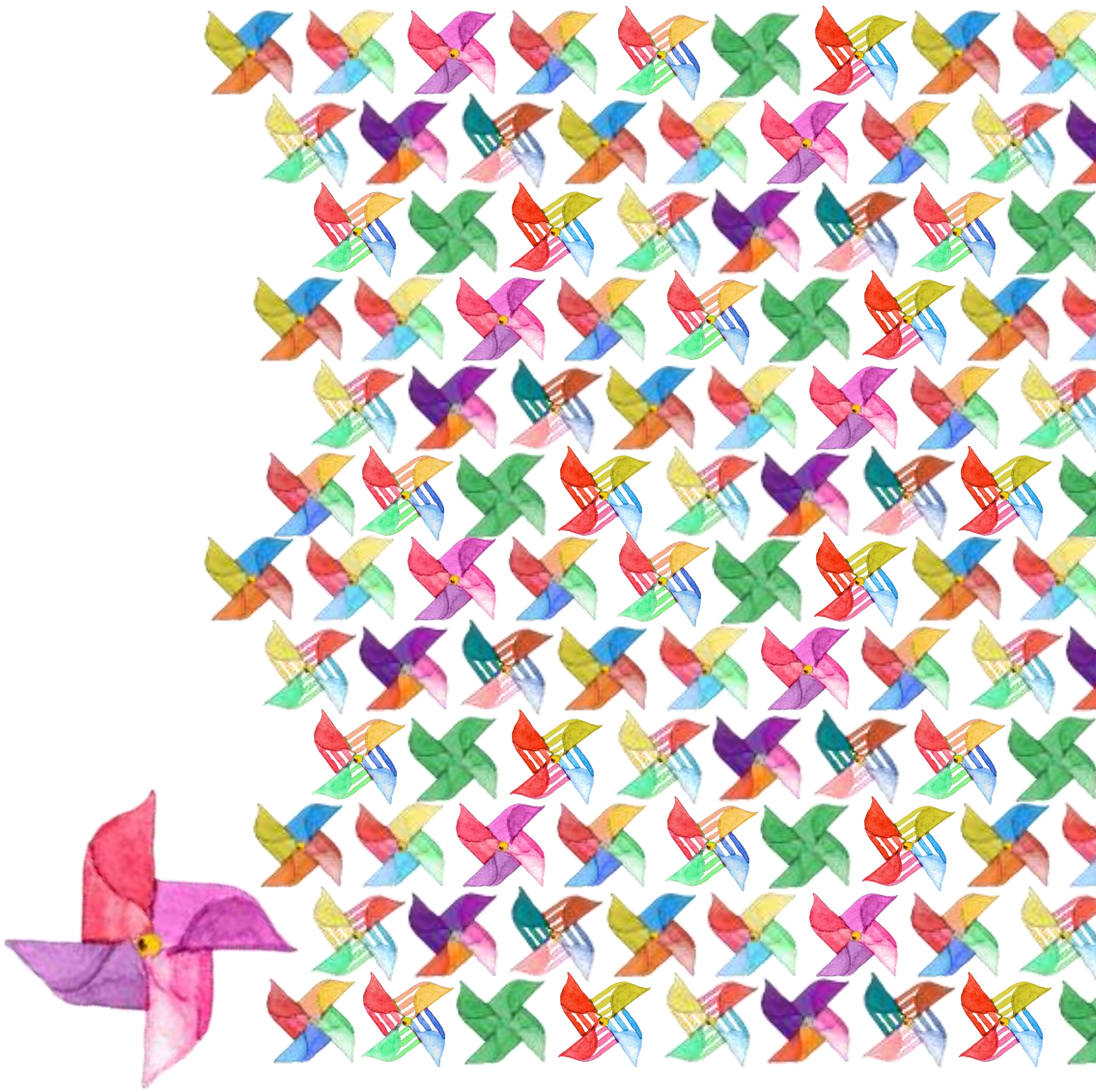
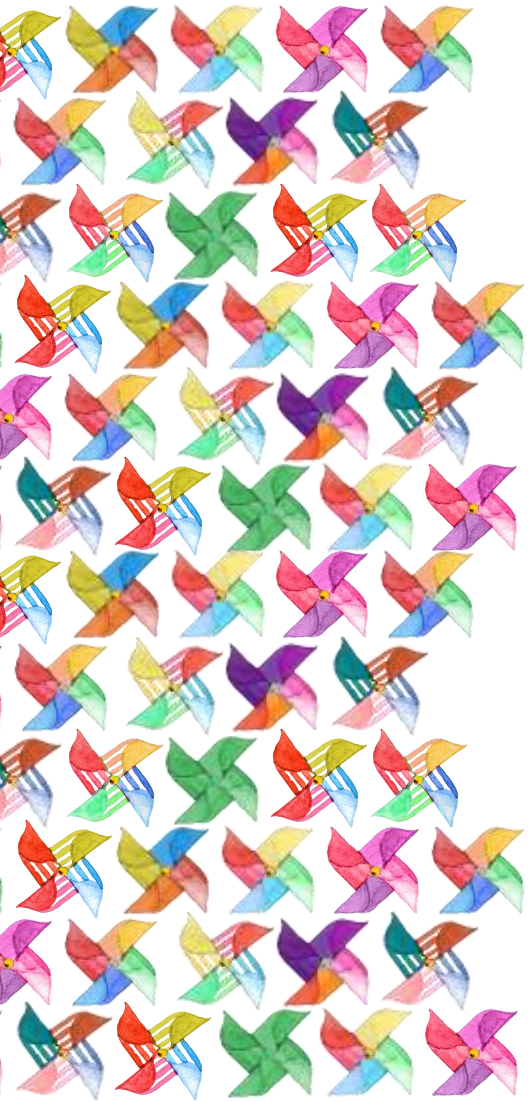
Pernod Ricard India

CORPORATE SOCIAL RESPONSIBILITY PROGRAM REPORT 2018-2019

Pernod Ricard India



© Pernod Ricard India Private Limited



Pernod Ricard India Private Limited.
Registered office: 5Th floor, D-3,
District Center, Prius platinum tower,
Saket, New Delhi 110017

A Tile of Contents

PRI, PRI Foundation **6.**

Strategic Approach **8.**

Our Core SDG Targets **9.**

Leadership: Purpose, Vision and Mission **11.**

Social Impact Footprint **14.**

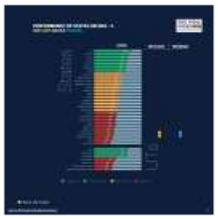
The Value Creation Process **16.**

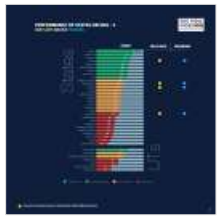
Programs. SDG 2: Zero Hunger **18.**

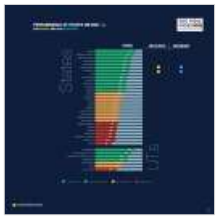
Programs. SDG 3: Good Health and Well being **26.**

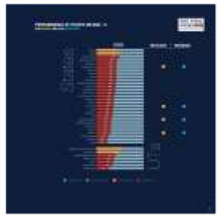
Programs. SDG 4: Quality Education **36.**

Programs. SDG 5: Gender Equality **46.**



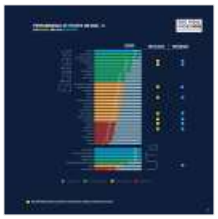






A TILE OF CONTENTS

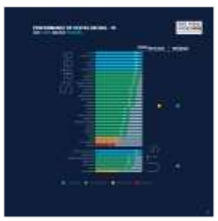
Programs. SDG 6: Clean water and Sanitation **55.**



Programs. Water, Agriculture , Livelihoods **64.**

Program. SDG 12: Responsible Consumption **76.**

Program. SDG 15: Life on Land **80.**



Disaster Support: Natural Calamities **87.**

Social Impact Incubator **88.**

Spends **89.**

Closing: Way forward **90.**

PERNOD RICARD INDIA

Pernod Ricard India Private Limited (PRIPL) is engaged in the business of manufacture, distribution and sale of alcoholic beverages and has over 32 bottling units and two grain spirit distilleries at Nasik (Maharashtra) and Behror (Rajasthan). Pernod Ricard SA., France is the ultimate holding company of PRIPL. Globally, Pernod Ricard is the world's co-leader in wines and spirits and the leading multinational alcohol beverage company in India. With leading brands in each segment, Pernod Ricard India holds one of the most comprehensive and premium portfolios in the alcohol industry, led by Indian whiskies such as Royal Stag, Blenders' Pride and Imperial Blue. The company also has a distribution channel of some of the leading international brands including Chivas Regal, Seagram's 100 Pipers, Ballantine's, The Glenlivet, Royal Salute Scotch whiskies, Jameson Irish whiskey, Absolut Vodka, Havana Club rum, Beefeater gin, Martell cognac, Jacob's Creek wine, Kahlúa and Malibu liqueurs and G.H. Mumm champagne. As a recognized brand-builder, Pernod Ricard has always been guided by innovation. From product extensions to new digital media and event planning, innovation is not only limited to marketing but it also infiltrates every other area in the company i.e.- Sales, Human Resources, Production, Finance and particularly in our Corporate Social Responsibility (CSR).

We are extremely conscious of the environment we operate in, and both Nasik and Behror units have integrated certifications of ISO standards for EMS, QMS, OHSAS, HACCP and ISO 22000 for Food Safety. Both distilleries adopt the latest relevant technologies to ensure zero pollution. We are also strongly committed to a sustainable development policy and encourage responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics, and that is the spirit of Pernod Ricard.

PRIPL has 32 Plant units present in 15 states in India. Among these four units at Behror (Rajasthan), Derabassi (Punjab), Kolhapur & Nashik (Maharashtra) are fully owned by PRIPL. Twenty Four units are sub-leased. These include two units at Derabassi (Punjab), two units in Ambala & Palwal (Haryana), two units at Vijaywada and one unit at Vishakhapatnam (Andhra Pradesh), three units at Hyderabad (Telangana), four units in Amravati, Aurangabad, Nagpur & Satara (Maharashtra), One unit each are present in Bilaspur (Chhattisgarh), Chomu (Rajasthan), Bengaluru (Karnataka), Daurala (Uttar Pradesh), Goa, Gwalior (Madhya Pradesh), Nalagarh (Himachal Pradesh), Ranchi (Jharkhand), Amerigog (Meghalaya) and Khurda (Odisha). Two units at NC Shaw and Leade in Kolkata (West Bengal) and one unit in Aroma, Guwahati (Assam) are third party bottling units.

pernodricardindia

https://www.pernod-ricard.com/en-in

PERNOD RICARD INDIA - CSR POLICY

Our CSR Policy has been developed in consonance with Section 135 of The Companies Act 2013 ("Act") the CSR Rules notified by the Ministry of Corporate Affairs, Government of India. All CSR Projects / Programs undertaken by the Company are as per activities listed in Schedule VII of the Act as amended from time to time, within the geographical limits of India, towards the benefit of marginalized and disadvantaged sections of the communities and in the geography of PRIPL's areas of operation. The CSR focus areas has been formulated based on an in-depth evaluation of the United Nations Sustainable Development Goals (SDGs), national priorities, CSR landscape and community needs, for the sustainable development of society.

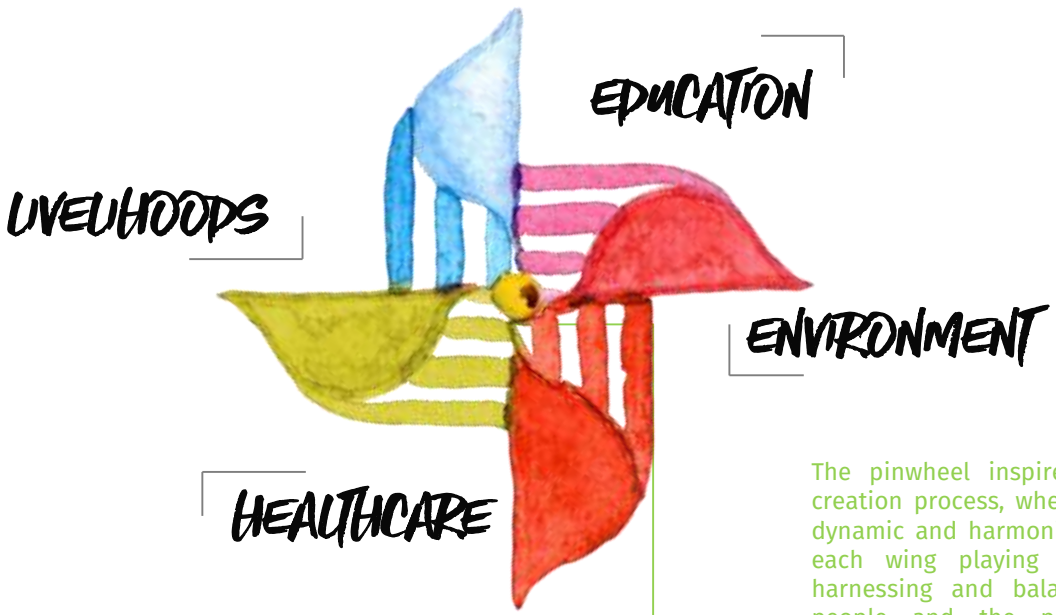
The strategic programs under the SDGs are specifically categorized under the following sectors:
a) Healthcare
b) Education
c) Water Conservation
d) Safe Drinking Water
e) Sanitation & Hygiene
f) Livelihoods
g) Life on Land
h) Other areas as per Schedule VII of the Companies Act, 2013 based on need, merit and impact.
To know more about our CSR Policy, please visit: https://www.pernod-ricard.com/en-in/sr/

PERNOD RICARD INDIA - FOUNDATION

Pernod Ricard India Foundation (PRIF), a Section 8 Company incorporated under Companies Act, 2013, is a wholly owned subsidiary of PRIPL to fulfill its commitment to the cause of CSR activities from time to time, pursuant to the provisions of the Act. Over the years, PRIF has worked across several themes such as water, healthcare, education, livelihoods and environment.

CREATING SHARED VALUE

We believe in supporting the communities around our plants towards societal and economic progress and that this relationship with our communities, has the power to unleash the next wave of growth and development for the country. The health of the communities around our plants is dependent on us and we are committed to act as a steward for essential natural resources and drive economic and social development. These values are intrinsic to how we operate our business and our Corporate Social Responsibility.



The pinwheel inspires our shared value creation process, where it signifies a fluid, dynamic and harmonious movement, with each wing playing an integral role in harnessing and balancing the power of people and the planet, that can be judiciously deployed to create sustainable impact for the society and environment.

CONTRIBUTING TO INDIA'S SUSTAINABILITY

CORE GOALS

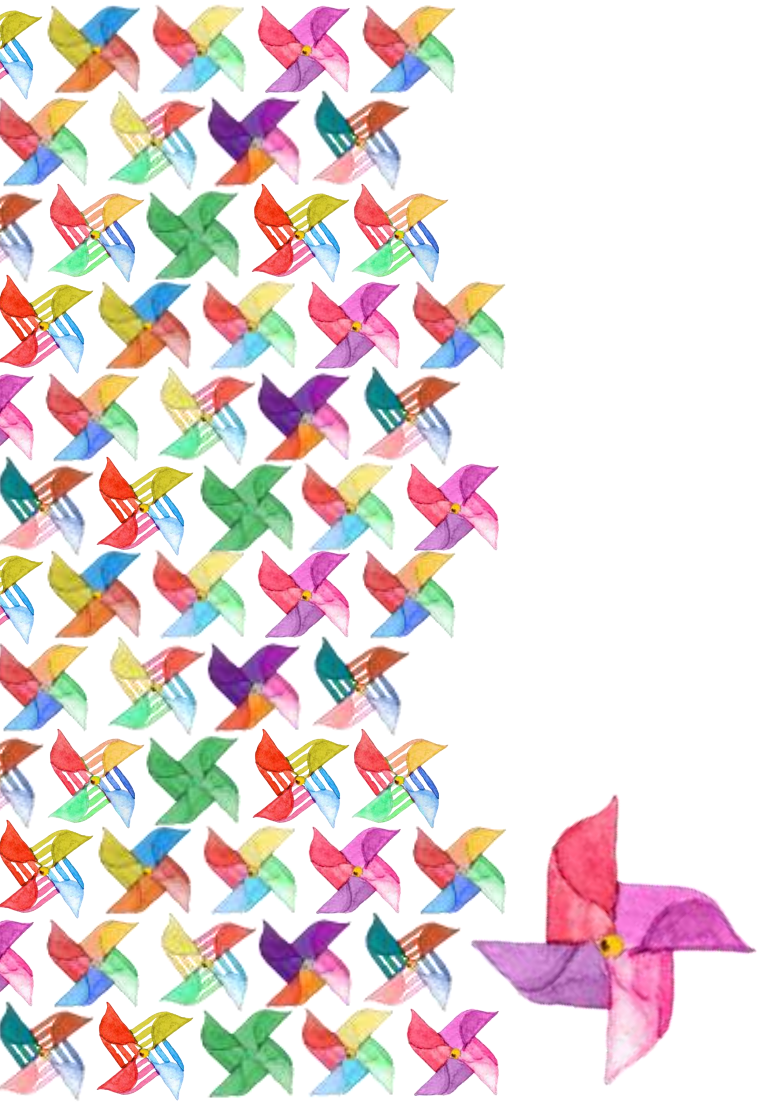
BEYOND GOALS

Propelling our programs towards sustained growth requires us to factor

- Performance of Indian states across our priority-selected SDGs and their targets
- Priorities of Pernod Ricard India's plants and their contextual needs

All programs are designed to target CORE goals, but SDGs are closely interrelated with each other and work BEYOND. it is important to map all targets being addressed for a holistic understanding. Our key success metric in the future would be to ensure all the programs are designed to address both the plant and the state's needs, measured by their SDG index. Only when our programs fill the gap that the state has, would our efforts bear fruit.

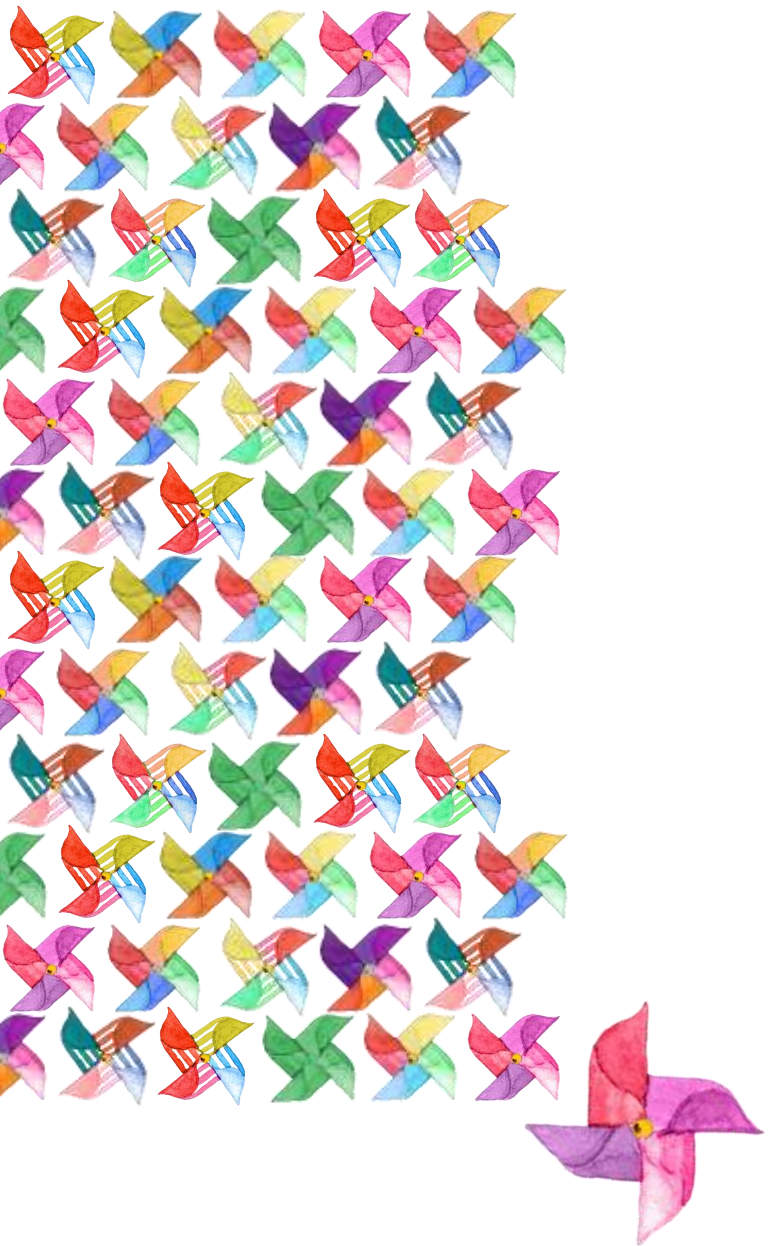
Agenda 2030 has laid down 17 Targets and 169 Indicators in total as part of the Sustainable Development Goals. Targets specify the goals and Indicators represent the metrics by which the world aims to track whether these targets are achieved.



“We aim to shape a better future for our communities by focusing on water resource management, education, livelihood generation, healthcare, and empowering social change makers.”

THIBAULT CUNY

CEO, Pernod Ricard India.



“

Our Vision is to Give back to society and address social, economic & environment sustainability by delivering on corporate social commitments while partnering in India’s development initiatives.

The Company’s mission is to be recognized as the leader of responsibility in the alcohol industry through the company’s commitment to promoting responsible drinking, protecting the planet, developing communities, engaging partners and empowering employees, all with an entrepreneurial spirit.

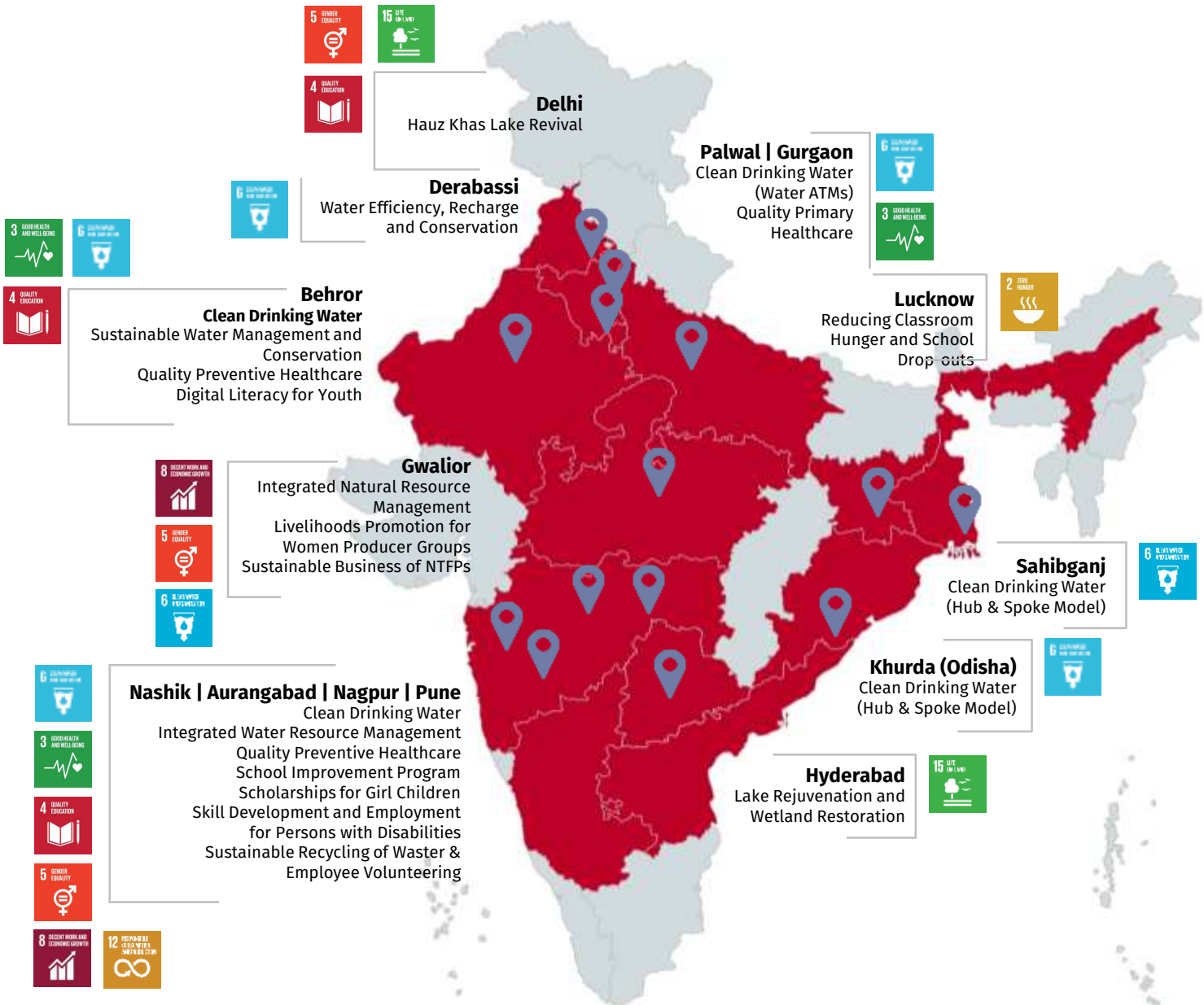
”

SUNIL DUGGAL

VP, Corporate Affairs,
Pernod Ricard India.

A PLANT FOCUSED FOOTPRINT

SOCIAL IMPACT NEAR OUR OPERATIONS



Delhi
Hauz Khas Lake Revival

Palwal | Gurgaon
Clean Drinking Water
(Water ATMs)
Quality Primary
Healthcare

Derabassi
Water Efficiency, Recharge
and Conservation

Behror
Clean Drinking Water
Sustainable Water Management and
Conservation
Quality Preventive Healthcare
Digital Literacy for Youth

Lucknow
Reducing Classroom
Hunger and School
Drop outs

Gwalior
Integrated Natural Resource
Management
Livelihoods Promotion for
Women Producer Groups
Sustainable Business of NTFPs

Sahibganj
Clean Drinking Water
(Hub & Spoke Model)

Khurda (Odisha)
Clean Drinking Water
(Hub & Spoke Model)

Nashik | Aurangabad | Nagpur | Pune
Clean Drinking Water
Integrated Water Resource Management
Quality Preventive Healthcare
School Improvement Program
Scholarships for Girl Children
Skill Development and Employment
for Persons with Disabilities
Sustainable Recycling of Waster &
Employee Volunteering

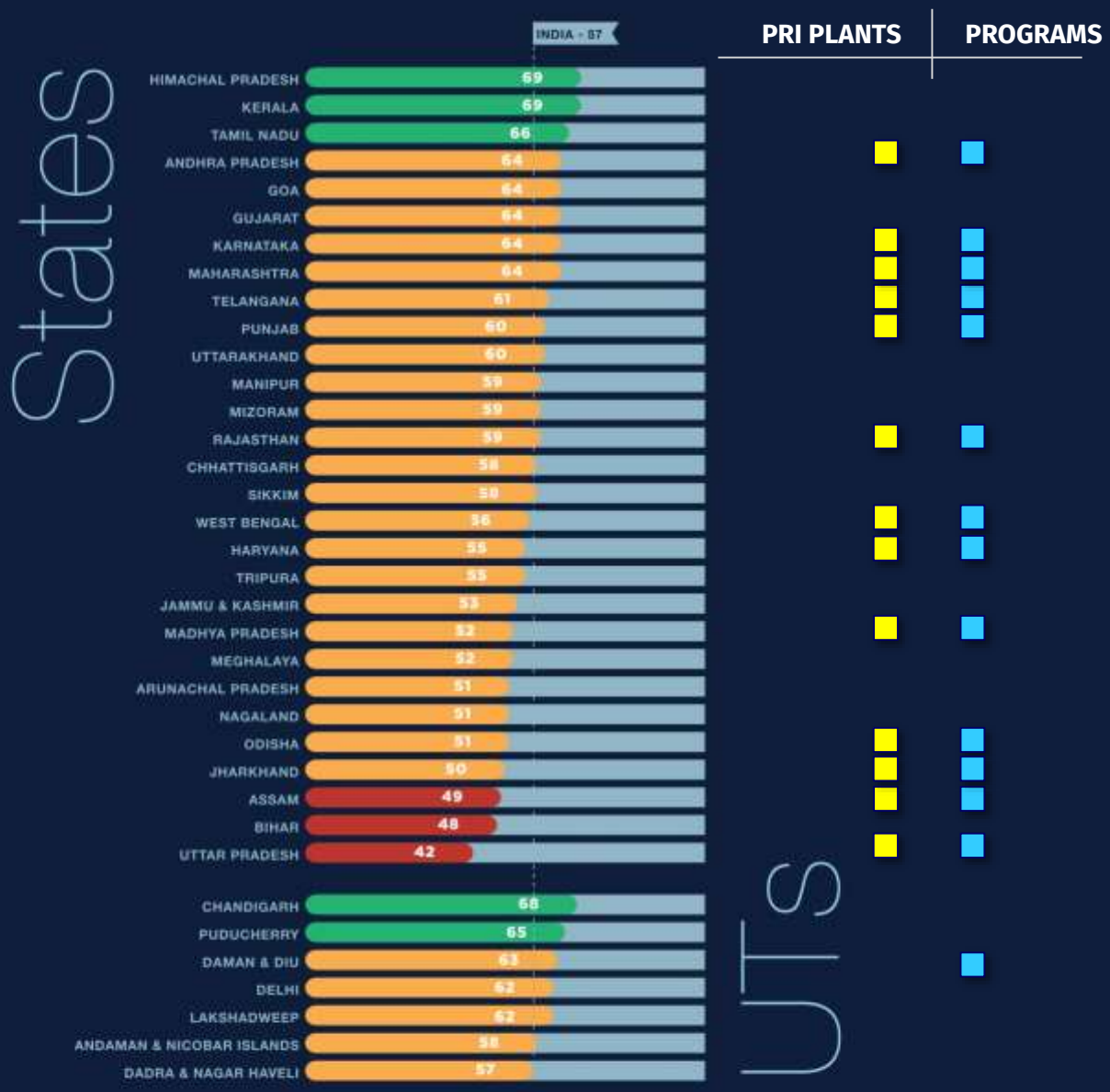
Hyderabad
Lake Rejuvenation and
Wetland Restoration

11	16	30
STATES	LOCATIONS	PROJECTS

PERFORMANCE OF STATES ON ALL SDGs

OUR PLANTS AND OUR PROGRAMS

SDG INDIA INDEX
BASELINE REPORT, 2018



Source: NITI Aayog, SDG Baseline Report.

STRATEGIC VALUE CREATION

OUR APPROACH TO STRATEGIC CSR

Our CSR strategy has been formulated based on an in-depth evaluation of the CSR landscape in India, national priorities as per SDG goals, community needs, and the company's priorities.

Our aim is to address social, economic, and environment sustainability by:

- Delivering on corporate social commitments
- Partnering in India's development initiatives
- Aligning our CSR initiatives more closely with our core business

The factors critical to the success of our strategy are strong community engagement, effective implementation and robust monitoring & evaluation mechanisms. A 6-step approach that does not only keep us responsible during the lifecycle of the project, but well beyond it.

CSR STRATEGY |

Strategic approach to CSR | Compliance, social, business and stakeholder engagement |

NEED ASSESSMENT |

A Scientific assessment to understand the needs and priorities of the community living nearby plants for planning appropriate interventions and creating ownership in the community |

ONBOARDING PARTNERS |

A systemic and uniform partner onboarding process for better alignment with partners to be able to create collective impact |

PROGRAM EVALUATION |

Assessing the effectiveness of current strategies in defining improvement opportunities and framing execution approach |

CSR PROGRAM MANAGEMENT |

Availability and transparency of key financial, performance and social parameters are critical to the effective use of CSR funds |

MONITORING & EVALUATION |

Measuring the effectiveness of programs in a structured manner for course-corrections, preemptive measures and driving efficiencies during the project term |

R3
S3

FOOD SECURITY, IMPROVED NUTRITION

SDG INDIA INDEX
BASELINE REPORT, 2018

END HUNGER, ACHIEVE FOOD SECURITY, IMPROVED NUTRITION AND SUSTAINABLE AGRICULTURE

The global trend for prevalence of undernourishment in developing countries had shown a steady decline In the 1990s and continued to fall for the next two decades, but the Food and Agriculture Organization of the United Nations estimated that world hunger has been rising since 2015, with 821 million people worldwide facing chronic food deprivation as of 2017 and a majority of them in Asia. The primary reasons attributed to this phenomenon have been a rise in conflict-affected countries, but also the effects of climate change.

In India, undernourishment was at an all time low of 14.8% as of 2016. But it would be erroneous to assume that this is necessarily an optimistic sign- these statistics do not capture the 'depth of food deficit', which belies the severity of the problem. How far below the minimum energy requirements do the undernourished fall? India's undernourished require an average of 109 additional calories per day to meet their energy requirements. India's hunger index at 31.10, is defined as "extremely alarming".

Status of children below 5 years in India, 2015

38.4% stunted- down by 0.3% from previous year

21% wasted- up by 5% from previous year

35.7% undernourished- up by 6.3% from previous year

As is clear, the losses are steep and the wins are few and far between.

NITI Aayog estimates that although India has surpluses of wheat and rice stocks, we face challenges in improving access, utilization and reducing vulnerability. Structural inequalities based on gender, caste and religion, lack of access to sanitation and clean water, and natural disasters further worsen the situation. The severity of these problems is more pronounced in rural areas, and increases when the household income is low or when there is a lack of education in the family. Unless we closely address these systemic problems, it is estimated that the number of hungry people worldwide could severely climb by 2050.

SDG INDIA INDEX
BASELINE REPORT, 2018

38.4%
CHILDREN AGED UNDER FIVE IN INDIA ARE STUNTED

One rural household is covered under PDS for every low income rural household

WHERE MONTHLY INCOME OF HIGHEST EARNING MEMBER IS LESS THAN RS.5000

2,509 **kg per hectare**
annual agricultural productivity of wheat, rice & coarse cereals

50%
of **pregnant women** aged between 15 & 49 years are **anaemic** in India

INDIA SDG INDEX : GOAL 2

NITI Aayog's Index scores for performance of Indian states and Union Territories (UTs) under Goal 2 range between 35 and 80 on a scale of 0-100, with 0 being the worst. Goa, Manipur, Kerala and Delhi were leading the pack in tackling food insecurity in India. But disturbingly, there are ten states and four UTs with Index scores of less than 50. PRI's plants are present in eight of these lowest performing states.

India has targeted initiatives, both at the national and State level, to achieve this Goal:

- The National Food Security Act 2013 for provision of food grains to around 75 percent of the rural population and 50 percent of urban population at affordable prices under the Targeted Public Distribution System.
- ICDS (Integrated Child Development Scheme) for supplementary nutrition to children below 6.
- The National Nutritional Mission to address stunting, wasting, anemia and malnutrition among children.
- The National Mission on Sustainable Agriculture to promote sustainable food production systems.
- The Mid Day Meal Scheme to reduce malnutrition among school children, while also affecting enrolment in schools which tends to increase if the school has a feeding program.

To measure India's performance towards the Goal of Zero Hunger, three out of the eight SDG global targets for 2030 outlined under this Goal have been identified by NITI Aayog, along with four national level indicators under them. These indicators were selected for India based on data availability and comparability across States and UTs:

2.1	2.2	2.3	2.4	2.5	2.a	2.b

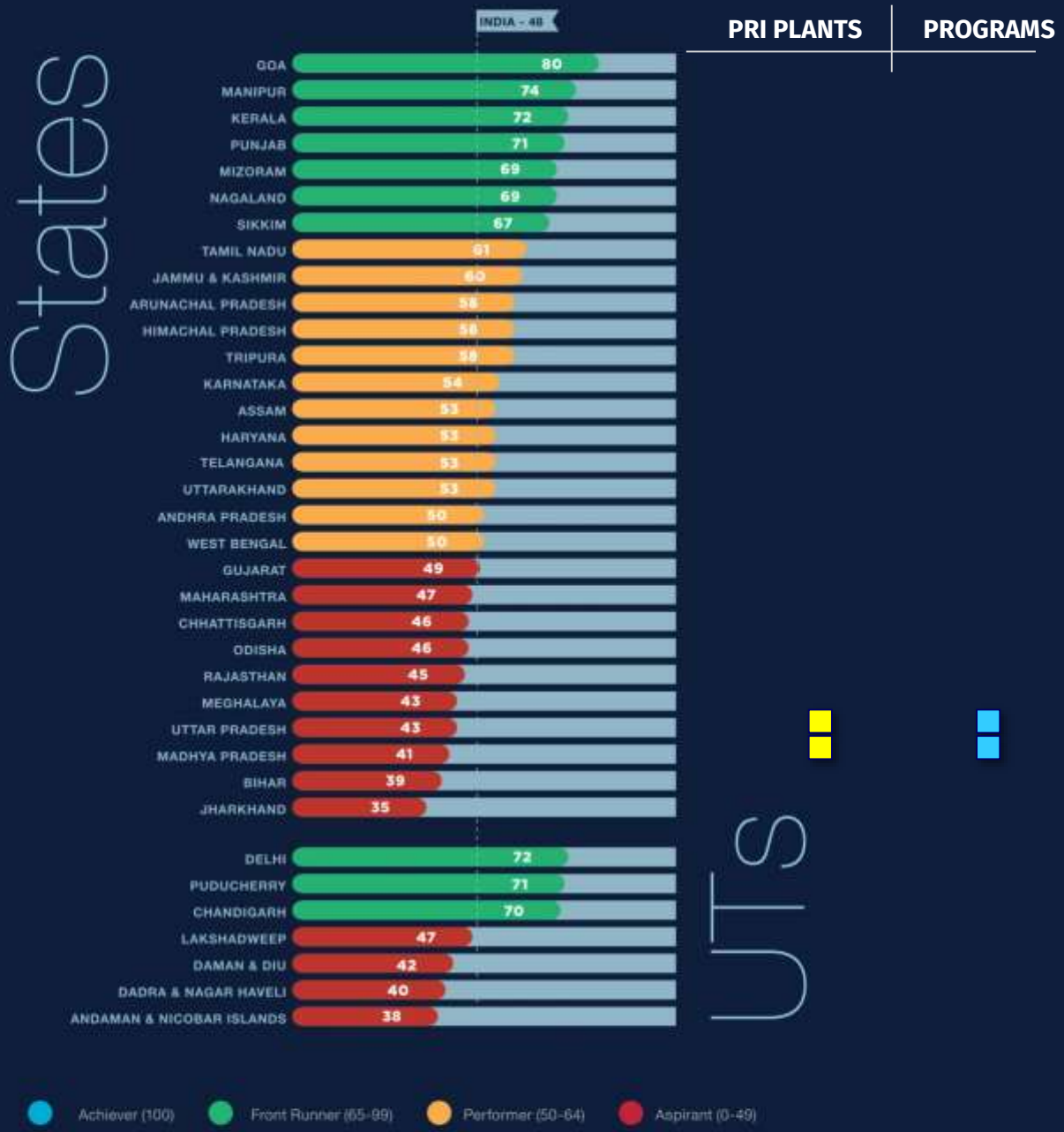
SDG GLOBAL TARGET	INDICATOR SELECTED FOR SDG INDIA INDEX	NATIONAL TARGET VALUE FOR 2030
2.1- By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round	1. Ratio of rural households covered under public distribution system to rural households where monthly income of highest earning member is less than Rs.5,000	1.29
2.2- By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons	2. Percentage of children under age 5 years who are Stunted 3. Percentage of pregnant women aged 15-49 years who are anemic (11.0g/dl)(%)	21.03 23.57
2.3- By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment	4. Rice, wheat and coarse cereals produced annually per unit area (Kg/Ha)	5,018.44

Source: NITI Aayog, SDG Baseline Report.

PERFORMANCE OF STATES ON SDG - 2

OUR PLANTS AND OUR PROGRAMS

SDG INDIA INDEX
BASELINE REPORT, 2018



Meerut, Uttar Pradesh

Source: NITI Aayog, SDG Baseline Report.

NUTRITION MISSION

- Collaborating with various stakeholders to collectively fight undernourishment in India.
- Supporting programs targeted towards ending malnutrition and addressing nutritional needs of children and adolescents.
- Promoting sustainable agricultural practices aimed at increasing agricultural productivity to ensure food security for all.

FOOD SECURITY & IMPROVED NUTRITION

We are commitment towards ending classroom hunger by providing freshly cooked nutritious meals to children

The Mid-Day Meal Scheme has been one of the flagship programs of Government of India in the past two decades. Reaching out to more than 120 million children, it has been shown to increase enrolment and attendance across Government and Government-aided schools in the country. It has been linked with increased scholastic performance. It has also been an effective tool for improving socialization and acceptance among caste groups where all children in the school eat together.

Incorporating the need to provide safe and nutritious meals year round in alignment with SDG target 2.1, our Mid-day meal program with Akshaya Patra Foundation has provided 34,80,000 hygienically cooked healthy meals till date, in 160 schools in Lucknow, Uttar Pradesh.

2.1	2.2	2.3	2.4	2.5	2.a	2.b

SDG 2 Targets Covered

GOOD HEALTH AND WELL BEING

SDG INDIA INDEX
BASELINE REPORT, 2018

ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

Worldwide, infant and maternal mortality, incidence of HIV and tuberculosis, and malaria deaths have shown a downward trend. Yet, absolute facts do not illustrate the fissure that still remains- while life expectancy has increased worldwide, there is still a 31 year gap between countries with the shortest and the longest life expectancies. By the end of 2017, 15 million people were still awaiting HIV treatment, and 400 million people had no access to basic healthcare. More than 1 in 3 women have experienced physical or sexual violence, leading to a multifaceted health crisis that the world is yet to address.

In India, the 'burden of disease' (years of good health lost due to premature mortality or disability) is comparatively higher than most other countries in the world. Many critical data points on health are still not captured, such as new HIV infections, treatment of substance use disorders, or household expenditure on health. For indicators where we do have data, it is alarming to note that India has one of the highest number of people in urgent need of interventions against neglected topical diseases, and as of 2016, there were 23.3% people likely to die before 70 years of age due to non-communicable diseases. Coverage of essential healthcare services is dismally low, while mortality due to air pollution and unsafe water and sanitation is extremely high.

Status of health and healthcare in India, 2015-2017

130 per 1 lakh live births (Maternal Mortality Ratio)- down by 44 from previous year

39.40 per 1000 live births (Under Five Mortality Rate)- down by 2.2 from previous year

44.80- Healthcare Access and Quality Index- up by 3.6 over previous five years

NITI Aayog has assigned target values to the indicators selected for India. if we are to realistically aim at achieving these by 2030, it would require a concerted effort. Particularly since Agenda 2030 is a voluntary agreement, strict compliance becomes important to ensure success. The nodal agencies for achieving this Goal are Health and Family Welfare, AYUSH, and Home Affairs (for achieving the target on prevention and treatment of substance abuse). Assigning the success of each Goal to a ministry or government department is a key step in ensuring accountability, while also indicating that each Goal requires collaboration between multiple departments and ministries, something that has been outlined in NITI's Baseline SDG Report.

SDG INDIA INDEX
BASELINE REPORT, 2018

Maternal Mortality Ratio

130

PER 1,00,000 LIVE BIRTHS

TARGET - 70

FOR EVERY THOUSAND LIVE BIRTHS

50

CHILDREN aged under five years die

TARGET - 11

62%

Immunization cover among children aged 12-23 months

TARGET - 100%

INDIA NOTES

138

cases of Tuberculosis

PER 1 LAKH POPULATION ANNUALLY

221 GOVERNMENTAL HEALTH WORKERS PER 1,00,000 PERSONS

Kerala has the highest rate of 762

TARGET - 550

SDG INDIA INDEX
BASELINE REPORT, 2018

INDIA SDG INDEX : GOAL 3

NITI Aayog's Index scores for performance of Indian states and Union Territories (UTs) under Goal 3 range between 25 and 92 on a scale of 0-100, with 0 being the worst. Kerala, Tamil Nadu, Telangana were leading the pack in health and healthcare access in India. There are still ten states and four UTs that are in the red zone, and PRI has plants in five of these states.

India has targeted schemes, both at the national and State level, to achieve this Goal:

- National Health Mission (Rural and Urban) for universal access to health care by strengthening systems, institutions and human resource capabilities.
- Ayushman Bharat to provide coverage of up to 5 lakh rupees per family per year secondary and tertiary care hospitalization .
- Mission Indradhanush to increase full immunization coverage in India
- For non-communicable diseases, there are multiple schemes focused on treatment of TB cases, reduction of leprosy, provision of mental healthcare services, reduction of cancer and diabetes, among others.

To measure India's performance towards the Goal of Good Health and Well-being, four out of the thirteen global targets for 2030, and five national level indicators under them were identified under this Goal. These indicators were selected for India based on data availability and comparability across States and UTs:

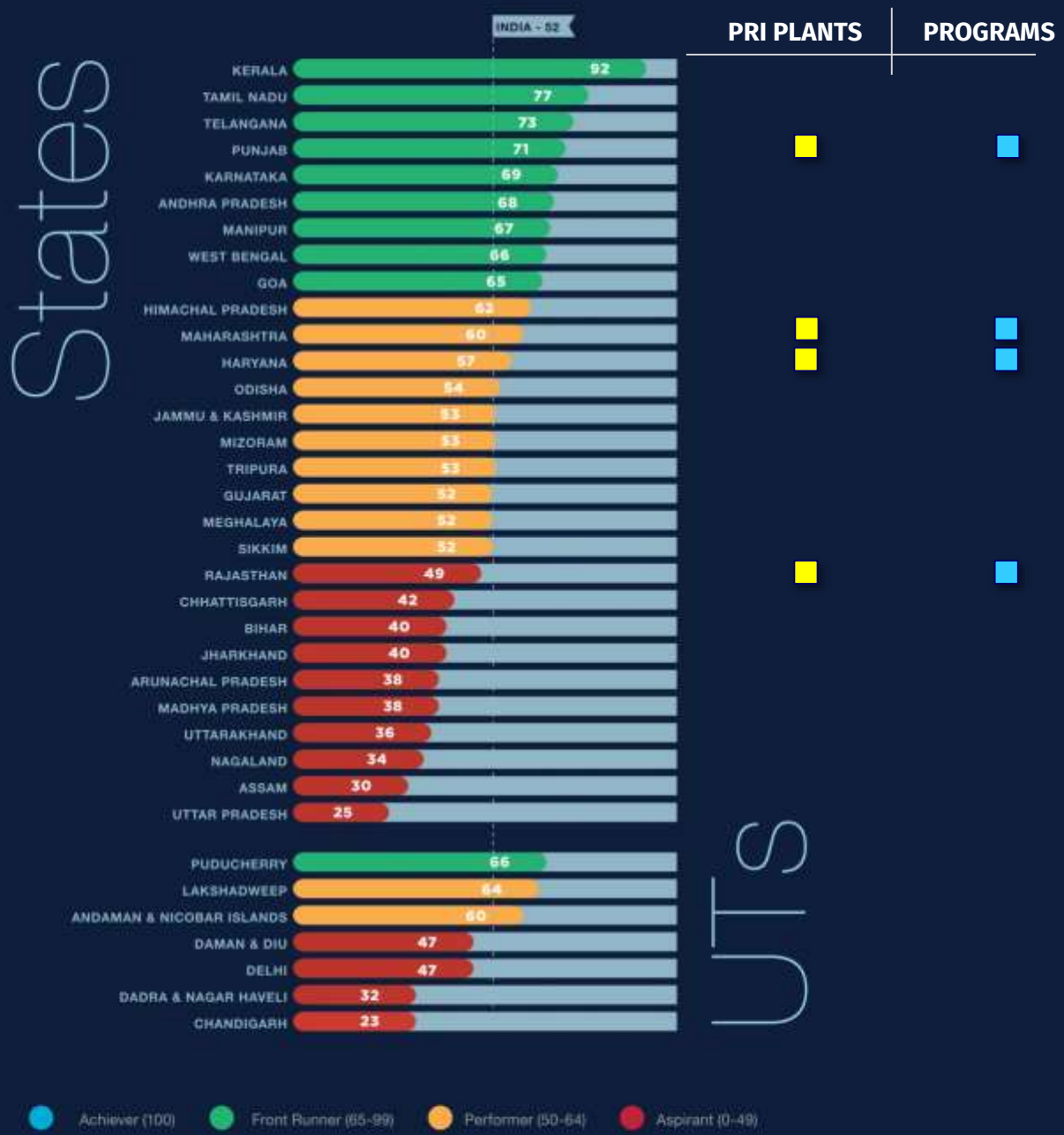
3.1	3.2	3.3	3.4	3.5	3.6	3.7	3.8	3.9	3.a	3.b	3.c	3.d

SDG GLOBAL TARGET	INDICATOR SELECTED FOR SDG INDIA INDEX	NATIONAL TARGET VALUE FOR 2030
3.1 By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births	1. Maternal Mortality Ratio	70
3.2- By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births	2. Under-five mortality rate per 1,000 births 3. Percentage of children aged 12-23 months fully immunized (BCG, Measles and three doses of Pentavalent vaccine)	11 100
3.3- By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases	4. Annual notification of Tuberculosis cases per 1 lakh population	0
3.8- Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all	5. Number of governmental physicians, nurses and midwives per 1,00,000 population	550

PERFORMANCE OF STATES ON SDG - 3

OUR PLANTS AND OUR PROGRAMS

SDG INDIA INDEX
BASELINE REPORT, 2018



■ Derabassi (Punjab), Behror (Rajasthan), Nashik (Maharashtra)

HEALTHCARE MISSION

Quality healthcare, Primary and preventive health protection, at the doorstep of the poor in rural India, and for those who do not have access to reliable healthcare.

Pernod Ricard India
Dispensary,
Behror, Rajasthan

HEALTHY LIVES AND WELL BEING

Quality primary preventive healthcare services, curative treatments to the doorstep of rural poor and communities without access to reliable and inexpensive healthcare.

Recognizing the need to strengthen the reach of essential healthcare services and quality medicines to underserved and unreached communities as encapsulated in SDG target 3.8, our four primary healthcare centers (PHCs) in Nasik, Behror, Kadarpur (Haryana) and Gurgaon have seen a total no. of 1,098,886 patients as of April 2019.

We have extended our reach to more community members across remote locations through mobile health vans, with our PHCs becoming nodal points or hubs, for referrals and escalations, equipped with comprehensive infrastructure and qualified doctors.

Nanhi Dhadkan, a program with Genesis foundation aligned to SDG target 3.4, has aimed to reduce mortality from non-communicable diseases like cardiovascular diseases by treating 83 girls with congenital heart disease.

One of our health centres. Nashik, Maharasthra

3.1	3.2	3.3	**3.4**	3.5	3.6	3.7	**3.8**	3.9	3.a	3.b	3.c	3.d

SDG 3 Targets Covered

HEALTHY LIVES AND WELL BEING

Programs pivoted around responsible consumption and road safety reach out to diverse groups including young adults and truck drivers.

Truck drivers are an extremely important and hardworking cohort of our businesses. However, the nature of jobs involving flexible working schedules and often erratic working conditions, prevent them from accessing timely and regular preventive medical care. Our program aligned to SDG target 3.6, aims to promote Safe road behavior, Financial literacy and provide quality Eye and health checkups including a component for HIV prevention. Till date more than 100,000 truck drivers have been engaged with us for eye checkups and other preventive health conditions at our camps.

Aligned to SDG target 3.5, Cool Teens, our program to promote responsible consumption of alcohol, engages with more than 200,000 adolescents and young adults across in India. Regular sessions on educational awareness and sensitization towards harmful use of alcohol are conducted as part of this program, across 10 states in India.

More than
100,000
Truck drivers
Engaged at our
Health centres

3.1	3.2	3.3	3.4	3.5	3.6	3.7	3.8	3.9	3.a	3.b	3.c	3.d

SDG 3 Targets Covered

GOODS

QUALITY EDUCATION

SDG INDIA INDEX
BASELINE REPORT, 2018

ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

Basic literacy skills across the world have improved tremendously, yet bolder efforts are needed to achieve universal education goals for all. For example, the world has achieved equality in primary education between girls and boys, but few countries have achieved that target at all levels of education. In the majority of areas with available data, out of four areas of early childhood development, children fare best in terms of physical development and worst in literacy-numeracy.

India's commitment to inclusive and universal education is reflected in the successful government schemes at both State and national level. While there has been improvement in enrolment and in nutritional status of school children, challenges of quality in learning outcomes remain. The proportion of children out of school has been declining, and gender gap is narrowing. But as per ASER Report 2018, a majority of children are not at their grade level in foundational skills such as literacy and numeracy. To ensure that no one is left behind, progress is left to be made towards safe, inclusive environments that nurture learning outcomes for all.

Status of education in India, 2013-2018

1.01- Gender Parity Index in Primary Education- same as previous year

80.94%- Adult Literacy Rate for Males- up by 2.06% over past five years

62.98%- Adult Literacy Rate for Females- up by 3.7% over past five years

NITI Aayog notes that all States/UTs are yet to achieve the target of hundred percent enrolment. The student proficiency in Class 5 and 8 show that responses on Learning Outcomes were 54.69% and 44.58% respectively. Initiatives to improve effectiveness of schools and provide equal opportunities for all are being taken by the Government of India, including residential schools for girls, mid-day meal schemes, and digital technology in education. The need to treat school education holistically has been recognized, and the way forward outlined for SDG 4 includes education sector funding by government, revamped governance system to improve monitoring and accountability, and gearing the system towards learning outcomes.

SDG INDIA INDEX
BASELINE REPORT, 2018

75.83%

OF ELIGIBLE CHILDREN ARE **ENROLLED INTO SCHOOL** AT ELEMENTARY & SECONDARY LEVEL

AVERAGE MARKS SCORED ON LEARNING OUTCOME FOR STUDENTS IN

CLASS 5

CLASS 8

81.15%

of school teachers in India are professionally qualified

ROUGHLY 7 IN 10 SCHOOLS IN INDIA HAVE AT LEAST **1 TEACHER FOR EVERY 30 STUDENTS**

17.06%

OF CHILDREN AT SECONDARY LEVEL OF EDUCATION

DROP OUT OF SCHOOL

2.97%

OF CHILDREN AT PRIMARY LEVEL

ARE OUT OF SCHOOL

SDG INDIA INDEX
BASELINE REPORT, 2018

INDIA SDG INDEX : GOAL 4

NITI Aayog's Index scores for performance of Indian states and Union Territories (UTs) under Goal 4 range between 36 and 87 on a scale of 0-100, with 0 being the worst. Kerala, Himachal, Andhra Pradesh and Chandigarh were the top performers in India. There are seven states that are ranked lowest, and PRI has plants in three of them.

The Government of India amended the constitution to include the Right to Education Act in 2009, institutionalizing the country's efforts towards this global goal. The national and state schemes for education in India include:

- Samagra Shiksha to improve effectiveness of schools and provide equal educational opportunities to all. It has 3 schemes under it- Sarva Shiksha Abhiyan, Rashtriya Madhyamik Shiksha Abhiyan, and Teacher Education.
- Sarva Shiksha Abhiyan to increase enrolment in primary schools and universalize elementary education through provision of infrastructure, teachers, and material resources.
- Mid Day Meal Scheme to increase school enrolment and reduce drop outs through a nutritious school feeding program
- Shala Kosh, Shagun and Shaala Saarthi for incorporating technology in education

To measure India's performance towards the Goal of Quality Education, two out of the ten global targets for 2030, and seven national level indicators under them were identified under this Goal. These indicators were selected for India based on data availability and comparability across States and UTs:

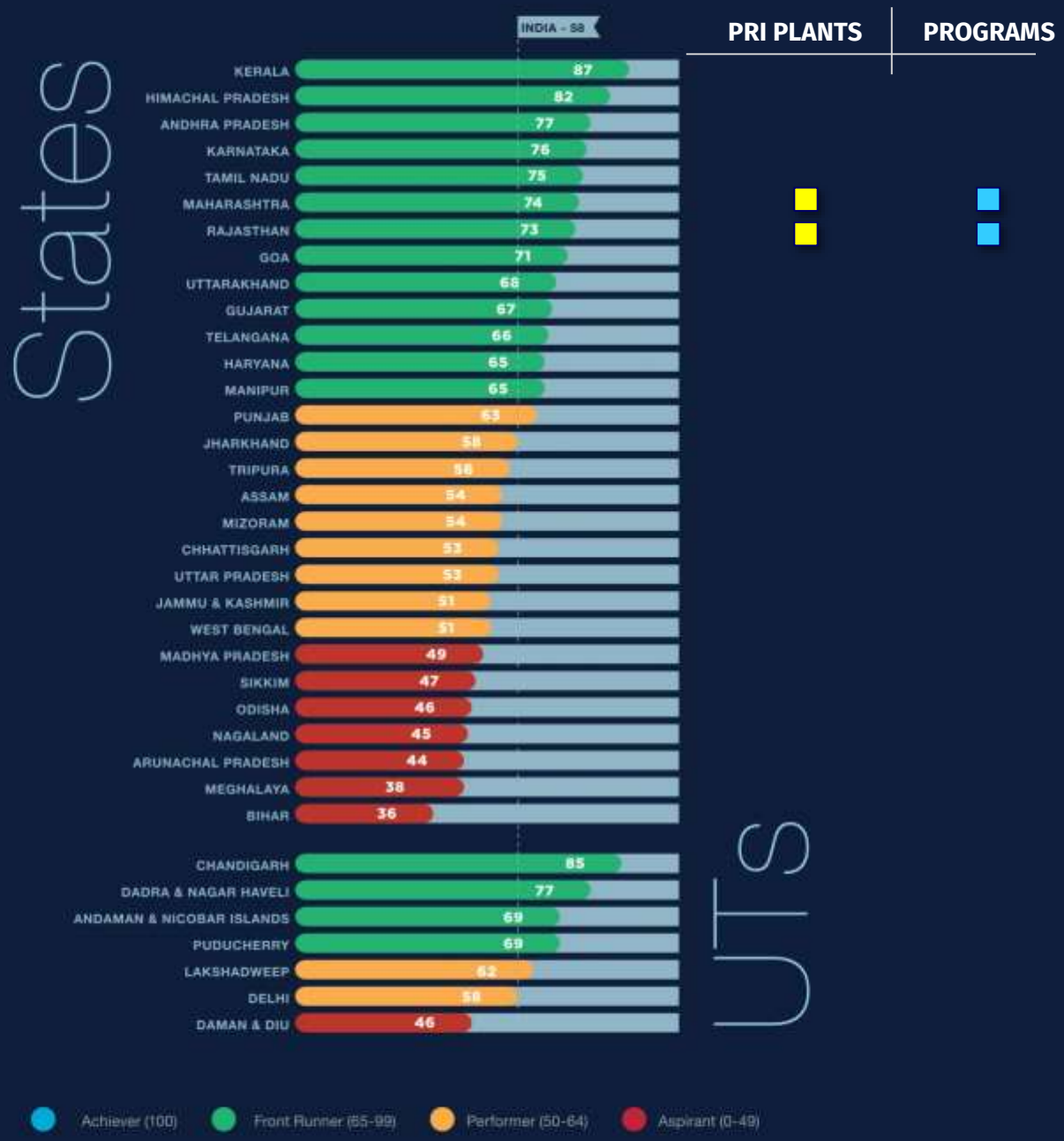
4.1	4.2	4.3	4.4	4.5	4.6	4.7	4.a	4.b	4.c

SDG GLOBAL TARGET	INDICATOR SELECTED FOR SDG INDIA INDEX	NATIONAL TARGET VALUE FOR 2030
4.1- By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes	1. Adjusted Net Enrolment Ratio at Elementary (Class 1-8) and Secondary (Class 9-10) school 2. Percentage correct responses on Learning Outcomes in Language, Mathematics and EVS for Class 5 students 3. Percentage correct responses on Learning Outcomes in Language, Mathematics, Science and Social Science for Class 8 students 4. Percentage of children in the age group of 6-13 who are out of school 5. Average annual drop out rate at secondary level	100 67.89 57.17 0.28 10
4.c- By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and small island developing States	6. Percentage of school teachers professionally qualified 7. Percentage of elementary and secondary schools with Pupil teacher Ration less than/equal to 30	100 100

PERFORMANCE OF STATES ON SDG - 4

OUR PLANTS AND OUR PROGRAMS

SDG INDIA INDEX
BASELINE REPORT, 2018



Nashik, Maharashtra

Pernod Ricard India
FOUNDATION

EDUCATION MISSION

- Increasing engagement and exposure hours to formal education for children, teachers and the community through meaningful and contextual outreach.
- Ensuring inclusive infrastructural support to schools through construction and upgradation of key educational facilities.
- Enabling students from all backgrounds to gain equitable access to quality education through merit-based scholarships and financial support.
- Providing remedial support to students in core-curriculum courses at the secondary level.

SCHOOL IMPROVEMENT PROGRAM

Safeguard equitable access to quality primary and secondary education for all children including persons with disabilities and those in vulnerable situations, with a specific focus on eliminate gender disparities in education.

Lack of school infrastructure. disrepair of classrooms and toilets often prevent children especially girls from attending classes regularly. Aligned to SDG target 4a, our program with government schools in Nashik has helped in construction of 6 school buildings benefitting a total of 3378 children at these schools.

The Mid-Day Meal program, aligned to SDG target 2.1, is situated at the convergence of providing nutritious meals at schools and facilitating holistic childhood development as children progress through different stages of education within the schools.

6
School Buildings

PRIMARY & SECONDARY

4.1	4.2	4.3	4.4	4.5	4.6	4.7	**4.a**	4.b	4.c

SDG 4 Targets Covered

PRI FOUNDATION SCHOLARSHIP PROGRAM

Addressing the financial constraints which prevents children from accessing quality primary and secondary education our program with Youth Dreamers Foundation aims to contribute holistically to SDG targets 4.1 and 4.b. Over the next 3 years it aims to help 1100 meritorious students by awarding them scholarships each year through the Pernod Ricard India Scholarship Program. The program will also support an additional 100 students per year in availing government and other private scholarships.

In alignment with SDG target 4.5, the program will also cater to children with disabilities and children in vulnerable situations hailing from all parts of the country.

4.1	4.2	4.3	4.4	4.5	4.6	4.7	4.a	4.b	4.c

SDG 4 Targets Covered

EDUCATING THE GIRL CHILD

Pinki is the quintessential girl child in everyday India who dreams of learning, growing and achieving unscaled heights. However, as close to 40% of adolescent girls in India never seen the sight of a school, such dreams often perish without a flutter. Nurturing these dreams and laying foundation for new ones lies at the heart of our efforts towards ensuring an equitable world for everyone. Thus, it is our firm commitment to reach every Pinki across the country and enable her to empower herself and touch countless lives.

Even as school enrolments have been growing, challenges to continual enrolment remain especially for young girls. Aligned to SDG target 4.5 which aims to fortify equality in education, Pinki provides financial assistance for education of more than 800 girls from the families of armed forces personnel associated with the Kendriya Sainik Board.

4.1	4.2	4.3	4.4	**4.5**	4.6	4.7	4.a	**4.b**	4.c

SDG 4 Targets Covered

GENDER
EQUALITY
5
GENDER
EQUALITY

SDG INDIA INDEX
BASELINE REPORT, 2018

ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

Gaps in gender equality exist globally in every sector, as women and girls continue to suffer discrimination and violence. The gender pay gap costs the global economy 160 trillion dollars, which means 'the world is essentially leaving $160 trillion on the table when we neglect inequality in earnings over the lifetime between men and women'. Only 23.7% of all national parliamentarians are women and 1 in 3 women experience some form for physical or sexual violence in their lifetimes. Investing in the empowerment of women would also aid the alleviation of poverty and fuel sustainable economic growth, and there is urgent need to ensure equal access to education, decent work and representation in political and economic decision making processes.

India aims to empower all women to contribute as equal partners in the growth and development of the country in an environment free from violence and discrimination. Gender inequality in access to healthcare, education, nutrition, employment and asset ownership remains a challenge. Indicators such as child (0-6 years) sex ratio show a lagging behind of women in decision making at home and in public sphere. It is reported that the participation of women in Panchayati Raj Institutions is having a positive impact on decision making opportunities for women in public sphere, however it remains to be seen what the depth or extent of their participation is, and whether it is uniform across the country.

Status of gender equality in India, 2014-2017

38.74%- Share of women who faced physical or sexual violence from an intimate partner in the last 12 months- down by 1.41% over past six years

11.8%- Proportion of seats held by women in parliament- down by 1.8% over previous year

8.9%- Percentage of firms with a top female manager (only for 2014)

NITI Aayog has outlined objectives of creating an enabling environment without institutional and structural barriers and to enhance the female labour force participation rate to at least 30 percent by 2022-23. There has been improvement in 14 out of 17 indicators pertaining to women's agency, attitudes and outcomes. However, despite increasing levels of education and declining fertility rates there is a concerning trend of declining female labour force participation rate. To combat constraints in re-entry into workforce, absence of part-time work opportunities, 'invisible' or unpaid work and low economic activity participation, gender-sensitive legislation must be ensured and strengthened. Mobility, security and safety for all women requires rights-based, timely trials and disposal of cases pertaining to violence against women.

8.7%

of **seats** in State Legislative Assemblies are **held by women**

One in three women have experienced SPOUSAL VIOLENCE

898 **Females**

are born for every 1000 males

54%

WOMEN AGED 15-49 **ARE USING MODERN METHODS OF FAMILY PLANNING IN INDIA**

EARNINGS OF FEMALES

70%

OF THAT OF MALES

32%

Women Labour force participation rate

OF THAT OF MEN

INDIA SDG INDEX : GOAL 5

NITI Aayog's Index scores for performance of Indian states and Union Territories (UTs) under Goal 5 range between 24 and 50 on a scale of 0-100, with 0 being the worst. Kerala and Sikkim among the states were by far top performers in India. However it is important to note that even these top performers do not cross a score of 50, which in itself is poor performance. All the other states are in the red zone on gender equality, and PRI has plants across thirteen states that perform the worst. The Government of India has instituted legal recourses and national schemes towards this global goal including:

- Protection of Women from Domestic Violence Act 2005
- Sexual Harassment of Women at Workplace Ac 2013
- Prohibition of Child Marriage Act 2006
- Medical Termination of Pregnancy Act 1971
- Equal Remuneration Act 1976
- Beti Bachao, Beti Padhao to ensure girls are born, nurtured and educated without discrimination
- MUDRA scheme for financial assistance to female entrepreneurs

To measure India's performance towards the Goal of Gender Equality, four out of the nine global targets for 2030, and six national level indicators under them were identified under this Goal. These indicators were selected for India based on data availability and comparability across States and UTs:

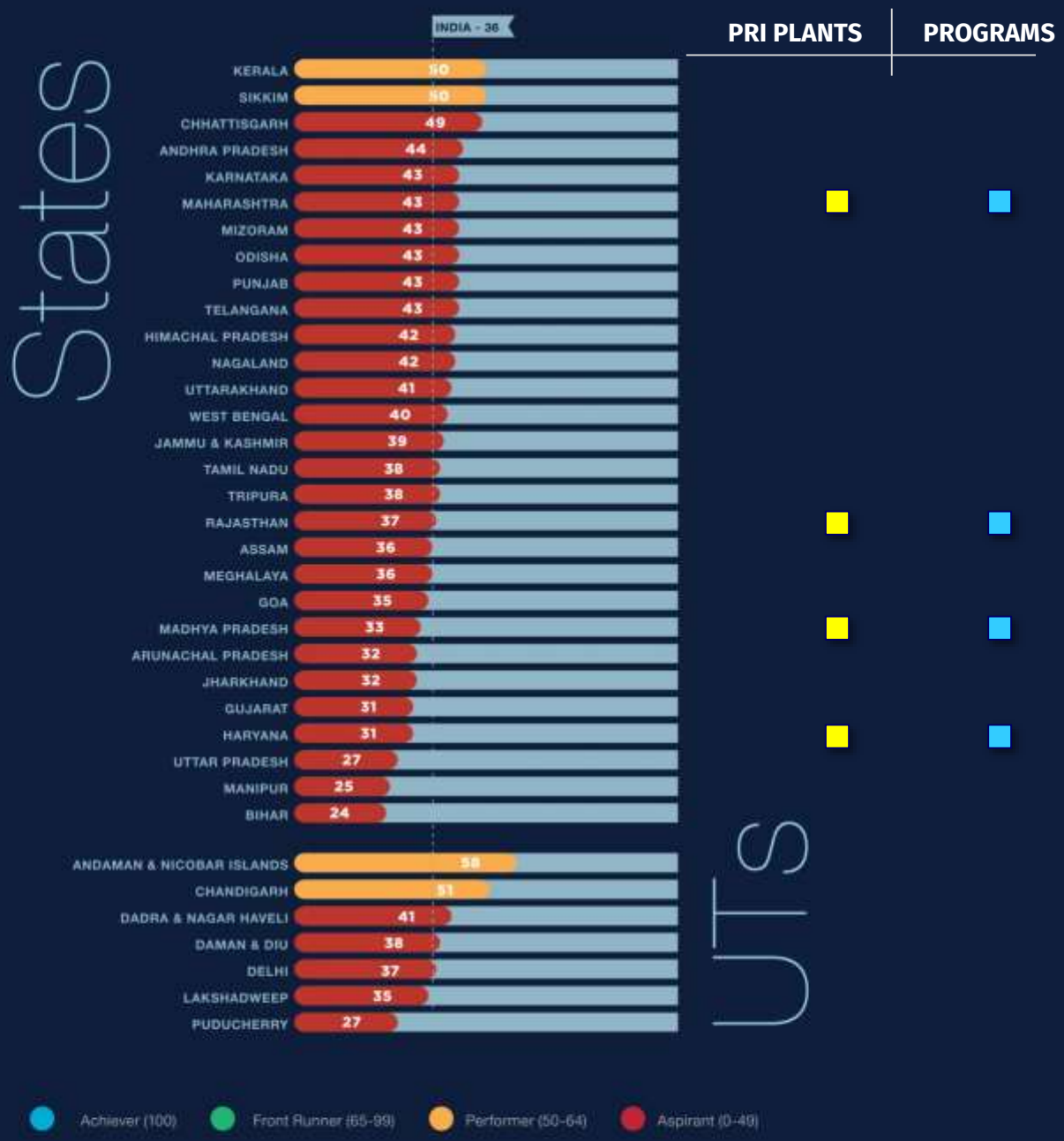
5.1	5.2	5.3	5.4	5.5	5.6	5.a	5.b	5.c

SDG GLOBAL TARGET	INDICATOR SELECTED FOR SDG INDIA INDEX	NATIONAL TARGET VALUE FOR 2030
5.1- End all forms of discrimination against all women and girls everywhere.	1. Sex Ratio at birth (female per 1000 male) 2. Average female to male ratio of average wages/salaries received per day by regular wage/salaried employees of age 15-59 years for rural and urban	954 1
5.2- Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.	3. Percentage of ever married women aged 15-49 years who have ever experienced spousal violence	0
5.5- Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.	4. Percentage of seats won by women in the general elections to state legislative assembly 5. Ratio of Female Labor Force participation rate to Male Labor Force participation rate	50 1
5.6- Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Program of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences.	6. Percentage of women in the age group of 15-49 years using modern methods of family planning	100

PERFORMANCE OF STATES ON SDG - 5

OUR PLANTS AND OUR PROGRAMS

SDG INDIA INDEX
BASELINE REPORT, 2018



WOMEN EMPOWERMENT

Across our major programs, the baton is being carried by local women.

Women are one of the most affected members of a community. They are the first to face hardships whenever there is lack of proper sanitation, supply of water, fuelwood for cooking or education. Having to traverse long distances and toil for resources to ensure food security and access to basic amenities, women are constantly at the helm of the battles where they don't have a choice.

A growing body of research points out that women-run enterprises and those with diverse team fare much better than their counterparts. Investing in more women and supporting their endeavors is not just a social justice issue, but it is also a powerful opportunity to catalyze their economic and social empowerment and essentially that of the society and state at large. At Pernod Ricard India Foundation, we recognize the importance of this as an important milestone and we are committed to involve, enable and empower the women in our communities.

LIVELIHOODS |

130 Women Producer Groups (WPGs) | Madhya Pradesh |

15 underprivileged disabled women trained as call center employees | Maharashtra

WATER |

Women led Self Help Groups (SHGs) | managing water ATMs | Maharashtra

EDUCATION |

Focused scholarship program for underprivileged girls | Maharashtra

834 girl students supported financially | Kendriya Sainik Board |

EMPOWER ALL GENDERS

Creating gendered spaces and foster an inclusive dialogue about gender and equality

The paradigm of gender equality has seen a sweeping shift in the recent years in order to accommodate the discourse of seeing beyond gender binaries. All our programs seek to necessarily include women as key stakeholders and decision makers. However, it is our firm resolution to not only promote women and girls at the forefront but provide an empowering platform for all genders. Facilitating a collective empowerment and voice for the LGBTQ+ peoples, a collaboration with Aravani Art Project involved a group of LGBTQ+ artists connect with local communities around our plant in Nashik and depict their everyday lives as larger than life paintings and murals on the walls of key community institutions.

Apart from being a dignified source of livelihoods, this endeavor provided an able platform for the artists to amicably connect with the community and pave way for an inclusive and multicultural dialogue about gender equality.

ARAVANI ART PROJECT

Our community center at Nashik,
art by Aravani Art Project

CLEAN WATER AND SANITATION

SDG INDIA INDEX
BASELINE REPORT, 2018

ENSURE AVAILABILITY AND SUSTAINABLE MANAGER OF WATER AND SANITATION FOR ALL

Globally, more than 2.5 billion people have gained access to improved drinking water sources since 1990, an increase from 76% in 1990 to 91% in 2015. But there are still 666 million people worldwide without access. Each day nearly 1000 children die due to preventable water and sanitation-related diseases. Though the planet has sufficient fresh water to achieve regular and clean water supply for all, bad economics and poor infrastructure can skew supply unfavourably.

India faces a pressing challenge in clean water and sanitation, and has been actively working to increase water use efficiency and providing access to sustainable sanitation practices for all through multi-sector interventions. The national target is to provide all with access to safe drinking water and sanitation, yet currently only 71.8% of the rural population has access to safe and adequate drinking water. Efforts are being made to optimise water resource endowments in the country, taking an integrated and balanced approach to manage water resources towards effective water governance.

Status of water in India, 2014-2015

44.78%- Freshwater withdrawal as a share of natural resources- increasing year by year

151.2 million- People with unimproved and/or limited drinking water service- down by 3.6% over previous year

732.21 million- People with unimproved sanitation facilities and/or practicing open defecation

NITI Aayog reports that as a result of Swachh Bharat Mission, as of November 2018, 96% of targeted household toilets have been constructed and 3.9 lakh villages have been verified to be open-defecation free. However constructing toilets must be complemented by raising awareness and influencing behaviour change in sanitation to ensure people begin to use them. National schemes are being focused to provide every rural household with adequate safe water for drinking and basic domestic needs on a sustainable basis with a minimum water quality standard as well as to eliminate water quality issues related to excessive Arsenic and Fluoride. Currently water resources continue facing pressure due to population explosion, urbanization, rising demand for water from agriculture, energy and industry sectors, pollution, inefficient use and poor management, as well as institutional mechanisms.

SDG INDIA INDEX
BASELINE REPORT, 2018

32%

OF THE DISTRICTS IN THE COUNTRY ARE OPEN DEFECATION FREE

82.72%

rural households have **Individual Household Toilets**

71.8%

of rural population in India has access to safe and adequate drinking water

62%

of the net **available groundwater** in India is **withdrawn annually**

37.58%

Sewage Treatment capacity of urban India

OF SEWAGE GENERATED

SDG INDIA INDEX
BASELINE REPORT, 2018

INDIA SDG INDEX : GOAL 6

NITI Aayog's Index scores for performance of Indian states and Union Territories (UTs) under Goal 6 range between 31 and 100 on a scale of 0-100, with 0 being the worst. Gujrat has achieved a full score of 100, while Chhattisgarh, Himachal, and Maharashtra are also leading. There are seven states still in the red zone, and PRI has its plants in four of them.

The Government of India schemes and missions towards this global goal include:

- National Rural Drinking Water Program for safe water for drinking, cooking and other domestic needs for each rural household
- National Water Quality Sub Mission to remove excessive Arsenic and Fluoride by 2021
- Namami Gange is a conservation mission for River Ganga for abatement of pollution
- Swachh Bharat Mission Gramin is a cleanliness mission to ensure access to sanitation and make the country open defecation free by 2019

To measure India's performance towards the Goal of Clean Water and Sanitation, three out of the eight global targets for 2030, and five national level indicators under them were identified under this Goal. These indicators were selected for India based on data availability and comparability across States and UTs:

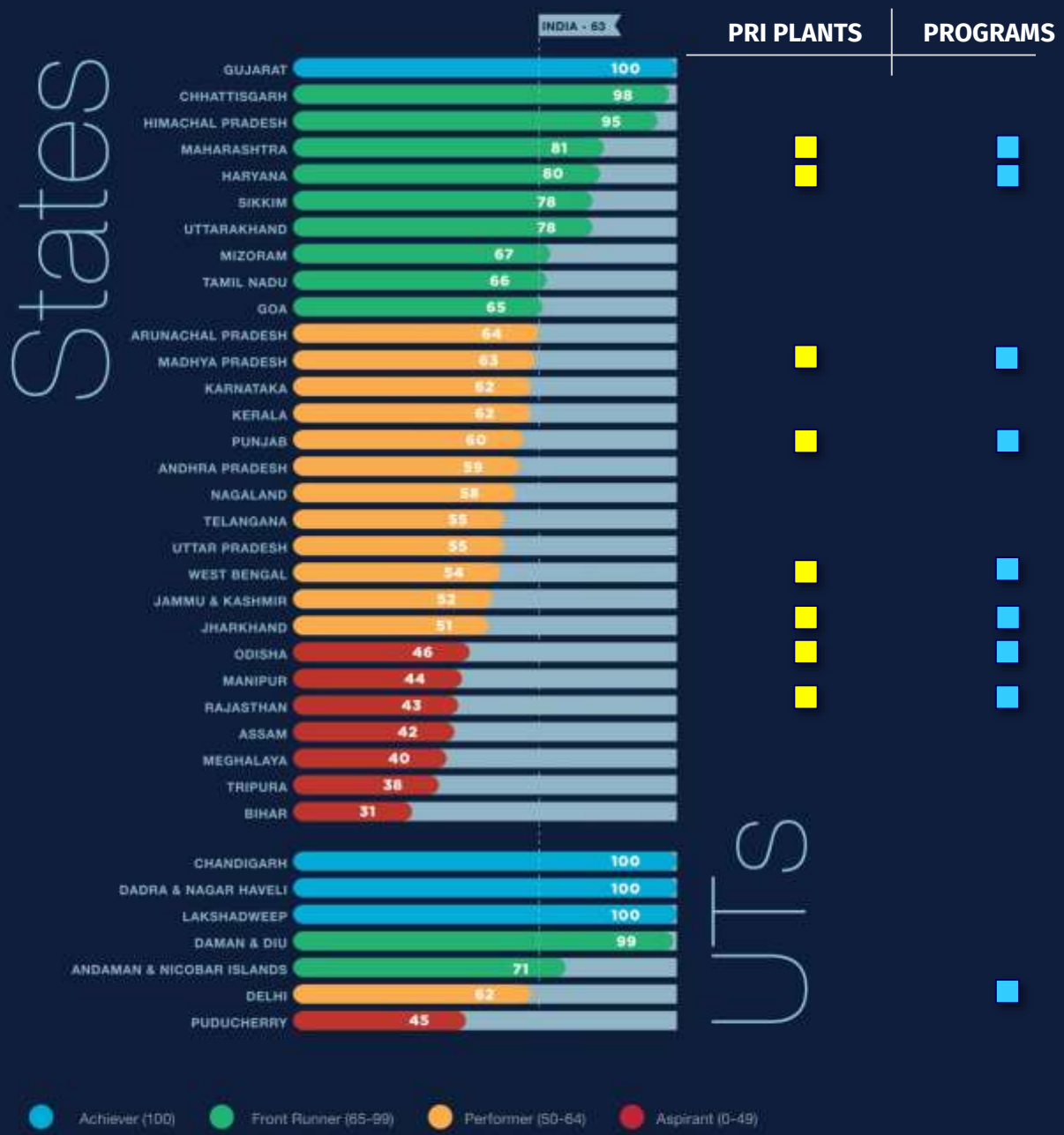
6.1	6.2	6.3	6.4	6.5	6.6	6.a	6.b

SDG GLOBAL TARGET	INDICATOR SELECTED FOR SDG INDIA INDEX	NATIONAL TARGET VALUE FOR 2030
6.1- By 2030, achieve universal and equitable access to safe and affordable drinking water for all.	1. Percentage of population having safe and adequate drinking water in rural areas	100
6.2- By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.	2. Percentage of rural households with individual household toilets 3. Percentage of districts verified to be open defecation free 4. Installed sewage treatment capacity as a proportion of sewage generated in urban areas	100 100 68.79
6.4- By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity.	5. Percentage annual ground water withdrawal against net annual availability	70

PERFORMANCE OF STATES ON SDG - 6

OUR PLANTS AND OUR PROGRAMS

SDG INDIA INDEX
BASELINE REPORT, 2018



Nashik (Maharashtra), Behror (Rajasthan), Odisha, Palwal (Haryana)

Pernod Ricard India
FOUNDATION

WATER MISSION

- Providing access to clean and affordable drinking water especially to the underprivileged sections.
- Support construction and upgradation of community sanitation infrastructure specially for women and girls.
- Mainstreaming responsible management of water among communities through integrated water management programs and water-efficient agriculture.
- Promoting grassroots community engagements for increasing awareness and scoping inclusive bottoms-up solutions to growing water problems.

SANITATION & HYGIENE

Achieve universal access to sanitation with focused efforts to end open defecation

120+ toilet blocks have been constructed in Maharashtra and Rajasthan in line with SDG target 6.2, with a targeted emphasis of ensuring safe and equitable sanitation especially for women and girls and end open defecation.

6.1 | **6.2** | 6.3 | 6.4 | 6.5 | 6.6 | 6.a | 6.b

SDG 6 Targets Covered

CLEAN, SAFE DRINKING WATER

Achieve universal access to safe and affordable drinking water

Reaching out to communities for whom access to clean and safe drinking water remains a major struggle in leading healthy and disease-free lives, our program aligned to SDG target 6.1 has deployed 45 water ATMs in Nagpur, Nashik, Palwal (Haryana), Behror, (Rajasthan), Delhi, Sahibganj (Jharkhand), Khurda (Odisha) and parts of West Bengal. These water ATMs provide year round access to safe and subsidized drinking water to close to more than 1,50, 000 persons. The state-of-the-art ATMs have been equipped with remote monitoring technology to ascertain quality and amount of source and filter water processed. Apart from this, they are provided with solar panels for continual functionality and recharge pits for reject water treatment to optimize water use efficiency. For a sustainable impact in the long run, in Maharashtra, the program has employed a community ownership model to groom women SHGs or local entrepreneurs within the community to manage the ATMs, sustaining livelihoods from the revenue generated from subsidized sale of water.

6.1 | 6.2 | 6.3 | 6.4 | 6.5 | 6.6 | 6.a | 6.b

SDG 6 Targets Covered

RESPONSIBLE MANAGEMENT OF WATER

Mitigating water scarcity by promoting sustainable water use and integrated water resources management among agri-communities

At Behror, Project *Samridhi*, our program with Sehgal Foundation engages with more than 8000 farmers across five villages to develop water resilience within the community through a 360-degree approach aligned to SDG target 6.5. Over the course of the program, construction of 3 farm ponds, 10 recharge wells and nala bund structures will assist in a total water savings of 58 million liters in terms of surface water storage capacity and ground water recharge. Additionally, in alignment with SDG target 6.4, water-efficient agricultural interventions including Laser Levelling on 300 acres of land and installation of micro-irrigation systems on 150 acres of land will save another 345 million liters of water.

Institutionalizing Gram Sangathans collectives of key community leaders and decision makers including women, Project Samridhi also aligns to SDG target 6.b by facilitating grassroots level engagement to understand the needs in the community and envision befitting water and sanitation management initiatives. In alignment with SDG target 4.4, another key component of the program engages 300 youth members in Digital Literacy and Life Skills trainings.

6.1	6.2	6.3	6.4	6.5	6.6	6.a	6.b

SDG 6 Targets Covered

Pernod Ricard India
FOUNDATION

WAL

Water | Agriculture | Livelihoods

Agriculture which constitutes the bulk of rural livelihoods in India is deeply dependent on the natural availability of water. Growing water scarcity has had a cascading effect on income as well as food security for rural populace. Thus, an integrated approach to revitalizing existing livelihoods and creating alternatives is vital. Project Vikalp is multifaceted program which juxtaposes SDG 6,8 and 5 within the lifeworlds of Particularly Vulnerable Tribal Groups (PVTGs) in Shivpuri, Madhya Pradesh to drive a tangible social-economic transformation in their lives.

Vikalp encapsulates Initiatives to strengthen agri-livelihoods through water resource creation and value-chain promotion on the one hand. On the other hand, it strives to create sustainable alternative livelihoods for people through horticulture and Sustainable Business of NTFPs.

Women are not only the core impact group of the program, they lead every initiative from the front, as decision-makers and changemakers.

365 DAYS OF WATER
FARM PONDS

Since almost all agricultural activities in the region are dependent on annual rainfall, the program aligned to SDG target 6.5 has worked sizably towards creating water resources for the tribals. Through creation of 77 farms with surface water storage capacity of more than 30 million liters, *Vikalp* aims to fortify year-round availability of water for farming and daily usage.

A farm pond at actual project site in Shivpuri.

HORTICULTURE

The program has also actively engaged the farmers into developing horticulture plots for growing different varieties of Guava like Shweta, Barf-Khana and L-49. 30 Participating women have been given first-hand orientation on impact of horticulture on disposal income and livelihood security of small & marginal farmers. Additionally, training for horticultural management was also conducted through demonstration visits at Pratapgarh (Rajasthan).

Matti bai, in her Sessame farm

BEYOND MONOCULTURE

These horticultural plots have been planned and laid out in a manner which has enabled the farmers to simultaneously grow subsistence crops like green vegetables, tomatoes, chilies and fruit trees like Papaya in an alternate cropping system with the Guava trees.

STRENGTHENING AGRI-VALUE CHAINS

The program has endeavored to strengthen the position of tribal farmers in the value chain of regional crops like Groundnut and Sesame by eliminating middlemen and facilitating access to market..

Shivraj Lodhi In his groundnut farm

WOMEN: THE HARBINGER OF CHANGE

The program positions itself as a standalone effort in lieu of the fact that all its initiatives are spearheaded by women. About 130 women producer groups with close to 20 members each have been institutionalized across Shivpuri. These groups have not only enabled their capacity building in sustainable agriculture and water resource management, but also given them a platform to inspire and ideate upon exploring newer possibilities in expanding horticulture and capitalizing on NTFP products from Palash and Custard Apple in the region.

While this platform has become a means to secure a substantial increase in income and food security, it has had a larger underlying social impact on the mobility and empowerment of women in the tribal communities...

Project Picture: A SHG session in progress: Shivpuri, Madhya Pradesh .

ENGAGE AND EMPOWER

Such enabling spaces have helped women in raising their voices individually and collectively and the women actively discuss local issues at the level ranging from teachers' availability at the school to the quality of food served at the Anganwadis in the village. Going forward, the program aims to further assist these women in cultivating their inherent social and entrepreneurial skills to drive a meaningful change in the lives of vulnerable tribal communities they hail from and set a telling example.

Project Picture: A SHG session in progress: Shivpuri, Madhya Pradesh .

Project Picture: A SHG session in progress: Shivpuri, Madhya Pradesh .

A woman farmer showcasing rise in water level in her well.

PANA BAI'S STORY

Realizing the dreams of a woman who has known only one crop a year...

As the delayed rain clouds finally mark their presence upon the horizon, residents of Piproniya village peer into the sky, brimming with hope. A semi-arid region with about 863mm rainfall annually, Piproniya which is about 26km away from Pichhore block of Shivpuri district is characterized by an uneven topography and low agricultural productivity.

The Sahariya tribe, who are classified as a Particularly Vulnerable Tribal Group (PVTGs) and are one of most marginalized tribal groups in Madhya Pradesh are the main settlers of the village. The marginal, fragmented, unirrigated and mono-cropped agriculture holdings and low productive livestock population does not offer adequate opportunities for livelihoods. Heavily dependent on the annual rainfall, most residents like Pana Bai and her husband Baldev Adivasi have only been able to cultivate Kharif Crops on small landholdings. However, things are gradually changing in the village.

PANA BAI'S STORY

Realizing the dreams of a woman who has known only one crop a year...

Project Vikalp, a program between SRIJAN and PRIF was initiated in the Shivpuri District in March 2019, where villages like Piproniya were identified for focused water management interventions. Many women like Pana Bai have been collectivized to form Women Producer Groups (WPGs) and farm ponds have been dug on their landholdings. Pana Bai and her husband own a 3-acre ancestral plot which they have never used for sowing Rabi crops. With the farm pond coming on her land in June, they have successful in harvesting precious rainwater. With the capacity of water holding capacity of 3.15 lakh liters, Pana Bai envisions a successful cropping Rabi cropping season in the winters where she is planning on sowing crops like mustard and pea and using water from the farm pond for irrigation.

While the journey to water sufficiency is long for villagers at Piproniya, they have begun their stride towards the right direction with women, confidently leading the way for all.

A REVOLUTION AT THE GRASSROOTS..

A beautiful journey in sustainable water management is just beginning...

PANA BAI'S STORY

Realizing the dreams of a woman who has known only one crop a year...

SUSTAINABLE CONSUMPTION AND PRODUCTION

SDG INDEX
BASELINE REPORT, 2018

ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

The need for 'doing more and better with less' is essential as the Earth is already under massive strain. The UN has estimated that by 2050 if the population pushes to 9.6 billion, an equivalent of 3 Earths would be required to sustain current lifestyles for everyone. Initiatives to increase net welfare gains from economic activities by reducing resource use, degradation and pollution, while increasing the quality of life must be given more focus. Despite technological advances that have promoted energy efficiency gains, energy use in OECD countries will increase a further 35% by 2020.

India is currently home to 18% of the world's population yet only has 4% of global water resources. Hence promoting resource and energy efficiency, sustainable infrastructure and providing access to basic services, green and decent jobs is vital to India's development. A systematic approach and co-operation among actors operating in the supply chain from producer to final consumer is required. Generation of waste and pollutants poses a challenge as only 19.9% of urban waste in India is processed, while it is the third highest emitter of carbon-dioxide.

Status of consumption and production in India, 2010-2011

3.56 tons- Material footprint per capita- up by 0.11 tons from previous year

90,000 metric tons- Reclaimed rubber from waste tires in India

24.8%- Total waste generated gets treated in India

NITI Aayog recognizes the objective to maintain a clean, green and healthy environment with peoples' participation to support higher and inclusive economic growth through sustainable utilization of available natural resources. Government schemes to achieve efficiency in management of natural resources and encourage sustainable consumption and production include focus on biofuels and clean energy. These aim to contribute towards building energy security, mitigating climate change, creating new employment opportunities and adopting clean technologies while ensuring a sustainable consumption and production pattern.

EMPLOYEE VOLUNTEERING
TO RECYCLE WASTE AND BRING PLAY BACK

Creating low cost sustainable play spaces for children by effective recycling of waste products and promoting a platform for responsible engagement and learning for our employees

A one of a kind program with Anthill Creations has seen employees from Pernod Ricard India volunteer and participate in creating 13 low-cost, sustainable playgrounds using 1196 recycled tires and scrap material weighing more than 56000 kgs and benefitting 3250 underprivileged children at 6 school in Nashik. These interactive play spaces have been created for children of all age groups with a special focus on early childhood learning.

While aligning to SDG target 12.5 by reducing waste generation and recycling, this program has also provided an opportunity for our employees to connect with the communities at the grassroots level, develop a meaningful relationship with our stakeholders and a steer a new chapter towards corporate-community partnerships

12.1	12.2	12.3	12.4	12.5	12.6	12.7	12.8	12.a	12.b	12.c

SDG 12 Targets Covered

Picture By : Rakesh Dhareshwar, Pernod Ricard India

LIFE ON LAND
15 LIFE ON LAND

SDG INDIA INDEX
BASELINE REPORT, 2018

PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS

Globally, 13 million hectares of forests are lost every year while persistent degradation of drylands has led to desertification of 3.6 billion hectares. Deforestation and desertification, caused by human activities and climate change, pose major challenges to sustainable development and fighting poverty. Currently 2.6 billion people depend directly on agriculture, however 52% of the agricultural land used is moderately or severely affected by soil degradation. WWF estimates that 15% of all greenhouse gas emissions come from deforestation.

India's forest cover is presently 21% and secured territories make up almost 5% of the nation's aggregate land area. India aims to integrate ecosystem and biodiversity values into local planning, development processes and poverty reduction strategies, keeping in mind that millions of people depend on land resources for their livelihood. India's global leadership on biodiversity is significant, as reflected in its pivotal role facilitating the implementation of the Nagoya Protocol, since it is home to 8% of the world's biodiversity.

Status of life on land in India, 2015

23.77%- Forest area as share of land area- up by 0.3% over previous five years

26.46%- Share of important terrestrial biodiversity sites that are protected- same as previous year

0.68- Red List Index* (Conservation status of major species groups, to measure trends in the proportion of species expected to go extinct)- down by 0.1% over previous year

NITI Aayog estimates that the population of wild elephants has increased by 20% from 2012 to 2017. It outlines that along with national programs aimed at conserving land ecosystem, specific schemes are also in place to conserve tigers and elephants in India. These focus on capacity building of staff, wildlife research and evaluation, anti-poaching activities, wildlife veterinary care, addressing man-animal conflicts and promoting eco-tourism. A 0.21% increase in national forest cover from 2015 to 2017 was observed, due to increase in plantation and conservation activities as well as improved data interpretation. Among states, major decline in forest cover was observed in Nagaland, Mizoram and Meghalaya.

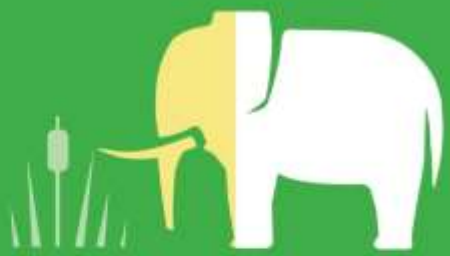
* A value of 1 means "Least Concern" and a value of 0 means "All species have gone extinct"

21.54%
land in India covered under **forests**

BETWEEN 2015 & 2017

6,778 sq.km
forest cover
increased nationally

20% ↑ IN POPULATION OF **WILD ELEPHANTS** IN INDIA



OVER FIVE-YEAR PERIOD (2012-17)

Extent of water bodies within forests

18.24% ↑
BETWEEN 2005 & 2015

SDG INDIA INDEX
BASELINE REPORT, 2018

INDIA SDG INDEX : GOAL 15

NITI Aayog's Index scores for performance of Indian states and Union Territories (UTs) under Goal 15 range between 43 and 100 on a scale of 0-100, with 0 being the worst. There are six states with a perfect score of 100, such as Assam, Chhattisgarh, Goa and Manipur. Bihar, Haryana and Uttar Pradesh are fallingg behind, and PRI has plants in two of these lowest performing states.

The Government of India's initiatives for protecting wildlife and biodiversity are:

- National Environment Policy to mainstream environmental concerns and address problems faced by agroforestry
- Green Highways Policy to promote green cover on national highways in the country
- National Afforestation Program to improve forest cover and livelihoods for communities living in and near forests
- Integrated Development of Wildlife Habitats, which includes Project Tiger and Project Elephant, focuses on anti-poaching, eco-tourism and wildlife research
- Conservation of natural resources and ecosystems to conserve biosphere reserves

To measure India's performance towards the Goal of Life on Land, three out of the twelve global targets for 2030, and four national level indicators under them were identified under this Goal. These indicators were selected for India based on data availability and comparability across States and UTs:

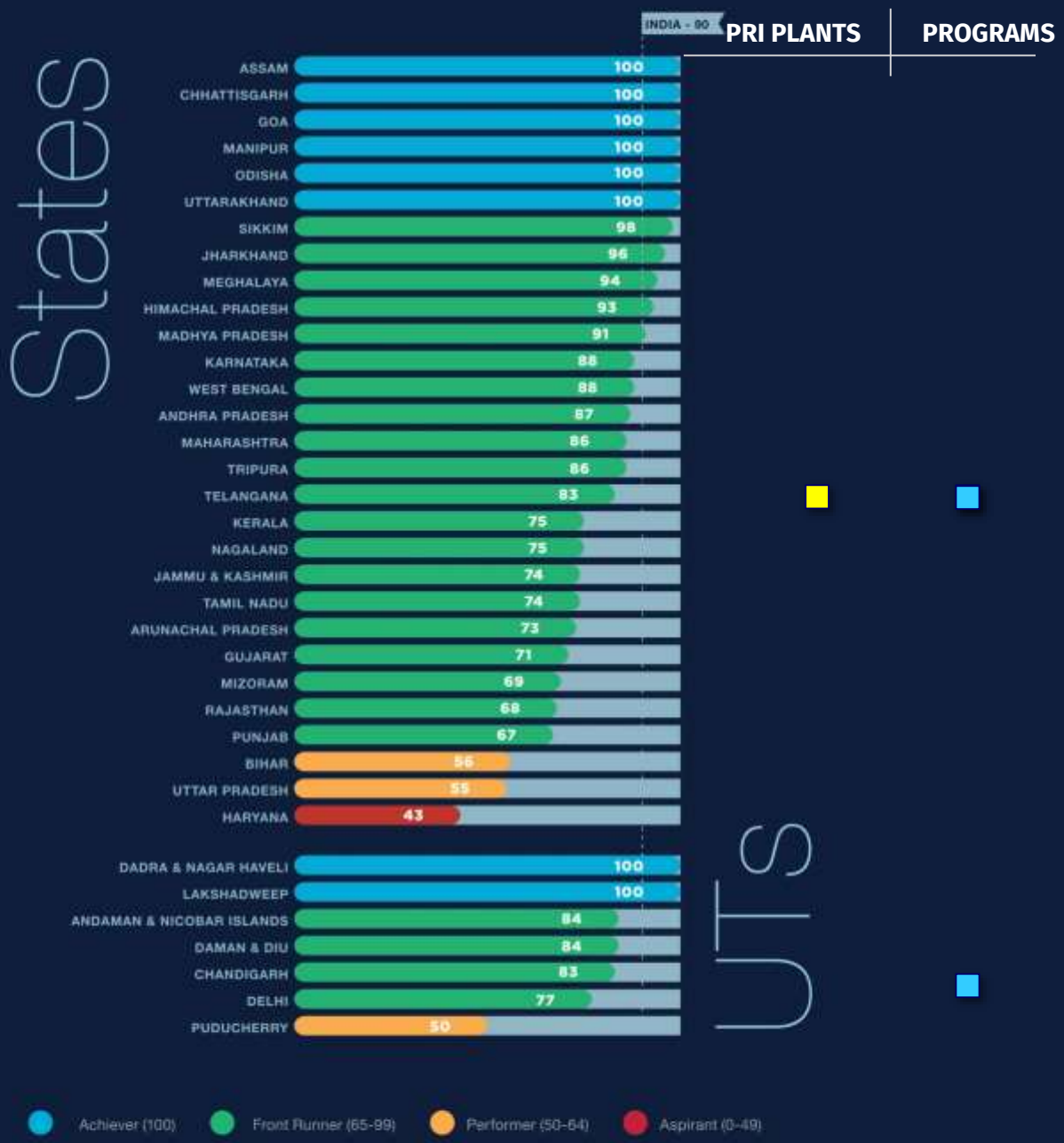
15.1	15.2	15.3	15.4	15.5	15.6	**15.7**	15.8	15.9	15.a	15.b	15.c

SDG GLOBAL TARGET	INDICATOR SELECTED FOR SDG INDIA INDEX	NATIONAL TARGET VALUE FOR 2030
15.1- By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements.	1. Percentage of total land area covered under forest 2. Decadal change in extent of water bodies within forests from 2005 to 2015 (%)	1. 33 2. 0
15.2- By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.	3. Change in forest area from 2015 to 2017 (%)	3. 0
15.7- Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products.	4. Percentage change in estimated population of wild elephants over 5-year period	4. 0

PERFORMANCE OF STATES ON SDG - 15

OUR PLANTS AND OUR PROGRAMS

SDG INDIA INDEX
BASELINE REPORT, 2018



PROTECT AND REVIVE OUR BIODIVERSITY

Ushering participative restoration and conservation of lakes, creation of wetlands and effect community ownership and everyday conservation of freshwater resources

An ongoing program with Evolve Engineering in Delhi has taken up the ambitious task of reviving of the Hauz Khas lake, through creation of wetlands, installation of aerators and floating islands. In alignment with SDG target 15.1 and 15.5 which seek to ensure restoration and sustainable use of freshwater ecosystems and their services and prevent their degradation, several mini-bunds have been created to trap incoming solids before they enter the lake. Deposited sludge and accumulated garbage in the wetlands are cleaned regularly. New plants and large natural stones have been introduced to further entrap solids entering the lake. This has led to 90% reduction in pollutants entering the lake.

Our program with SAHE in Hyderabad has mobilized local community and civic bodies for sewage treatment and waste segregation around the Kudikunta lake. Restoration of 425 Sq. m marshland has resulted in migratory birds returning to the lake which is a key indicator towards achieving SDG target 15.5. The program has also undertaken bio-oxidation of the water, converting sewage into biogas, installing solar powered aerators and bunding to keep solid waste out of the lake. A key component of the program aims to encourage collaboration between the Government of Telangana, residents, corporates and NGOs for collective action.

Protect and revive our wetlands and lakes

15.1	15.2	15.3	15.4	15.5	15.6	15.7	15.8	15.9	15.a	15.b	15.c

SDG 15 Targets Covered

SUPPORTING GODS CHILDREN, AFTER AN ACT OF GOD

Efforts to usher disaster relief for people affected by natural calamities

KERALA

In the aftermath of the 2018 Kerala Floods, A program to facilitate revival of traditional livelihoods for weavers from the handloom community of Paravur, in Ernakulum district. This suburb of Kochi was inundated with flood water from the Periyar river and was submerged for nearly three days. As a result the weavers hailing from the most marginalized sections of the community lost their looms and supporting equipment which left them without a source of income for a long time after the floods. The program recognized the most affected members of Paravur Handlooms Weavers Co-operative and facilitated the repair and renovation of handlooms for 54 weavers. Raw material was subsequently procured for the weavers and the first post-flood sale was successfully organized.

ODISHA

The recent Cyclone Fani has wreaked havoc for countless families. Joint efforts with Smile Foundation have reached out with support to more than 250 families in the 2 districts of Khurda and Puri, which had been the worst hit areas in the disaster. Efforts were not only made to provide immediate relief material such as solar lamps, tarpaulins, food and clothing to the people, but also to provide long term relief through rehabilitation and reconstruction phases to bring back health services, schools, and drinking water facilities back to normalcy.

SOCIAL IMPACT INCUBATOR

CHAPTER 1 - NOV 2018 – JUNE 2019

Driven by the desire to bridge the gap that keeps social enterprises from reaching their potential, Pernod Ricard India Foundation Social Impact Incubator program was instituted at and in partnership with the International Institute of Technology, Hyderabad, to provide social enterprises with access to technology, mentorship, business development advisory and financial support.

450 Applications

8 Incubatees

Including **2** Research Projects

INCUBATION CENTRE - IIIT CIE

INTERNATIONAL INSTITUTE OF INFORMATION TECHNOLOGY HYDERABAD

CIE ACCELERATING DEEP TECH

INVESTMENT IN VARIOUS SECTORS: APRIL 18 - MARCH 19

6 CLEAN WATER AND SANITATION

27%
Sanitation & Hygiene

4 QUALITY EDUCATION

26%
Education

6 CLEAN WATER AND SANITATION

27%
Water Harvesting

6 CLEAN WATER AND SANITATION

12%
Drinking Water

Livelihood
4%

Environment
3%

1% Others

REFLECTIONS

This year, we have been able engage local communities around half of our 32 plant locations. In 2019-20, We aim to initiate new programs for Quality Healthcare, Digital Education, Sustainable Livelihoods and Integrated Watershed Management and expand the existing ones to maximize the reach and impact.

We believe that a strategic approach to CSR is paramount to bring society and business back together. The three aspects that bind strategic CSR for us are “Purpose, programs and partnerships”.

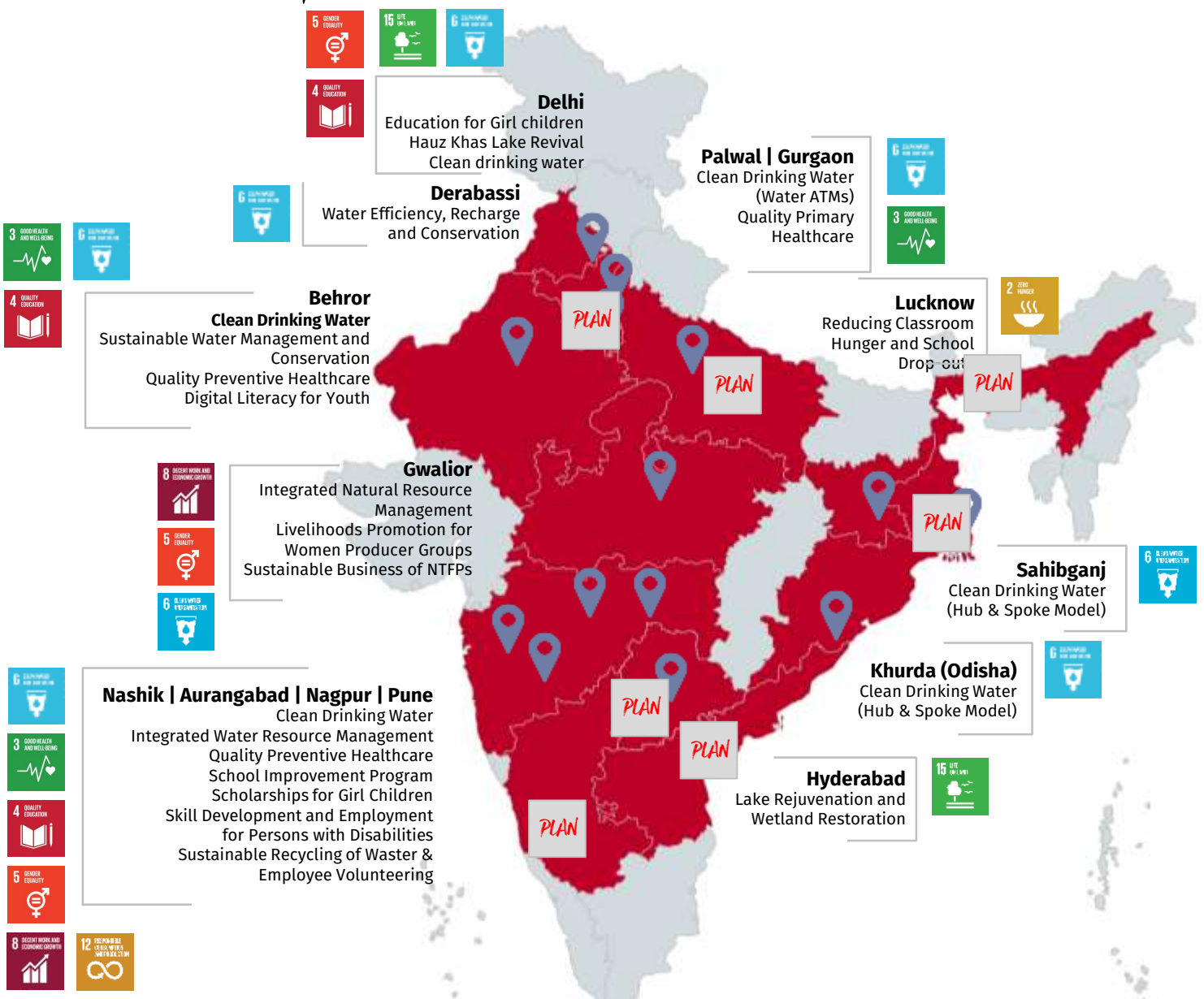
- Purpose: to define the Impact, or the tangible effects that would be seen and felt by our stakeholders.
- Programs: Owning up a cause and making it our CSR identity with long-term projects to establish a strong recall for their Corporate brand and for Stakeholder seeing Value.
- Partnerships: Extract sustained Value through collaborative efforts, to leverage it for a collective and sustained impact, and help the program deliver that much extra on outcomes.

With a strong plant-based approach and an unwavering vision for all sectors, in line with national Indicators, we are determined to touch the lives of our communities across all plant locations as we move a step forward on this journey of creating shared value for people and the planet.

SASHIDHAR VEMPALA

Head, CSR, Sustainability and Communications
Pernod Ricard India.

FOOTPRINT EXPANSION PLAN



Delhi
Education for Girl children
Hauz Khas Lake Revival
Clean drinking water

Derabassi
Water Efficiency, Recharge and Conservation

Palwal | Gurgaon
Clean Drinking Water (Water ATMs)
Quality Primary Healthcare

Behror
Clean Drinking Water
Sustainable Water Management and Conservation
Quality Preventive Healthcare
Digital Literacy for Youth

Lucknow
Reducing Classroom Hunger and School Drop out

Gwalior
Integrated Natural Resource Management
Livelihoods Promotion for Women Producer Groups
Sustainable Business of NTFPs

Sahibganj
Clean Drinking Water (Hub & Spoke Model)

Khurda (Odisha)
Clean Drinking Water (Hub & Spoke Model)

Nashik | Aurangabad | Nagpur | Pune
Clean Drinking Water
Integrated Water Resource Management
Quality Preventive Healthcare
School Improvement Program
Scholarships for Girl Children
Skill Development and Employment for Persons with Disabilities
Sustainable Recycling of Waster & Employee Volunteering

Hyderabad
Lake Rejuvenation and Wetland Restoration

11 STATES

16 LOCATIONS

30 PROJECTS

PLAN

Mobile Health Centres
Drinking water, and Water Recharge
Tech Education
Waste Recycling
WAL

+8 LOCATIONS

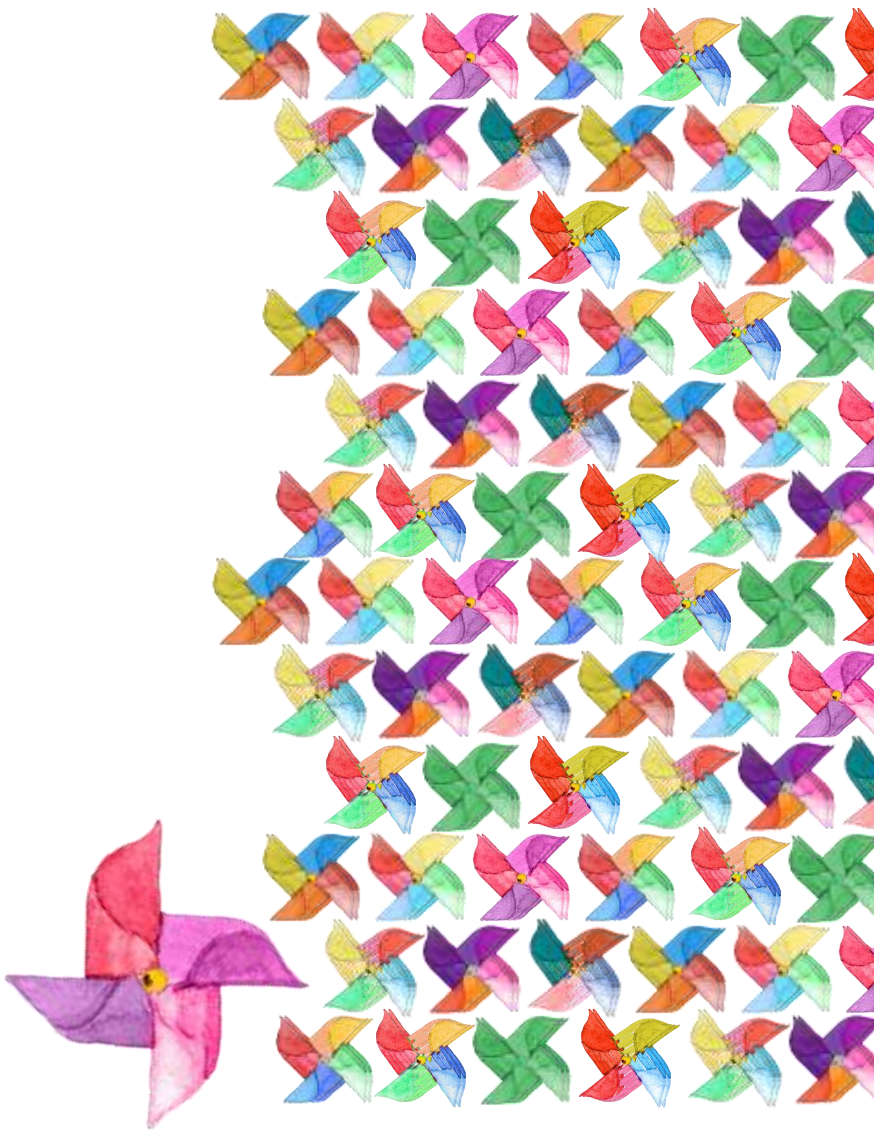
References

1. Annual Status of Education Report (Rural) [2018]. Published by ASER & Pratham. Accessed Online.
2. Arumugam, A. (2016). Understanding School Feeding Programs in India and Tamil Nadu in addressing Classroom Hunger.
3. IRA International Journal of Education and Multidisciplinary Studies (ISSN 2455–2526), 4(1). Accessed Online.
4. Deshpande, T. (2017). State of Agriculture in India. Published by PRS Legislative Research. Accessed Online.
5. Development Status of Children (2015). Published by UNICEF. Accessed Online.
6. Goal 3: Good Health and Well Being-Sustainable Development Goals. Published by UNDP. Accessed Online.
7. Max Roser and Esteban Ortiz-Ospina (2019) - "Financing Education". Published online at OurWorldInData.org. Accessed Online.
8. Max Roser and Esteban Ortiz-Ospina (2019) - "Global Rise of Education". Published online at OurWorldInData.org. Accessed Online.
9. Max Roser and Hannah Ritchie (2019) - "Burden of Disease". Published online at OurWorldInData.org. Accessed Online.
10. Max Roser and Hannah Ritchie (2019) - "Hunger and Undernourishment". Published online at OurWorldInData.org. Accessed Online.
11. Pandey, B. (2018). Achieving SDG 4 in India: Moving from Quantity to Quality Education for All. Published by Research and Information System for Developing Countries (RIS). Accessed Online.
12. Prevalence of undernourishment (% of population) [2016] published by The World Bank. Accessed Online.
13. SDG 12: Sustainable Consumption and Production. Published by United Nations in India. Accessed Online.
14. SDG 15: Life on Land. Published by United Nations in India. Accessed Online.
15. SDG 5: Gender Equality. Published by United Nations in India. Accessed Online.
16. SDG 6: Clean Water and Sanitation. Published by United Nations in India. Accessed Online.
17. SDG 8: Decent Work and Economic Growth. Published by United Nations in India. Accessed Online.
18. SDG India Index, Baseline Report (2018). Published by NITI Aayog. Accessed Online.
19. Sengupta, M. (2019). The SDG India Index—Can bold global ambition be translated into effective ground reality? Published by Observer Research Foundation. Accessed Online.
20. Strategy for New India@75 (2018). Published by NITI Aayog. Accessed Online.
21. Sustainable Development Goals: Goal 3 (Statistics). Published by SDG Tracker. Accessed Online.

Contributions

Illustrations on Cover: Poornima Sukumar - Aravani Art Project.
Editorial: PRI Sustainability & Responsibility Team,
Data Inputs: Sattva Consulting.

Pernod Ricard India



© Pernod Ricard India Pvt Limited

Pernod Ricard India
FOUNDATION

CREATING SHARED VALUE

Pernod Ricard India Private Limited. Registered office: 5Th floor, D-3, District Center, Prius platinum tower, Saket, New Delhi 110017