>st</sup> edition of AU Yashotsav, a celebration of eight years of grassroots impact, with the children, women and youth including specially abled who turned opportunity into achievement through hard work, resilience, and the courage to rewrite their own futures while uplifting their families.

The event was graced by Ms. Jyoti Agarwal, Co-founder, Sanjay & Jyoti Agarwal Foundation and Professor Ramesh Arora, Chairperson, Management Development Academy alongside project beneficiaries.

### A Stage for the Journeys Behind the Numbers

Over the last eight years, AU Foundation has reached over 3.6 million beneficiaries through its flagship and strategic programmes. At AU Yashotsav, the Foundation felicitated selected beneficiaries who have excelled in their respective domains with cash awards, trophies, and certificates:

- **AU Ignite** : 36,500+ youth skilled through AU Ignite, with over 72% linked to formal employment. The programme's top honour, **the Skill Icon award, was conferred on Suraj Singh of Bharatpur**; the son of a handloom street vendor. After training under Tourism & Hospitality domain, Suraj secured an international placement with a top-tier US cruise line at a salary of ₹1 lakh per month. Also felicitated was **Adit Yadav of Ajeetgarh**, who trained as a Salesforce Developer at the AU Ignite Future Skills Academy and now works as a Software Developer at a reputed IT company in Jaipur, getting an annual package of ₹4.82 lakh, a reflection of the Foundation's growing focus on future-ready digital skills.
- **AU Udyogini** has nurtured 5,995+ women, including 3,926+ through **individual entrepreneurship** and **2 community enterprises**. Women entrepreneurs running businesses from garment shops and beauty parlours to embroidery collectives and community farming enterprises were felicitated for sustained business performance.
- **AU Bano Champion** has trained 10,000+ grassroots athletes across **7 sports disciplines**, supported by **100+ trained coaches**, with beneficiaries winning **4 international medals, 130+ national, 650+ state, and 1,700+ district-level medals**. Among those honoured was **Khushi Rana of Jodhpur**; the daughter

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of a taxi driver, who won a **Bronze Medal in the 49 kg category** at the **Under-15 Asian Boxing Championship in Tashkent, Uzbekistan (May 2026)**, alongside national medallists in Wushu, Kabaddi, football, and athletics.

Beyond its flagship and strategic programmes, the Foundation's community development work under **AU Kartavya spans across education, healthcare, environment and sustainability, road safety, disaster management among others.**

AU Yashotsav marks 8 years of AU Foundation, a formal milestone, but the spirit behind it is much older. Giving back to society has always been part of AU's ethos since its inception over three decades ago, long before AU Foundation gave it a name. In AU's forever journey, its Foundation is consistently focused towards contributing to Viksit Bharat.

**About AU Foundation - CSR arm of AU Small Finance Bank**

From its roots in Rajasthan to a growing national footprint, AU Foundation has remained committed to building resilient and self-reliant communities an approach shaped deeply by the vision and stewardship of Sanjay Agarwal, Founder, MD & CEO of AU Small Finance Bank (AU SFB). His leadership anchors the Foundation in AU's "Forever Bank" philosophy, ensuring that community interventions create lifelong impact rather than momentary support.

As the CSR arm of AU SFB, India's largest Small Finance Bank, now holding the RBIs in principle approval to transition into a Universal Bank, the foundation operates with the conviction that a bank is not merely a participant but a co-author in Bharat's growth story. Under Sanjay Agarwal's thought leadership, AU Foundation blends financial discipline, innovation and empathy into programmes that are scalable and sustainable, aligned with the national vision of Viksit Bharat and the UN Sustainable Development Goals (SDGs).

For Sanjay Agarwal, CSR is merely not an added responsibility but an accountability to design interventions that outlast funding cycles, outgrow geographies and outperform expectations on inclusion and dignity. Anchored in transparent processes, meaningful stakeholder engagement and impact oriented, the foundation ensures that every effort compounds into durable social capital.

Under his guidance, the AU Foundation continues to strengthen communities at scale, through grassroots developments, consistently translating vision into value and intent into impact, one livelihood, one athlete, one entrepreneur and one village at a time. AU Foundation's impact spans a holistic portfolio of flagship programmes: AU Ignite, which has trained 36,000+ youth and enabled 26,000+ placements; AU Bano Champion, supporting 6,000+ athletes with 1,570+ medals; AU Udyogini, empowering 5,900+ women entrepreneurs; and AU Kartavya, advancing community development across healthcare, education, environment, water conservation and road safety.

For Details click here: [CSR Activities & Initiatives | AU Small Finance Bank](#)

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