Y-East Manifesto

What drives us?

“When we try to pick out anything by itself, we find it hitched to everything else in the Universe.” - John Muir

An interconnected world calls for interconnected solutions to its complex problems of improving human well-being and conservation of its natural ecosystem. How then can we hope to achieve an ideal and sustainable society with isolated actions from stakeholders in small groups and silos?

Moving closer home, the eastern region of India has been time and again dubbed as ‘lagging behind’ in its efforts to achieve its lost glory. We noted the absence of a professional and structured network for the social and sustainability sectors and a general lack of mindset which cares about social and environmental impact, which impedes an optimised and large-scale impact. Most professionals working in the field of sustainable development were poorly connected resulting in the inability to
exchange ideas, share experiences, speak with a common voice and collaborate efficiently for greater impact.

It was time to change that. Giving it a decent try. Y-East was launched in May 2019 in Kolkata to echo the collective voice of the sustainability stakeholders from East and North East India and magnify its potential on the national and international stage.

**Our Aspiration**

Y-East aspires to be the catalyster for like-minded professionals and organisations in the social and environmental sector, particularly in East and North-East India, to come together to ideate large-scale projects, collaborate and develop synergies to achieve the regional targets under the world-acclaimed Sustainable Development Goals (SDGs) framework provided by the United Nations in 2015. The scope of Y-East is as broad as the SDGs itself and within the framework, Y-East represents **SDG 17 - Partnership for the Goals** and truly believes that multi-stakeholder cooperation and partnerships are keys to meaningful positive impact at scale!

**Our Mission**

Our main activities are encapsulated in our **C-A-R-E Model**:

- **C**: Connect
  - Gather and engage a community of sustainability-focused players and generate opportunities of collaboration between them through networking opportunities, online and offline

- **A**: Act
  - Curate and support projects and campaigns related to SDGs together with the Y-East members

- **R**: Raise Awareness
  - Spread awareness related to sustainability, and promote all the amazing initiatives led by Y-East members to larger audiences across the country and beyond

- **E**: Extend Knowledge
  - Contribute to sustainability education and bring more expertise in the social and environmental fields through research and impact assessment studies
Our Values

Unapologetic sense of care:
Y-East cares deeply about the society and environment on Planet Earth, our only home making it strive sincerely towards creating a thriving, sustainable world!

Impact-focused mindset:
“If you think you are too small to make an impact, try going to bed with a mosquito in your room.” Y-East believes in actions motivated by meaningful and positive impact towards social and environmental sustainability, no matter how big or small it may be!

Genuine collaborative spirit:
Y-East believes in multi-stakeholder collaboration - not competition - to create the most impactful and inclusive results at scale, uniting our strength and combining our respective resources.

Outer-ness:
Y-East fundamentally believes in an ‘other-centered’ mindset and intent, shifting the focus from inside to outside of oneself, towards nature and people, in space and time.

Confident humility:
Y-East, its members and partners are confident in their values and skills, yet acknowledge the importance of constant learning and unlearning of ideas, sharing of resources, skills and impact by seeking collaboration.