

JULY 2025 NEWSLETTER



Y4D FOUNDATION
Empowering the Underprivileged



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Y4D Foundation is a non-profit organization based on the idea of empowering the underprivileged. We aim to bring societal change through our interventions in areas of education, livelihood, healthcare, & environment. With an ambition to enable equal opportunities for all, Y4D undertakes numerous initiatives which are supported by our corporate partners and other stakeholders.



LIVELIHOOD

Empowering Women through Skill Training with KSB

Y4D Foundation, in partnership with KSB, has inaugurated Batches 5 and 6 of its Vocational Skill Training for Employability program.

A total of 50 women candidates (25 in each batch) have enrolled for training as Printed Circuit Board (PCB) Operators. The two-month program includes one month of classroom-based technical training followed by one month of On-the-Job Training (OJT). This initiative focuses on building skills and supporting job placements, helping women take confident steps into the electronics manufacturing sector.



LIVELIHOOD

Supporting Livelihoods Through Sewing Machines in Ernakulam, Kerala



Y4D Foundation, in collaboration with Hindustan Coca-Cola Beverages (HCCB), handed over sewing machines to the Navodhaya Mahila Samajam in Kerala, as part of their CSR initiative to promote women empowerment and income generation.

The support will help set up a tailoring and stitching unit at the Government Guest House in Ernakulam. The handover event was attended by the Member of Parliament, who officially presented the machines. The MP and local councillors appreciated the efforts of Y4D Foundation and HCCB in creating livelihood opportunities and supporting women on their path to economic independence.



LIVELIHOOD

Judicial Recognition for Revamped Anganwadi in Belagavi, Karnataka

The upgraded Anganwadi Centre in Mastmardi Village, Belagavi Taluk, Karnataka, was recently acknowledged by the District Judge, who praised the transformation brought about through the CSR initiatives of Y4D Foundation and Hindustan Coca-Cola Beverages Pvt. Ltd. (HCCB).

The District Judge visited the Anganwadi centre, interacted with the staff, and reviewed the new upgrades. Y4D Foundation, with support from HCCB, upgraded the centre with play equipment, classroom furniture, kitchen facilities, toilets, and colorful wall paintings, making it more child-friendly. The District Judge appreciated these efforts, noting the rise in enrolment and the positive impact on early childhood learning and care.



HEALTHCARE

Launch of Project Swasthya Saksham in Maharashtra

We have launched Project Swasthya Saksham in partnership with MSD Pharmaceuticals Pvt. Ltd., across Palghar, Washim, and Nandurbar districts in Maharashtra.



This initiative is designed to strengthen rural healthcare by equipping Auxiliary Nurse Midwives (ANMs) and Multi-Purpose Health Workers (MPWs) with enhanced skills. Over the course of a year, the program will provide in-depth training and one-on-one mentoring focused on both practical skills and soft skills.

With nearly 1,050 healthcare workers set to benefit, Project Swasthya Saksham is a step forward in empowering frontline workers and making quality healthcare more accessible in marginalized communities.



ENVIRONMENT

Green Move in Kerala: Chalakudy Municipality Receives Electric Vehicle for Waste Management

Y4D Foundation, in collaboration with Hindustan Coca-Cola Beverages (HCCB), has donated an Electric Vehicle (EV) to Chalakudy Municipality in Thrissur, Kerala, to promote effective waste management as part of their CSR efforts towards environmental sustainability.

The handover event was held at the municipality office and saw active participation from the MLA, Municipality Chairman, councillors, Haritha Karma Sena members, and more than 70 people from the community. The program also saw the participation of Y4D Foundation and HCCB team members. During the event, the MLA handed over the EV key to the Chairman and led a symbolic flag-off. The vehicle was driven by a woman driver, making it a proud and inspiring moment for everyone present.



ENVIRONMENT

PET Bottle Collection Drive at Puri Rath Yatra, Odisha



Y4D Foundation, in collaboration with HCCB, organized a PET Bottle Collection Drive during the Puri Rath Yatra 2025, which successfully collected 26.3 metric tons of used PET bottles, exceeding the target of 25 MT. The drive operated through 10 collection points along the yatra route and was carried out with the collective efforts of 150 Safai Sathis, 20 supervisors, ODMP municipal staff, and smooth coordination by Y4D Foundation.

Ahead of the event, cleanup drives and awareness campaigns were conducted to engage pilgrims and encourage responsible waste disposal. The initiative ensured cleaner surroundings during the festival while spreading the message of recycling and reducing plastic use.



EMPLOYEE ENGAGEMENT

Spreading Seeds of Change: A Joint Effort by Y4D and HCCB

Y4D Foundation in partnership with Hindustan Coca-Cola Beverages Pvt. Ltd. (HCCB), led a successful seed ball making campaign across ten states: Madhya Pradesh, Andhra Pradesh, Goa, Gujarat, Karnataka, Kerala, Maharashtra, Odisha, Tamil Nadu, and Telangana.

This environment-friendly initiative saw active participation from 145 HCCB employees across 13 plant locations, who collectively prepared an impressive 38,800 seed balls. They were joined by 940 community members all coming together for a common green cause. Each event included an awareness session on the ecological benefits of seed ball making, encouraging community members to take simple, hands-on steps toward environmental conservation. The overwhelming response from participants reflected a shared commitment to sustainability, with many expressing interest in continuing such green efforts in the future.



In order to make a positive social impact on the lives of our fellow citizens and jointly contribute to the UN SDGs, Y4D Foundation looks forward to establishing effective CSR partnerships in the thematic areas of Education, Skill Training, and Environment Sustainability & Health.

To create an impact, enquire on: **mail to: csr@y4d.ngo**

Donate to the worthy cause

Donate Now

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