

# OCTOBER 2025 NEWSLETTER



**Y4D FOUNDATION**  
Empowering the Underprivileged



y4dteam / [www.y4d.ngo](http://www.y4d.ngo)

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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.



### EDUCATION

#### Upgrading Learning Spaces at Z.P. Primary Urdu School, Kudus

Y4D Foundation in collaboration with Hindustan Coca-Cola Beverages (HCCB) inaugurated the upgraded Z.P. Primary Urdu School in Kudus, Wada, in honour of Dr. A.P.J. Abdul Kalam's birth anniversary. The idea was to give children a brighter, cleaner and more inspiring place to learn.

Teachers, Panchayat members and villagers joined the celebration, making it a warm and lively community event. As part of the support, a RO water filter and a cooler were also set up at the Kudus Gram Panchayat Office. This simple addition will help around 150-200 people every day with clean drinking water. The event ended with heartfelt gratitude from everyone, reflecting a shared hope for stronger learning spaces and a better future for the community.



### LIVELIHOOD

#### Strengthening Livelihood Support for Goa's Local Vendors



Y4D Foundation in collaboration with Hindustan Coca-Cola Beverages (HCCB) supported 24 local street vendors in Verna and Nagoa, Goa by providing them with new ice boxes. This small but meaningful support will help them keep their products fresh, serve customers better and earn a steadier income.

Panchayat members welcomed the initiative and shared how efforts like this strengthen local livelihoods and encourage self-reliance. The vendors were genuinely grateful and said the ice boxes will make their everyday work easier and more secure.

## LIVELIHOOD

### Empowering Women Through Skill Development in Kakkanad, Kerala

Y4D Foundation and Hindustan Coca-Cola Beverages (HCCB) inaugurated the Navodaya Mahila Samajam Tailoring Unit on October 3, 2025, in Kakkanad, Ernakulam (Kerala). This initiative is a meaningful step toward helping women learn new skills and build steady livelihood opportunities.

The event brought together local leaders, community members, and residents, with more than 200 people joining the celebration. As part of the support, HCCB provided sewing machines and essential equipment to the Mahila Samajam, giving women the tools they need to grow their skills and earn a stable income. The Y4D team interacted with the beneficiaries, who shared their gratitude and spoke about their hopes for a brighter, more secure future. This collaboration is set to create long-term livelihood opportunities for the women of Navodaya Mahila Samajam and stands as an encouraging example of community-driven progress in the region.



## HEALTHCARE

### Launch of Project Swasthya Saksham to Strengthen Healthcare in Nandurbar



Y4D Foundation, in collaboration with Merck Sharp & Dohme (MSD), has started a training program for Auxiliary Nurse Midwives (ANMs) and Multi-Purpose Health Workers (MPWs) in Nandurbar district, Maharashtra. The goal is to help frontline health workers improve their skills so they can deliver better care to the community.

The program was inaugurated in the presence of Dr. Harishchandra Kokane, Hon. Additional District Health Officer, Nandurbar. He shared that such capacity-building programs are important because health workers interact with people every day and play a key role in shaping healthier future generations. He appreciated the initiative and thanked Y4D Foundation and MSD for choosing Nandurbar for this effort. This project aims to empower health workers with stronger knowledge, confidence and practical skills, ultimately helping improve healthcare services in the district.





## HEALTHCARE

### Bringing Care, Support and Health Awareness Together

Y4D Foundation, in partnership with Fujitsu, is running the Mobile Health Unit (MHU) Project to bring basic healthcare closer to communities that have limited access to medical services. The goal is to make healthcare easy to reach and help people stay informed about common health concerns.

As part of this effort, awareness sessions were held in Khalumbre to talk about preventing airborne diseases like Pertussis and Influenza. The team explained the importance of hygiene, vaccination and seeking timely treatment. Another session in Rupee Nagar focused on personal hygiene and taking medicines properly for conditions such as hypertension and diabetes. Through these activities, the project continues to deliver essential medical support to underserved areas, promote preventive healthcare and strengthen community awareness. A key part of the initiative is helping people understand simple, everyday steps they can take to stay healthy and safe.



## ENVIRONMENT

### Driving Clean Change in Ujjain with Electric Vehicles



Y4D Foundation in partnership with Hindustan Coca-Cola Beverages (HCCB) handed over four new Electric Vehicles to the Ujjain Municipal Corporation as part of HCCB's CSR efforts. These vehicles will support the city's waste collection system and promote cleaner, greener practices.

The vehicles were flagged off by the Hon'ble Mayor and the Municipal Corporation Chairperson, along with officials from the corporation, HCCB and the Y4D team. The compact design of these EVs makes them perfect for door-to-door waste collection, even in narrow streets, helping the city manage waste more efficiently. This initiative reflects the shared commitment to improving sanitation, strengthening sustainability efforts and creating a healthier environment for the people of Ujjain.



## EMPLOYEE ENGAGEMENT

### Employee Engagement Activity Bringing Festive Joy to Communities

Y4D Foundation, in partnership with Hindustan Coca-Cola Beverages (HCCB), carried out a monthly Employee Volunteering Program across 14 HCCB plant locations. The activities were planned to bring the joy of Diwali to students and create a space for creativity, learning and meaningful interaction.



Children took part in a Diya Painting activity, where volunteers helped them explore colours and designs while enjoying the festive mood. This was followed by a Mythology Story Reading session, where employees narrated stories, explained their messages and encouraged children to ask questions and share their thoughts. In total, 39 volunteers connected with 850 participants, including 523 children. At the end of the event, every child received their painted diya as a Diwali keepsake along with snacks. The program not only celebrated the festival but also strengthened the bond between employees and the community, making the day memorable for everyone involved.



## EMPLOYEE ENGAGEMENT

### Ration Kit Distribution Drive with Mastercard Volunteers

Y4D Foundation, in collaboration with MasterCard, successfully conducted a Dry Ration Kit distribution drive to support families who need help with everyday essentials. The drive reaches orphanages, slum communities, migrant workers, bedridden patients, single parents, elderly people and students from low-income families. On October 10, 52 ration kits were distributed as part of the MasterCard Ration Distribution Drive. MasterCard volunteers joined the activity, spoke with the beneficiaries and personally handed over the kits, bringing warmth and care to the entire effort.

This drive is part of MasterCard's Monthly Birthday Giving Program, where employees celebrate their birthdays by giving back to the community. Their thoughtful gesture made the day special and added real meaning to the support shared with the families.



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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](mailto:csr@y4d.ngo)**

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### Donate to the worthy cause

**Donate Now**

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