

MAY 2025 NEWSLETTER



Y4D FOUNDATION
Empowering the Underprivileged



MAY 2025

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

Inauguration of Water ATM at Kottaikaranpatti Village, Tamil Nadu

Y4D Foundation and Hindustan Coca-Cola Beverages (HCCB), inaugurated a Water ATM unit at Kottaikaranpatti Village in the Chitambur block (TN). The event saw a warm gathering of community members and dignitaries, all coming together to celebrate this important step toward better health and hygiene.

This Water ATM will now ensure the people of Kottaikaranpatti have easy access to clean and safe drinking water, right at their doorstep. It's not just about setting up a machine it's about making everyday life better by helping people stay healthy and giving families easy access to something as basic as clean drinking water. This initiative marks a meaningful stride in strengthening public health and building a healthier, happier community.



LIVELIHOOD

Y4D Foundation and TATA Motors Launch On-Job Training for ITI Students in Pune



Y4D Foundation, in partnership with TATA Motors Ltd., is supporting 48 final-year students from Government ITI, Chinchwad, with a 15-day on-the-job training from May 5th to 20th. This hands-on program lets students explore different departments at the TATA Motors plant, giving them real work experience.

The training helps students connect what they have learned in class with real industry work, boosting their skills and confidence to prepare for future jobs.



LIVELIHOOD

Skilling Initiative with KSB and Bajaj India Pvt. Ltd.

Focused on equipping young people with the skills to build a better future, Y4D Foundation partnered with KSB India Pvt. Ltd. to train youth in the PCB Assembly Operator trade at our Skilling Centre at Khed , Pune

Three new training batches have started, in addition to the six batches that have already trained 155 youth. Alongside KSB, Y4D Foundation continued its skilling efforts with Bajaj India Pvt. Ltd., training a total of 135 candidates across multiple locations during the same month. Together, these initiatives reached 290 young people in May, empowering them with the tools and confidence to enter the workforce and explore new opportunities.

A heartfelt thank you to KSB India Pvt. Ltd. and Bajaj for their continued support and commitment to nurturing the next generation of skilled professionals.





IMPACT STORY – LIVELIHOOD

Empowering Women through Digital & Financial Literacy in Hidkal Village, Karnataka

In Hidkal village, Belgaum district, Karnataka, a group of women from the Adarsha Self Help Group (SHG) is creating real change starting with themselves. With limited financial independence and little experience using digital tools, these women once faced many barriers. But things began to shift when Y4D Foundation, in partnership with Hindustan Coca-Cola Beverages (HCCB), launched a Digital and Financial Literacy Program in the village.



The training gave them the confidence to manage money, use digital wallets, access banking services, and apply for government schemes all on their own. Their journey took a big step forward in January 2025 when they received a Xerox machine to start a small photocopy and document services business. This helped them create a stable income without leaving their village.

Today, the women not only run their own finances and business confidently, but they are also helping others do the same—guiding fellow villagers and expanding the impact far beyond their group. It's a powerful reminder of how the right support can spark a ripple effect of empowerment and progress.

“ BENEFICIARY TESTIMONIAL

I am Bharathi Kamble, and I have seen firsthand how something as simple as a Xerox machine can make a real difference in our daily lives. Whether it's students needing study materials, parents submitting school forms, or community members handling important documents, this machine has made things quicker and more accessible for everyone.

With the support of Hindustan Coca-Cola Beverages and Y4D Foundation, this facility has not only brought convenience but has also created a small yet steady source of income, helping improve our livelihoods. Their support has truly empowered us in a meaningful way, and I'm grateful to see such efforts reaching people like us in the community.



Bharathi Kamble
(Adarsha Self Help Group)
Hidkal village, Karnataka



IMPACT STORY – LIVELIHOOD

Project SHINE Impact: Empowering Women of Mastmardi Village



In Mastmardi village, Belgaum, women from the Sri Mahalakshmi Self-Help Group (SHG) have started a new journey toward financial independence. With support from Y4D Foundation and Hindustan Coca-Cola Beverages (HCCB) under Project SHINE, they received digital and financial literacy training.

The training helped them learn how to save money, use mobile banking, and understand government schemes. As part of the support, they also received a Flour Mill and Masala Making Unit to start their own small business. Now, each member earns about ₹3,500 every month and manages her finances confidently. Their business is running smoothly and growing step by step—showing how skills and support can help women become self-reliant.

“ BENEFICIARY TESTIMONIAL

My name is Reshma Nitin Ghosalakar. There was a time when I had no income and was struggling financially. Things changed when I received a flour mill (masala making machine) through the support of Hindustan Coca-Cola Beverages and the Y4D Foundation.

This opportunity has helped me start earning ₹200 to ₹300 per day, which has made a big difference in my life. I can now take care of my personal needs and also support my family. My financial condition has improved, and I feel more confident, independent, and hopeful about the future. I am truly thankful to HCCB and Y4D Foundation for helping me become self-reliant and build a better life.



Reshma Nitin Ghosalakar

(Sri Mahalakshmi Self-Help Group)
Mastmardi village, Karnataka





IMPACT STORY - LIVELIHOOD

Empowering Women of Mastmardi Village in Karnataka

In Mastmardi village, Karnataka, a group of determined women from the Anandajyothi Self-Help Group (SHG) is stepping into a new chapter of independence and confidence. In collaboration with Hindustan Coca-Cola Beverages (HCCB), Y4D Foundation conducted Digital and Financial Literacy training that opened up new possibilities for the women. Many of them had never used digital tools or visited a bank before but now, they confidently manage finances, make digital payments, and access government welfare schemes with ease.



Their biggest achievement has been starting a home-based papad-making business, using their new skills to manage finances, save, and earn a steady income from home. One member shared that they now feel confident managing money, running their own business, and helping their children use digital tools. It's not just about earning, this transformation is bringing pride, purpose, and new opportunities into their lives.

“ BENEFICIARY TESTIMONIAL

I am Savakka, and I'm part of a 10-member team proudly working on the 'Papad Mission' with the support of Hindustan Coca-Cola Beverages and Y4D Foundation.

Before this, we didn't have a steady source of income. But ever since we received the papad-making machine, things have changed for the better. Now, we earn around ₹3000 to ₹4000 every month. This income has helped us support our families and manage our daily needs more easily. More than that, it has given us confidence and a sense of pride in the work we do. We're truly thankful to HCCB and Y4D Foundation for giving us this opportunity and helping us become more self-reliant.



Savakka

(Anandajyothi Self-Help Group)
Mastmardi village, Karnataka





Y4D FOUNDATION

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)

Donate to the worthy cause

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Address: 401,402 - The Onyx, Near Euro School, Pink City Road,
Wakad, Pune - 411057 Maharashtra (India)



@y4dteam



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