



# Y4D FOUNDATION

Empowering the Underprivileged

## JANUARY 2024

Y4D is a youth-led futuristic organization committed to empowering the economically underprivileged by empowering them through encouragement, education, and employment. Y4D strives to encourage individuals to reach their full potential, lead happy, healthy lives with dignity and make them capable of making meaningful contributions to society. Y4D is shaping up a sustainable society for future generations by instilling futuristic ideals into our practices.

### EDUCATION

#### Altimetrik and Y4D Foundation Unite for Community Growth!

Altimetrik and Y4D Foundation have teamed up to enhance education and well-being. Together, we are offering essential services such as educational and career counselling, health camps, and smart board installations.



This partnership emphasizes our commitment to promoting overall development by offering career advice, raising health awareness, and incorporating advanced technology in education through smart board installations. Through this collaborative effort, we aspire to contribute significantly to the overall growth and empowerment of individuals within our community.

#### Career Talk on Banking and Financial Literacy at Rasta Peth

A recent guest lecture at Rasta Peth Education Society in Pune focused on "Career Opportunities in the Banking Sector & Financial Literacy" for night school students in grades 10th and 12th. Mr Sunil Kumar, a retired RBI AGM, shared valuable insights with over 40+ students, aiming to provide practical knowledge and career insights relevant to the current job market. The session successfully achieved its goal of enhancing real-life understanding and raising awareness about various career paths.



## Panasonic Scholarship Program session with Students

Mr. Kiran More, Assistant Manager (CSR Panasonic), recently met with students benefiting from the Panasonic scholarship program. The discussion covered topics such as the students' family background, academic progress, and the selection process. Principal Dr. Pinakin Kavadi and other staff members were also present at this significant occasion.



## LIVELIHOOD

### Women Empowerment through Digital Literacy and Financial Training

The Y4D Foundation and Coca-Cola have joined hands in a meaningful collaboration focused on expanding skill development opportunities. The recent inauguration marked the beginning of Digital Literacy Training for Women as part of the Women Empowerment initiative. This effort aims to empower 25000+ women across 12 states through financial literacy training.



The Women Empowerment initiative acknowledges the importance of educating and enhancing skills in women, focusing on financial literacy. This includes areas like budgeting, saving, investing, understanding financial markets, and managing debt. The initiative aims to improve women's financial independence and decision-making abilities by providing these skills. Overall, it seeks to promote gender equality, and contribute to the overall development and well-being of women, their families, and communities.

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## Youth Skill Building Project

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The Y4D Foundation and Coca-Cola have partnered for the impactful "Youth Skill Building" project, aiming to boost skill development opportunities. This comprehensive initiative targets 25000+ young individuals across eight states with specialized sales and marketing training.



Focused on skill enhancement, the project provides a well-rounded understanding of sales and marketing, covering areas such as market analysis, communication strategies, and practical applications. By reaching diverse regions, the project addresses local economic needs and works towards reducing youth unemployment. Ultimately, the project aims not only to improve youth employability but also to foster entrepreneurship and contribute to the long-term economic sustainability of the communities involved.

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## Strengthening Women through Educational Sponsorship

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Seven talented female candidates were sponsored by Mastercard as part of the Mission 1000 initiative, which focuses on women's empowerment and skill development. Such events play a vital role in creating positive social impact and building a more inclusive and empowered community



Sponsoring the education and development of these seven girls is a commendable step toward providing opportunities and ensuring a brighter future. It reflects Mastercard's commitment to making a positive difference in individuals' lives and contributing to the broader goal of women's empowerment. The heartfelt sharing of experiences by the beneficiaries adds a personal touch, covering topics like financial management and gaining respect in society after starting work.

Their stories vividly highlight the real advantages and positive transformations resulting from the event, demonstrating the impactful influence of empowerment and education. The beneficiaries extend their thanks to Team Mastercard, and the Y4D Foundation for their dedication and efforts in organizing and supporting initiatives that contribute to society's improvement.

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## **Tata Motors & Y4D: Empowering 9000+ ITI Students**

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Tata Motors, under its CSR initiative, has partnered with the Y4D Foundation to support over 9000 ITI students in Pune through the Y4D Finishing School Program. This program focuses on providing comprehensive life skills and soft skills training, covering effective communication, time management, problem-solving, and leadership. In addition to technical expertise, the initiative aims to prepare students for the dynamic job market, contributing to individual employability and sustainable socio-economic development in the community.



## **HEALTH**

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### **Successful Health Outreach in Nagpur by MAHATRANSCO and Y4D**

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MAHATRANSCO and y4d Foundation recently organized 13 health camps in Nagpur, reaching various locations and benefiting over 1500+ individuals. The initiative focused on providing essential medical services and screenings, showcasing MAHATRANSCO's dedication to community well-being and ensuring healthcare access for a significant number of beneficiaries in the region.



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## Promoting Clean Water and Hygiene Awareness in Karnataka

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Coca-Cola is actively spreading awareness about WASH (Water, Sanitation, and Hygiene) in Karnataka, highlighting the significance of clean water and hygiene practices in local communities.



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## Ambulance Donation in West Bengal

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Coca-Cola is giving an ambulance in West Bengal, showing their commitment to supporting emergency healthcare services in the region. This initiative reflects the company's dedication to community well-being and access to critical medical resources.



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## Improving Communities with Hand Wash Stations and Water ATMs

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Hindustan Coca Cola Beverages is actively promoting community well-being by installing 30 hand wash stations in key locations across Odisha, Bihar, and Assam. These stations aim to encourage good hygiene practices in needy areas, demonstrating Coca-Cola's commitment to social responsibility and healthier communities.



Additionally, across 10 different states, Coca-Cola is providing water ATMs. This innovative approach involves installing 50 water ATMs and 40 RO water purifiers in schools. This comprehensive effort not only addresses the critical issue of water scarcity but also emphasizes the importance of health and hygiene promotion, especially within educational institutions. The Water ATM project showcases dedication to developing long-term solutions benefiting people in various regions and promoting a healthier society.

## ENVIRONMENT

### Enhancing Farming in Karnataka and Andhra Pradesh

The Sustainable Agriculture Practice project in the South region, specifically in Karnataka and Andhra Pradesh, aims to improve farming methods for local farmers. The initiative provides advanced agriculture training equipment and conducts training sessions to empower farmers with modern techniques. The project includes distributing essential tools like the chaff cutter and cycle vector to promote efficient and sustainable farming. Through this comprehensive approach, the project aims to contribute to the overall development of agriculture in Karnataka and Andhra Pradesh, fostering a more resilient and environmentally conscious farming community.



## IMPACT STORY OF THE MONTH

### **Naziya's Financial Triumph: The Road to a Secure Tomorrow**

In a close-knit community, Naziya Banu, a caring mother, used to spend money without much thought about saving or planning for the future. Life was uncertain financially until she joined a special **Women empowerment program** to learn more about handling money.

In the program, Naziya discovered how important it is to save money. She also learned about different government programs that could help her family. The program explained digital tools like **net banking and UPI**, making things like online transactions easier for her. The big change happened when Naziya found out about the **Sukanya Samriddhi Yojana**. Before this, she didn't know about ways to save specifically for her daughter's future. Excited about this new knowledge, she opened an account in her daughter's name and started saving money regularly.

Naziya wanted to express her gratitude, so she thanked **Hindustan Coca-Cola Beverages and Y4D Foundation** for taking the initiative to organize such wonderful training programs, especially tailored for women like her. This support made a significant difference in her life. Naziya's story shows that learning about money isn't just for experts. The program helped her understand how to manage money wisely. Now, Naziya is making better decisions for her family's future. Her story is a reminder that everyone can learn to handle their money better and build a brighter tomorrow.

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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: <mailto:csr@y4d.ngo>

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**Donate to the worthy cause**

**DONATE NOW**

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