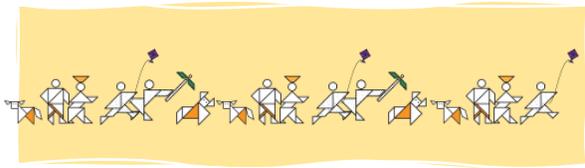


LEAVING NO ONE BEHIND



Transforming
Our Communities
& Accelerating Local
Development



CORPORATE
SOCIAL
RESPONSIBILITY

PROGRAM REPORT
2021-2022



Pernod Ricard India

Contributions

Editorial: PRI Responsibility Team,
Program Data Input & Verification:
Samhita Social Ventures

© Pernod Ricard
India Private Limited

This Report has been printed
on FSC Certified Responsibly
Sourced paper.

A Tile of Contents:



3. From the MD's Desk



7. About PRI, PRIF



9. Communities as Primary Stakeholders



10. Strategic Approach to CSR



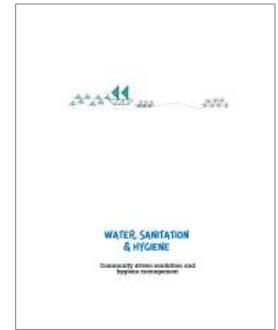
11. Our Social Impact Footprint



12. Our Focus Sectors & SDGs



13. Water, Agriculture, Livelihoods



36. Water, Sanitation & Hygiene



42. Quality Healthcare for All



56. Education, Skilled Workforce, Livelihoods



69. Environment & Biodiversity



73. Transformational Good Governance



78. Spotlight: WE Incubator



79. Our COVID-19 Relief



81. Message from Director, PRIF



82. Our Partnerships



Building Resilience,
and Creating shared
value for Water
Secure communities,
and becoming their
"PARTNER OF CHOICE".

"With the vision of transforming our communities and accelerating local development, we are building resilient and water secure communities. Keeping communities at the core of all our interventions, we are creating shared value with all our stakeholders and becoming their partner of choice"

THIBAULT CUNY
MD & CEO
PERNOD RICARD INDIA

OUR CSR VISION 2030

Transforming Our Communities & Accelerating Local Development



Over the past decades, there have been increasing social and environmental concerns. Especially, the last year marked the spirit of resilience with the second wave of global pandemic COVID-19 and major environmental changes. In such difficult times, it is even more essential for every individual, and institution to stand strongly beside communities and empower them to face challenges and emerge victorious.

Pernod Ricard India has a rich legacy of positive engagement with communities through its CSR initiatives. Since 2014, PRI has continuously worked towards creating tangible and lasting value for the communities it operates in. Keeping the same zeal and determination to strive towards a sustainable and empowered future, Pernod Ricard India Foundation (PRIF) has reached out to communities pan-India for addressing immediate challenges being faced by them. Strategically designed programs with a structured approach towards impact have rooted the interventions in a 'Theory of Change'

THIBAUT CUNY

MD & CEO, PERNOD RICARD INDIA

Transforming Communities & Accelerating Local Development

Building a sustainable future for our communities



1. Ensuring human rights, dignity and wellbeing : End poverty in our communities through collaborative efforts. Address contextual needs to facilitate last mile access to quality healthcare & nutrition and secure a better future for children and youth.
2. Being A Business For Nature: Restore and Rejuvenate degraded and deforested land in our watersheds.
Protect and conserve India's rich Biodiversity in key landscapes.
3. Fighting Alcohol Misuse In Society, At Scale : Address and systematically prevent underage drinking with particularly vulnerable cohorts. Inculcate positive attitudes and behaviors for Responsible Consumption with at-risk cohorts.
4. Strengthening Communities With Water Development: Foster resilience by safeguarding availability, quality, quantity of water for communities with a focus on including small, marginal and women farmers around our plants. Ensure basic right to safe drinking water & sanitation for all.
5. Empowering all genders, Rural Women & Differently-abled Persons: Promote rural women entrepreneurship and access to primary healthcare. Bridge the skill gap to enhance employability for persons with disabilities & LGBT communities.
6. Nurturing Social Innovation for Good: Augment the national agenda to incubate 'Social purpose organizations' with scalable ideas. Develop and build entrepreneurial capacities of local communities-based organizations.

about || PERNOD RICARD INDIA



Pernod Ricard India Private Limited (PRI) is a subsidiary of Pernod Ricard SA and a fast-growing multinational alcohol-beverage company delivering quality products to its consumers across the country.

With leading brands in each category, Pernod Ricard India holds one of the most dynamic and premium portfolios in the industry, led by **Seagram's (Pernod Ricard acquired in 2001)** whiskies that include Royal Stag, Royal Stag Barrel Select, Blenders Pride, Blenders Pride Reserve Collection, Imperial Blue, 100 Pipers and a wide range of international premium brands such as **Chivas Regal, Ballantine's**, The Glenlivet, Royal Salute and Jameson Irish whiskey. Some of the eminent brands in the white spirits category include **ABSOLUT vodka, Jacob's Creek and Campo Viejo wines**, Martell cognac, Beefeater and Monkey 47 gin, Kahlúa, and Malibu liqueurs, Mumm and Perrier-Jouët champagne.

Seagram's whiskies are exported to 50 countries across the world, with six overseas manufacturing locations including Myanmar, Indonesia, Vietnam, China, Nigeria, and Cameroon. In India, it operates through more than 30 bottling plants and has a distillery and winery at Nasik (Maharashtra). The Nasik unit is one-of-its-kind integrated risk management and zero pollution, state-of-the-art facility. The two units – Nashik and Rocky, have also become the first winery and the first Alco-Bev units, respectively, to receive the FSSC 22000 certification.

Pernod Ricard India is recognized as an industry leader with various honors and awards under its share of achievements, including the prestigious 'Best Places to Work 2021' by BW People, Stevie 2021 – Gold for Great Employers and The Economic Times 'Best Places to Work for Women 2021'. The company has also been certified as 'The Great Place to Work 2021' by the Great Place to Work Institute.



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

CSR Policy:

Pernod Ricard India

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 focus areas are specifically categorized under the following sectors:

- Water-Agriculture-Livelihoods
- Education & Non-Agri Livelihoods
- Water Sanitation & Hygiene Healthcare
- Environmental Preservation
- Social Impact Incubation
- Responsible Consumption
- 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/>



LinkedIn



Instagram

PERNOD RICARD INDIA

Foundation

Pernod Ricard India Foundation (PRIF), a Section 8 Company incorporated under the Companies Act, 2013 (“Act”), is a wholly-owned subsidiary of PRI, formed to fulfill its commitment to the cause of Corporate Social Responsibility near its operations and beyond, in areas of special needs. PRIF aims to drive sustainable solutions to address social, economic & environment sustainability while partnering in India’s development initiatives.

prifoundation.com

Communities

At The Core Of Our Programs

Understanding perceptions and priorities, Initiating dialogue and collaborating for shared value creation

OUR KEY STAKEHOLDERS

GOVERNMENT

Our regulators and often partners who help us align our strategy with national and regional development priorities.

EMPLOYEES

Our internal ambassadors and changemakers, who contribute to our shared value creation journey through structured employee volunteering programs.

PLANET

Our home, the rich biodiversity and natural heritage that we have inherited and must protect and nurture.

PARTNERS

Our implementation partners including non-profits, corporates and state entities which help us create tangible impact.

Our core engagement groups including farmers, women, children, youth and elderly in rural villages, tribal areas, urban and semi-urban spaces.

Shared value creation is the core approach in all our processes where we incorporate the perspectives of our stakeholders - right from the communities to the planet.

We believe in a bottom-up approach where communities, being our major stakeholders, help us in understanding the needs and priorities specific to our key geographies and enables us to tailor relevant programs, while creating meaningful engagement platforms with participatory approach for creating lasting shared value creation.

OUR APPROACH TO STRATEGIC CSR

Strategic value Creation process

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.

1. **CSR STRATEGY** | Strategic approach to CSR : Compliance, social, business and stakeholder engagement
2. **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
3. **ONBOARDING PARTNERS** | A systemic and uniform partner onboarding process for better alignment with partners to be able to create collective impact
4. **PROGRAM EVALUATION** | Assessing the effectiveness of current strategies in defining improvement opportunities and framing execution approach
5. **CSR PROGRAM MANAGEMENT** | Availability and transparency of key financial, performance and social parameters are critical to the effective use of CSR funds
6. **MONITORING & EVALUATION** | Measuring the effectiveness of programs in a structured manner for course-corrections, preemptive measures and driving efficiencies during the project term

OUR Social Impact FOOTPRINT

15,29,497+
Lives Touched

44
Programs

20
States

22
Plants

WAL: Water,
Agriculture,
Livelihoods



12,449
Community
Members

Quality
Healthcare



3,03,396
Beneficiaries
Outreached

Quality
Education &
Skilled
Workforce



2,209
Lives impacted

Water,
Sanitation
and Hygiene



5,673
Beneficiaries
Served

Environment
and
Biodiversity
Preservation



5,770
Lives touched

Transformative
Good
Governance

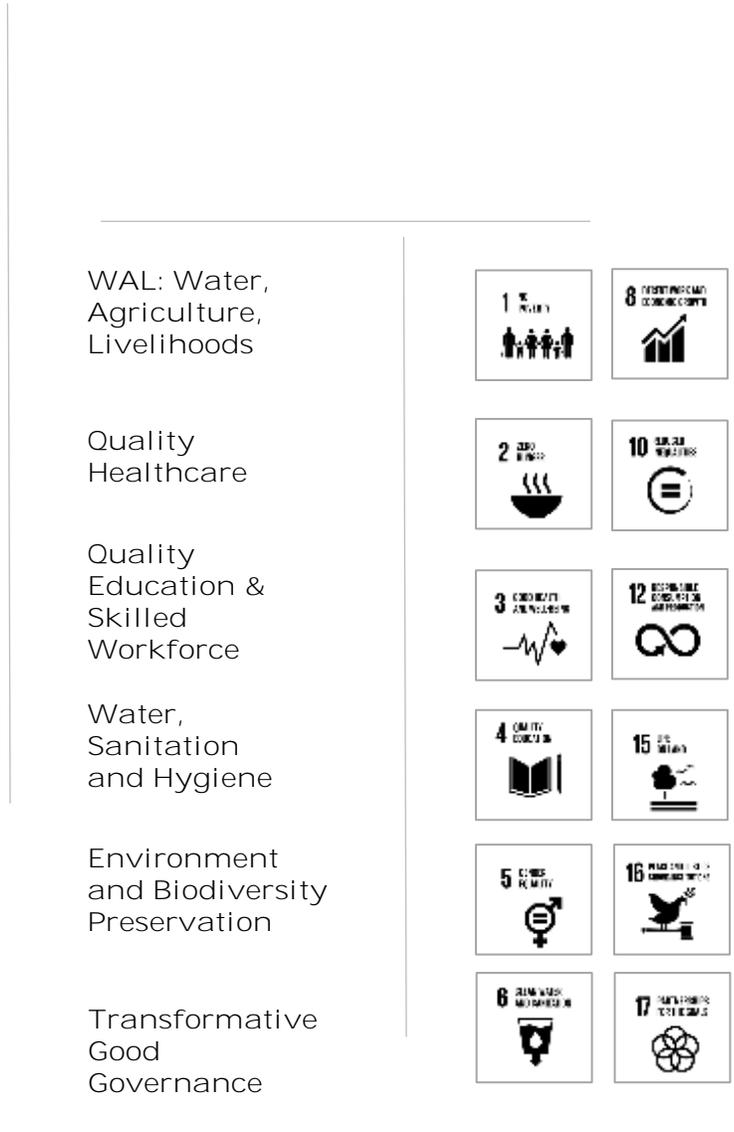


12,00,000+
Lives
Touched

Our Focus Sectors & SDGs

CONTRIBUTING TO INDIA'S SDG ROADMAP, AND THE GLOBAL 2030 AGENDA

All programs are designed to target CORE goals, but SDGs are closely interrelated with each other and work BEYOND. It is vital to map this interconnectedness to evaluate the fulfillment, of the targets, when we create and set up programs mapped to address both plant and state needs against National and Global SDG Index to demonstrate evidence-based Social Impact.



12 Core SDGs

38 Targets impacted



W.A.L

| WATER |
| AGRICULTURE |
| LIVELIHOODS |

Fostering Water Resilience, Sustainable
Production, Securing Livelihoods and
Engaging Communities

A portrait of Rajesh Mishra, Chief Operating Officer of Pernod Ricard India. He is a middle-aged man with dark hair, wearing a dark grey blazer over a white and maroon vertically striped shirt. He is smiling slightly and looking towards the camera. His hands are resting on a wooden table in front of him. The background is a blurred indoor setting with warm lighting and some greenery.

“Water is a critical resource not just for communities but also for environmental conservation. Rapidly degrading water quality and depleting ground water levels at alarming rate has raised concerns all across the country over the past few years. For addressing these concerns, we are consistently working towards water stewardship to save, store and replenish water, especially in our plant locations, with a stakeholder inclusive approach. It is a moment of pride for us that Pernod Ricard is 3.7X water positive and with our Water Development Program, W.A.L (Water, Agriculture, Livelihoods), communities in water-stressed areas have adopted a circular approach and eventually have become more resilient in their approach to water use.”

Stewarding
water shed
level
collective
action

RAJESH MISHRA
CHIEF OPERATING OFFICER
PERNOD RICARD INDIA

W.A.L

Water, Agriculture, Livelihoods

1. Safeguarding year-round access to Water for communities
2. Promoting best community practices for improved production, drought resilience, resource optimization and creating local value chains
3. Regenerative And Restorative Approaches For Sustainable Resource Use In Agri-allied Livelihoods
4. Greater participation and ownership by women in rural development

24

Projects

11

States

12,449

Beneficiaries



CONTRIBUTING TO INDIA'S SDG ROADMAP, AND THE GLOBAL SDG AGENDA

| 2.3 | | 2.4 | | 5.5 | | 6.4 | | 6.5 | | 6.b | | 8.5 | | 12.2 | | 15.3 |

1.1

Safeguarding year-round access to Water for communities

Surface water storage and groundwater recharge in the community watershed

As the **country's** groundwater extraction rate peaks beyond 63%, its rural landscapes face an unprecedented challenge: **there's** not enough water to fulfill the needs of the primarily agrarian population. Pernod Ricard India has strategically mapped the water stress at the watershed level of its operations across India with the help of World Research Institute (WRI) - Global Water Risk Atlas and India Water Tool. This has enabled the development of contextual programs centered around fostering water resilience with communities, aiming to create surface storage and natural harvesting structures and embedding deep aquifer recharge channels for groundwater replenishment

At Nashik, under the *Integrated Tribal Village Development Project*, construction of 8 poly ponds and de-siltation, strengthening of additional 5 percolation tanks have added a total water potential of 67 million liters. In addition to this, 3.6 kms of Nala widening and deepening has further created a 17.64 million litres water potential.

Under newly started intervention 'Sustainable Livelihoods for Small Land Holder Farmers' project, we are sustainably improve livelihoods of small and marginal farmers in Dindori Block, Nashik district. Herein we are aiming to reach out to 1500 farmers who would form their own FPO & work towards rejuvenation of existing water structures.

At Behror, a deeply water-scarce region, *Project Samridhi* has constructed 3 ponds, 40 farm bunds, and 1 nala bund with a total water potential of 14 million litres. Apart from demonstration of water efficient irrigation practices & composting techniques to 90 farmers.

In the Agri heartland of Derabassi, Punjab, *Project Srijal* has created a total water potential of 31.1 million liters through construction of 1 check dam, 1 farm pond, installation of 8 injection wells, 10 rainwater harvesting systems and desiltation of 8 dilapidated ponds.

At Medak, Telangana, Project *Jala Vikasa* has aided construction of 302 farm ponds, desiltation of 6 water tanks with 19,697 tractor loads along with tree plantation of 4986 saplings and bund strengthening of 952 gravel loads in 18 villages.

494

Water Storage & Recharge Structures

945

Million Liters Water Potential: 2021-22

1.1

Safeguarding year-round access to Water for communities

Surface water storage and
groundwater recharge in
the community watershed

2,600+

Million liters water potential
created since 2019



1.1

Safeguarding year-round access to Water for communities

At Aurangabad (Maharashtra), 1 recharge well have created 0.69 million litres. At, Gwalior (Madhya Pradesh), 129 million litres water potential has been added owing to construction of 4 ponds and 1 check dam created water harvesting capacity of 39 million litres. At Meerut (Uttar Pradesh), 20 million litres water potential has been created with construction of 1 pond. At Palwal (Haryana), construction of 1 ponds have created a total of 20 million litres water potential. At Chomu, 24 million litres of water capacity was generated by construction of 2 ponds. At Nalagarh, 18 million litres of water harvesting capacity is created with construction of 2 ponds. At Saharanpur, 30 recharge wells of water harvesting capacity created 30 million litres and 1 pond created capacity of 1.7 million litres. At Bollaram, construction of 2 tanks created water harvesting capacity of 88 million litres. At Bangalore, construction of 1 tanks created water harvesting capacity of 40 million litres At Kucharam, construction of 2 tanks created water harvesting capacity of 80 million litres. At Krishna, construction of 2 tanks created water harvesting capacity of 66 million litres.

At Medchal, Telangana Project *Jala Vikasa* has constructed 43 farm ponds adding a water potential of 114.4 million litres and helping individual farmers secure year-round access to irrigation water source as well as strengthen their livelihoods with pisciculture.

Farm ponds have been an effective tool for addressing a myriad issues related to water storage and recharge right in the vicinity of the agriculture fields. The WAL program focuses its farm pond interventions specifically around the needs of small and marginal for whom reliable supply of water is a common hardship. Right from serving the needs for field irrigation, farm ponds also serve as respite for livestock and useful for domestic purposes as well.

In Shivpuri, 23 farm ponds with a water potential of 11.5 million litres, have helped marginal tribal farmers to grow a second annual crop in winter. They serve the dual purpose of providing surface storage as well as facilitating percolation to the aquifers.



1.2

Promoting best community practices

1.2.1. Promoting Sustainable Water Efficient Agriculture Practices

While agriculture in the country is largely dependent on monsoon, India captures less than 8% of annual rainfall, and agriculture remains the largest extraction source of groundwater with a staggering 25 trillion liters of water extracted in 2017. Apart from focusing on increasing the storage and recharge, the WAL program extensively focus on maintaining sustainable and cost-effective methods to reduce the consumption of water in Agri-allied activities at the same time increasing yield dividends for all cohorts of farming groups.

Project *Samridhi* has built on its previous year's model of drip & sprinkler irrigation which has been demonstrated 80 times widely to deliver optimal amount of water to standing crop instead of flood irrigation which has been the norm even in semi-arid landscape of Behror. This has helped reduce water use in fields by 25-40%. Additionally, 100 laser levelling demonstrations have further helped farmers reap 25% savings through equal distribution of water. At Shivpuri as well, 4585 field bunds have been contoured as part of *Project Vikalp*. At Derabassi, 7 specialized awareness sessions have been conducted on judicial water resource management and 10 roof top rain water harvesting were conducted too.



1.2

Promoting best community practices for improved production, drought resilience, resource optimization and creating local value chains.

1.2.2. PACKAGE OF PRACTICES FOR IMPROVED PRODUCTIVITY

A critical component of engagement with farmers in WAL program revolves around tailoring locally feasible, climate resilient and low-cost approaches to scaling up the productivity of crops and filling erratic knowledge information gaps with simplified techniques and capacity building of farmers.

Package of Practices (PoP) provide a unique set of resources, inputs, trainings, demonstrations and exposure to communities which instill trust and inspire them to take up best cropping practices. Package of Practices (PoP) demonstrations for local crops such as Millet and Mustard, which include soil testing, appropriate seed rates, seed-sowing methods, essential micro and macronutrients, correct quality and quantities of chemicals, high-yielding varieties or hybrid seeds, along with on-farm support have been conducted for small and medium farmers under Project *Samridhi* in Behror. The Millet has continued to display drought resilience and a yield increase of 14%.



371

Trainings,
Orientations,
Field visits

1.2.3.

SUSTAINABLE AGRICULTURE

Project *Vikalp* in Shivpuri has engaged 36,320 farmers under their POP interventions. The project has also conducted agriculture productivity enhancement pre-harvest data collection and built awareness on productivity enhancement through Information-Education-Communication (IEC) methods and conducted 121 Livelihood trainings, 30 Leadership & Vision building trainings and 47 Group Management trainings.

346 master farmers have been groomed to practice climate smart agriculture and train producer groups on best POP practices, water budgeting and organic farming helping in a 20% yield increase and 22% reduction in input cost. Apart from this, 35 field immersion days in best crop management practices were also conducted during the last year.

7,842

Farmers Engaged



Promoting best community practices for improved production, drought resilience, resource optimization and creating local value chains

1.2.4. SUSTAINABLE PRODUCTION & VALUE CHAINS

In Derabassi, Project *Srijal* has engaged small and medium farmers mainly dependent on growing Wheat and Rice, in demonstrations of Direct Seeded Rice (DSR). The seeds are sown in the field directly rather than transplanting the seedlings. A tractor powered machine is used to drill the seeds in to the soil. With this technique there has been 24.6% net reduction in input cost for 48 farmer families.

24.6%

Reduction in input cost by adopting DSR technique

26.9%

Increase in net income

1.2.4 Sustainable Production & Value Chains

INVENTIVE HORTICULTURE BIODIVERSITY PLOTS FOR MARGINAL LAND HOLDERS

India's small and marginal landholders account for more than 86% of total farmers yet own less than 44% of cropped area in the country. Owning less than 2 hectares of land which is often fragmented means that a vast number of farmers belonging to underprivileged and tribal communities are unable to gauge sustained incomes from their own lands. Marginal farmers are an important cohort for the WAL program, and in our geographies such as Shivpuri, Nashik and Derabassi – they are the core beneficiary group for the program.

Project *Vikalp*, in Shivpuri deploys a unique model of nano-orchard horticulture on ancestral plots owned by the tribal women farmers in region. A quadrant measuring less than 540 sq.m is selected on each plot is sown with fruiting trees such as guavas and papaya which have a strong regional market. While 60 such saplings are lined in the plot, farmers can also sow petty crops such as chili, okra and brinjal in the intercropping lanes which can either be used for consumption or sold locally. 134 nano-orchard plots have been set up since 2020 which are currently providing year-round returns for subsistence as well as sustained increase of Rs. 20,000-Rs. 50,000 in disposable incomes as the saplings mature and bear fruit.

134

High Density Nano-orchards:
Biodiversity Plots: Shivpuri



1.2.4 Sustainable Production & Value Chains

INVENTIVE HORTICULTURE BIODIVERSITY PLOTS FOR MARGINAL LAND HOLDERS

Participating farmers have been acquainted with the best management practices with help of capacity building trainings and field exposure visits to model orchards in Shivpuri, MP. This includes use of organic homemade manure along with managing the health and foliage growth of young saplings. Since 2019, the project has already created 163 such biodiversity plots.



1.2.4 SUSTAINABLE PRODUCTION & VALUE CHAINS

FORTIFYING NUTRITION AMONG COMMUNITIES DEPENDENT ON SUBSISTENCE LIVING

Addressing the lack of proper nutrition among many small and marginal families with miniscule landholdings and limited sources of income and food, *Project Vikalp* has been promoting nutritional gardens where farmers with less than 0.02 acres of land were encouraged to grow essential vegetables following the seasonal calendar thus ensuring year-round subsistence.

These efforts have been further augmented with introduction of good variety of certified seed, practicing seed treatment, seed rate, proper and timely use of manures in the field, spacing and measured irrigation. This intervention has been especially relevant during the COVID-19 pandemic and has helped safeguard the food security of more than 596 families while almost increase the harvest of crops like wheat by 1.5 times more than usual/average harvest per 0.27 acre.



1.2.4 Sustainable Production & Value Chains

Reviving
traditional value
chains with people
centered
innovations

77

Women producer Groups





1.2.4 Sustainable Production & Value Chains

REVIVING TRADITIONAL VALUE CHAINS WITH PEOPLE CENTERED INNOVATIONS

Even though groundnut is an extensively grown summer crop in Shivpuri, local farmers have found it difficult to make significant dividends in the traditional value chain of the crop which has been wrought with middle-men, exorbitant tertiary costs and no safety nets in the market.

30.76 quintal
Groundnut Kernel Sold

Project *Vikalp* has been working to tap the entrepreneurial acumen of the communities in region especially women farmers, to establish community-based institutions to localize the value chain of groundnut at the village level and undertake product diversification for the market. In 2021-2022, the project has established 77 women producer groups (WPGs), the program has integrated unified collection and processing of groundnut by WPGs at the old 14 Village-Level Collection Centers (VLCCs) and 3 new VLCC's post a rigorous cycle of training and development for the members.

In the past year, the WPGs have been able to procure 74,350 kgs of Groundnut from participant farmers and have sold to 2 vendors, 11920 kernels of groundnuts at a fair return with appropriate market linkages being provided in the program.



1.2.4 Sustainable Production & Value Chains

Promoting best community practices for improved production, drought resilience, resource optimization and creating local value chains.

Supporting Sustainable Business Of NTFPs

WPGs have also been explore newer value chains for non-time forest produce (NTFPs) sourced from abundant forest trees like Custard Apple and Palash

This year, the WPGs have also been successful in initiating a value chain for Palash and procured 1018 kg of Palash and Salai Gum and sold 3016 kgs post a comprehensive value chain study conducted as part of the project.

17.32 quintal
Palash Processed & Sold



1.3

Regenerative And Restorative Approaches For Sustainable Resource Use In Agri-allied Livelihoods

Adoption of reformative approaches in land management is understood to be a key requirements towards moving to sustainable, climate and variability resilient agriculture. All the WAL programs across India are working with farming communities to institutionalize Natural Resource Management as a critical component of agricultural livelihoods and seasonal cycles.

Project *Jala Vikasa* in Telangana has been engaging farmers in Medak and Medchal for regenerative 19,697 truck loads of silt application, bund strengthening of 952 gravel loads and construction of 302 farm ponds & 75 bore well recharge pits. Interestingly, the rich silt being used is being excavated from the tanks being refurbished as part of the project.

Soil Health And Nutrition Fortification

Soil testing done as part of PoP and secondary engagement activities assist the farmer in assessing the current nutrient levels of important elements such as nitrogen, phosphate, potassium, boron, ferrous and their associated salts which are important for various crops that are regionally grown. 100 soil testing's have been done in Nashik farmers have been provided with detailed soil health cards. 13 assistive trainings on Integrated Nutrient Management (INM) and Integrated Pest Management (IPM) have helped 440 farmers manage and plan the manuring and pest control against the baseline to avoid excessive treatment. This does not only save costs for the marginal farmers but also prevents degradation, pollution and contamination.



PROMOTION OF LOW-COST ORGANIC FARMING



In addition to land treatment and nutrition management, promotion of organo-composting with individual farmers as well through formation of organic farmer groups is an important push towards zero-budget natural farming. In Derabassi, 3 Organic Farmer Groups (OFGs) have been formed this year apart from 4 formed earlier to help farmers manage 183 previously build and 30 new vermi-composting units and demonstration of organic application in yield improvement activities. 10 demonstration of organic composting units have been conducted in Behror which are integrated into PoP demonstrations and trainings being conducted in Project *Samridhi*. At Shivpuri, 326 farmers have been engaged in natural farming through organic seed treatment (beejamrit), good microbe improvement (ghanjeevamrit), soil fertility enhancement (jiwamrit) through homemade organic low cost preparations.

7,947

Farmers engaged:
Regenerative Agriculture

3

Organic Farmer Groups:
Derabassi

213

Vermi-Composting Units till date

10

demonstration of organic
compositing

1.3 Regenerative And Restorative Approaches For Sustainable Resource Use In Agri-allied Livelihoods

WATERSHED AFFORESTATION AND BIODIVERSITY PLOTS

Engagement on regenerative practices are deeply tied with restoration and preservation of biodiversity and ecosystems intrinsically linked with India's rural landscapes and agricultural viability. Interlinkages between the role of forests, pollinators and keystone species in sustenance of production, climate stability and carbon sequestration is increasingly becoming clear to not only academia and policy makers but also new-age farmers.

The WAL programs works with farmers and communities to promote landscape level afforestation and preservation of trees and surface growth in and around water bodies, and fields. 4986 tree saplings have been being planted strategically along irrigation, percolation tanks, and bunds of 952 farm ponds, 19697 tractor loads of silt excavated from 6 Irrigation tanks in Medak and Medchal as part of Project *Jala Vikasa*. This serves the dual purpose of landscape greening and strengthening of water structures for long-term viability. Similarly in Derabassi, plantation of 77 saplings has been done in and around farms and waterbodies. In Nashik, we work with tribal farmers to strengthen local knowledge systems and conservation acumen through engagement activities such community wall paintings and educational programmes.



4,986

Native Trees Planted:
Medak, Telangana

1.3.3. Improving soil fertility through resource optimization

REDUCING APPLICATION OF CHEMICAL FERTILIZERS AND IMPROVING SOIL FERTILITY BY SILT APPLICATION

Farmers of Telangana mainly cultivate Paddy, cotton, vegetables and pulses on an average were spending Rs. 5,000/- per acre on chemical fertilizers. They were getting a net profit of Rs. 15,000/- per acre in a crop season.

The silt excavation in village tank has enticed 87 farmers to apply silt at a rate of 35 tractor loads per acre by spending Rs. 200/- per load on transportation cost. These farmers during the rainy season has reduced the chemical fertilizer application by 30% and their cost on chemical fertilizer application was reduced by Rs. 1,500/-.

By the end of crop season their average yield was increased by 10% to fetch an additional amount of Rs. 6,000/- on an average and their net profit was increased by Rs. 500/- per acre in one season. Few farmers felt that investment on silt application has not yielded any additional profit to them, but they got convinced on silt application benefits when they experienced same during second crop season without the cost of silt application. Their net profits in second season were found to be Rs. 7,500/- per acre. With the assured benefits of silt application for next 4 – 6 crop seasons they are expected to increase their net incomes by Rs. 38,000 – Rs. 53,000/- on a whole.

1,050

Acres covered in Telangana

25%

Increase in gross income from crop yield

3.4%

Increase in net income from agriculture

30%

Reduction in chemical fertilizer



1.4 Greater Participation And Ownership By Women In Rural Development.

LEADING FROM THE FRONT: RURAL WOMEN BEYOND THE FOUR WALLS

Within the communities across all project sites, WAL prioritizes working with women as a core engagement group involved agriculture and village improvement programmes. WAL envisions empowering and enabling rural women to take ownership and have better decision-making rights in livelihood activities and social discourses. This is well demonstrated by extremely talented and proactive women across all our programs who have taken it upon themselves to step outside the four walls of the households and change their own lives.

In Shivpuri, women farmers are being engaged to innovate and reform traditional value chain of groundnut and create a new value chain for palash gum. Women producer groups have been assisted with a host of trainings on vision setting, leadership and group management to groom and sharpen their skillsets. Project *Vikalp* has worked with the WPG members to establish an apex Farmer Producer Organization (FPO) which organized its first AGM meeting with addition of WPG members as Board of Directors.

119

New Women Producer Groups:
Shivpuri

203

Trainings: Group Management,
Leadership, Vision Building,
Livelihood & Exposure visits



1.4 Greater Participation And Ownership By Women In Rural Development



At Nashik, 64 women part of 6 self-help groups (SHGs) have come forward to take up entrepreneurial activities around animal husbandry of cattle & goat as well as taking up catering business in select villages as well.

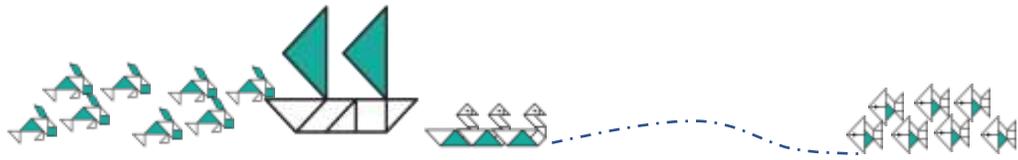
24 women SHGs comprising of 330 women have been engaged in financial savings and entrepreneurship capability building interventions and 146 women have engaged in setting up of small vegetable plots as part of micro-practices promotion, with the help of their group savings and lending activities. 114 women have also collectivized to participate in project implementation activities and convergence opportunities under Government schemes such as construction of earthen dams and renovation of existing water structures.

64

Women entrepreneurs started their own business in Nasik

330

Women of SHGs are using Financial Literacy for increasing incomes



Water, Sanitation & Hygiene

Community driven sanitation and
hygiene management

2.1. COMMUNITY DRIVEN SANITATION AND HYGIENE MANAGEMENT

Sarv Swacch Gaon Abhiyan:

As villages in the country urbanize at a rapid scale with changing consumption patterns, existing infrastructure and processes of waste management are failing short of accommodating the increase and diversified categories of waste emanating from rural households.

Built on the idea of promoting pride, ownership and accountability towards public hygiene in 3 villages around PRI plant in Behror, Project *Swaachtam* aims to bring about a holistic behaviour change in the community members and instill competitiveness towards becoming the cleanest villages in the region. The project is establishing a dry waste collection center and facilitating door-to-door collection of waste thereby engaging

and benefitting 5,673 community members. The project also generates local job opportunities for the operators of the collection vehicle, while handing the ownership to village administration. Taking stock of the menace of overflowing open drains littered and clogged with solid waste causing various health problems to locals, an elaborate system of waste collection is being set up in all villages. Dry waste is collected once a week from each household. Dry waste is sorted, and recyclables are sold to local scrap dealers. The amount earned from sale of recyclables will be shared by the collection and sorting staff. Non-recyclable waste is being co-processed in cement factories or sent to a waste processing plant to make into Refuse-derived fuel.

603

Households
handing over
waste

819

Households
Covered

5,673

Beneficiaries

4,877 kg

Dry-waste
recycled



Waste segregation by swacchta mitras is an important project aspect



Awareness sessions at schools to start sensitization at an initial level



Students expressing their vision on saving the environment through drawings



Wall paintings for community awareness



Quality Primary Preventive Healthcare at the doorstep of the Rural Poor

Universal access to primary and preventive healthcare in urban and rural India with expansive mobile healthcare services network linked with Primary health centers as hubs, with a special focus on women, children and the elderly.

Equitable Good Health & Wellbeing

1. Continuing to serve the poor with PRIF Dispensaries
 2. Taking Affordable Healthcare To The Doorstep Of The Most Vulnerable.
 3. Steering Road Safety & Ensuring Healthcare access for Truck Drivers
-

4

Programs

3,03,396

Beneficiaries

10

States



3.1 CONTINUING TO SERVE THE POOR

Providing Affordable Primary Healthcare Services 2005

4

Dispensaries

2,92,804

Patients Served in 2021-2022

27,230

Patients Served through dispensaries in 2021-2022

More than 15 years since its first primary healthcare Centre was launched in Gurugram, Pernod Ricard India Foundation has established a trustworthy name with the communities in Nashik, Behror, and Gurgaon as well. Equipped with an experienced line of qualified doctors and support, the PHCs have provided reliable and accessible curative and diagnostic services to more than 14,91,221 patients till date, including 2,92,804 patients in FY21-22. With the vision of 'keeping people out of hospital', the PHCs serving as the key nodal and referral point for the communities, the PHCs are tied with the intensive reach of the mobile healthcare program as well.

PRIF Primary Health Centre, Behror



3.2.

Project Sanjeevani: Taking affordable healthcare to the doorstep of the most vulnerable.

Our flagship Mobile Healthcare program is situated around the need to urgently address the abysmal accessibility to universal health coverage for the rural poor in India. In its second year, Project Sanjeevani, our partnership with Wockhardt Foundation operates 15 Mobile Health Vans (MHVs) across more than 200 villages near PRI plants in 9 states. With the program to provide free door-step preventive healthcare services for marginalized populations, the mobile vans have ensured last mile healthcare delivery for more than 2,60,573 community members at with a particular focus on vulnerable groups who are most often the ones being left behind. Modelled on an Awareness-Diagnosis-Cure-Referral approach, the program provides a holistic coverage of services treating general issues such as fungal infections, flu, cough, joint and serious ailments such as ulcers, cataract, arthritis and UTIs.

MHVs are also equipped with a mobile diagnostic machine called the 'Swasth Janch machine', which provides immediate and accurate diagnostic services on 21 indicators. For critical issues, the patients are referred to specialty hospitals tied to the program network for quality secondary and tertiary care. More than 2,848 patients have been referred to district hospitals till date.

Covering over 12 villages every week, each van spends around 2 hours in a village, mobilizing and conducting physical examinations of the patients, dispensing medicines, and on-the-spot blood testing and diagnosis. Trained healthcare professionals including a doctor, social protection officer, a pharmacist and a lab technician ensure that timely treatment, medicine disbursements and follow-ups. The program also conducts daily camps in the communities to spread awareness about the van's services, and weekly/monthly camps for improved health and sanitation practices to be adopted by all.



2,60,573
Beneficiaries in FY21-22

15
Mobile Health Vans

Our Mobile Health Vans:



A boon for rural women: better access to holistic primary healthcare



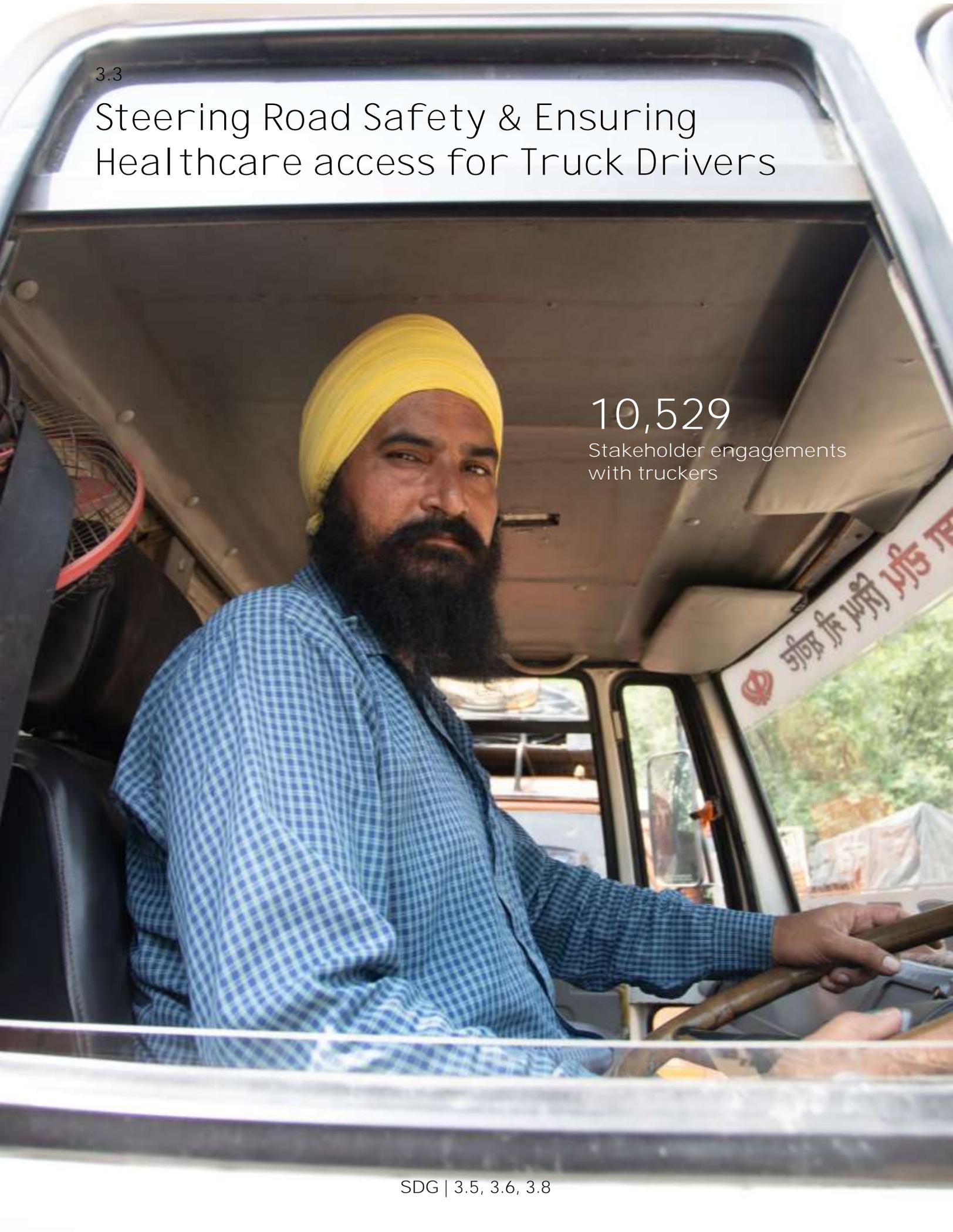
Continual access to OTC medicines for the elderly throughout the year!

3.3

Steering Road Safety & Ensuring Healthcare access for Truck Drivers

10,529

Stakeholder engagements
with truckers



3.3 Steering Road Safety & Ensuring Healthcare access for Truck Drivers

Truck drivers have one of the most grueling jobs which often put their own health at risk. The nature of their work, exposure to pollution and lack of nutritious food puts them at risk of contracting non-communicable diseases. Hypertension, diabetes, lung infections and liver cirrhosis are also very prevalent due to the high levels of pollution, physical inactivity, tobacco and alcohol use. Long hours on road without access to proper healthcare and resting facilities further aggravates the problem. India has the largest number of people living with HIV and more than two million are migrants. Truckers have an extremely high prevalence of STI but are often ignored as a likely cohort of such diseases.

Taking cognizant of these challenges, Pernod Ricard India Foundation in partnership with Ambuja Cement Foundation (ACF) launched a long-term program in September 2020 to facilitate access to quality primary healthcare-services and counselling to truck drivers at Derabassi Truck Depot, Punjab.

The program is also fostering awareness and responsible behaviour change on substance abuse and road safety. Structured interventions have focused on setting up a vision care center, counselling area for those struggling with alcohol and substance abuse, organizing road safety weeks along with sensitization by the Regional Transport Department, creating peer-led support groups, capacity building of migrant groups to ensure ownership of the programme amongst other initiatives. For impact sustenance, the programme is also developing a trucker committee which would include members from the **trucker's** union, local community-based organizations and members from the local government department.

In 2021-22, the program has reached out through 10,529 stakeholder interactions to truck drivers where 2,825 truckers were mobilized for clinical services and 7,704 were reached out through health awareness. 1,900 truckers were counselled for mental health and substance abuse. Additionally, 804 truckers were covered through road safety awareness sessions.



Impact Highlights



485 Truckers screened for vision since poor eyesight is a major reason behind accidents



The truckers have also been familiarized with the need for early prevention and timely checks ups



2825 Truckers effectively mobilized for healthcare services



Road safety awareness is a key focus area; 54 road safety awareness sessions were conducted in FY21-22



54.3% of truckers engaged in program baseline couldn't identify road safety signs. The program has actively engaged them to change this.



Individual & Groups have provided the much-needed psychosocial support for a large no. of truckers. 236 truckers counselled on drug abuse



Quality Education, Skilled Workforce & Equitable Livelihoods

Creating Digital Education
Inclusion, Nurturing Scholastic
Talent and Building 21st
Century Skills for All

Quality Education, Skilled Workforce & Equitable Livelihoods

Shaping a better future for the next-gen

1. Nurturing scholastic talent
 2. Helping the Budding achievers in Rural India, especially the Girl Child, Shine.
 3. Enabling access to dignified employment for Transpersons.
 4. Safeguarding Professional Development And Employment Opportunities Of Vulnerable Youth
-

2,209

Lives impacted

6

Programs

16

States



4.1 Nurturing Scholastic Talent

Scholarship Program: Nashik & Behror

In its third year of implementation, the Pernod Ricard India Foundation Scholarship program near PRI Plant Behror furthered with Youth Dreamers Foundation (YDF), has reached out to 1817 students in the region across 17 institutes (schools, colleges, diploma centers) and provided full scholarships worth ₹ 16.06 Lakh to 127 meritorious students. The program had a strong focus on students hailing from extremely vulnerable backgrounds including persons with disabilities, those with single parents and students belonging to affirmative action groups (SC/ST).

Moreover, the program has also tied up with 6 institutes to facilitate access to publicly available government or private scholarships available for students in the region.

The program also mobilized 790 scholars in Nashik including renewal and fresh candidates. 13 institutions have also been partnered with to spread awareness.

108

Student
Beneficiaries:
Behror

262

Scholars verified
for renewal:
Nashik



4.1 Nurturing Scholarstic Talent

Scholarship Program: Nashik & Behror



4.2

Helping the Budding achievers in Rural India, especially the Girl Child, Shine.

Pinki: Educating the girl child

A PRIF flagship initiative to eliminate gender disparities in education, since 2018 Pinki has aimed to empower every girl child in India by ensuring that she is able to go to school and has access to quality education.

The PRIF Scholarship program adopt a contextual gendered lens to mobilization and selection to ensure that girl children in need of financial support are included as part of the program. As a result, 60% scholars at Nashik and 52% scholars at Behror are girls, a large number of whom were at the brink of quitting school due to dire circumstances.

290

Pinki's Educated in 2021-22



4.2
Helping the
Budding
achievers in
Rural India,
especially the
Girl Child,
Shine.



4.2

Helping the Budding achievers in Rural India, especially the Girl Child, Shine

PRIF has collaborated with Mary Kom Boxing Academy to provide opportunity to young talents especially from rural & underprivileged background to train at the academy. The major interventions at the academy include identification of talent & potential at young age, provide comprehensive support which includes education, nutrition, competition exposure, boarding and lodging, training and equipment and all allied training activities. Additional support and motivation is given to outstanding boxers to reach, qualify and perform at national level. A consistent and systematic training, consistent evaluation and regular monitoring is implemented for the performances of the athletes for overall development, inclusive of life skills and personality development.

Through trials, the academy identifies boxers aged between 12 and 18. There is a two-part development — physical and psychological

The program is unique in its own sense and spirit not only because it supports women in sports, especially in rural areas where girls need support and motivation to walk in the career path of sports, but also, it is located at one of the most overlooked geographies when it comes to CSR interventions or any developmental interventions – the North-eastern part of the country.

10 budding talents are being supported by PRIF in this program and these young achievers have made us proud with their constant achievements, the recent one being 4 gold, 1 silver and 1 bronze medal at Mega State Level Open Boxing Championship.

10 international Girl Athletes

supported for constantly 3 years



4.3

Building A Trans-inclusive Society

Enabling access to dignified employment for Transpersons

While the country ambitiously moves forward to create employment opportunities for its youth which is one of the youngest, much remains to be done when it comes to ensuring gender-inclusive employment. The transgender community is one of the most marginalized groups without access to economic opportunities. Almost 96% of them being denied decent jobs and are forced to take up menial jobs. Only 6% of transgenders are employed in private sector or non-profits. In 2021, Pernod Ricard India Foundation in partnership with Connecting Dreams Foundation launched a specialized program with a cohort of 5 fellows aiming to mainstream and open opportunities for livelihood for 100 young and aspiring Transpersons in the Delhi NCR.



93

Transgenders certified

2,000

Transgenders outreached

4

Trans-entrepreneurs groomed

The program has taken a two-pronged approach to guide, groom and engage transpersons. The Basic course comprises of a certification program on Basics of IT that has been curated especially for them with elements of financial literacy and emotional resiliency embedded in the training programs. The Advanced course is focused on career progression. A diagnostic assessment tool is used to determine inclination towards waged employment or entrepreneurial set-up. Till date the program has outreached 2000 community members across 4 satellite centers spread across Delhi NCR, right in the neighbourhood. 93 Trained and certified beneficiaries are now being linked to specialized job portals. Special leadership training with a focus on interview skills and grooming has ensured that the beneficiaries are equipped with necessary skills to attend interviews confidently.

At the same time, the program is also grooming the talent, leadership skills and entrepreneurial acumen of transpersons who are inclined to start their own enterprises and is now supporting them in starting up their own ventures.

4.3

BUILDING A TRANS-INCLUSIVE SOCIETY

Enabling access to dignified employment for Transpersons



Building a trans-inclusive society brick-by-brick requires us to take the first step towards empowering the transgender communities. As a step in that direction, Pernod Ricard India is launching India's first corporate fellowship program for transgender youth, in collaboration with Tata Institute of Social Sciences (TISS) and the Collective Goods Foundation (CGF).

The program will systematically enable trans persons from underserved communities across India to craft their career paths in the corporate world. The Transformation Fellowship will include mentorship from top industry professionals, non-profits and LGBTQI+ leaders during 6 months of classroom training and 6 months of corporate immersion, resulting in certification by TISS and potential placement opportunities.



Collective Good
Foundation



4.4.

Safeguarding Professional Development And Employment Opportunities Of Vulnerable Youth

4.4.1 CAREER DEVELOPMENT CENTRE FOR YOUTH

As more young people enter in the bracket of working age, the challenges to preparing and skilling them for employment are also mounting especially for underserved youth in rural and semi-urban areas. Launched in 2019, PRIF Centre Development Centre (CDC) operated by NIIT Foundation has been engaging with 25,000 youth members in the urban slums of Gurugram, Haryana to train them in three levels of literacy, skill and career trainings.

Based on different age cohorts, the CDC provides equips students aged between 12-14 years with Digital and Financial Literacy basics. For students aged between 14-17, certificate courses in Basic IT, English Foundation and personality development are provided. For young adults above 18 years of age, certification is provided in BPO, Showroom Retail, BFSI, Data Entry, Accounting, Logistics along with support in resume & CV writing, job applications, mock interviews, industrial exposure and personal branding. Remedial support is provided as per robust evaluation and need of the students.

The CDC provides employment and placement support to all candidates in level 3, through NIIT Foundation's Partner networks, Job Fairs and Corporate Placements in Retail, BPO and BFSI sectors.

In 2021, the CDC directly engaged 2,070 youth members and trained 1,382 candidates including placement of 164 candidates.

1,382

Youth trained till date.

164

Candidates placed.



CAREER DEVELOPMENT CENTRE

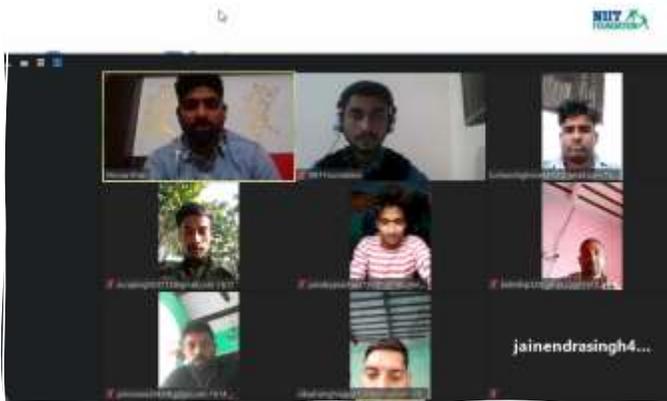
Preparing Skilled Urban Youth



School counselling for adolescent children



Career Development Center for offline training sessions



The skill trainings was shifted to digital platforms in view of COVID-19.



In-Centre trainings for hands on IT skills



Trainees with successful placement offers!



In-Centre trainings for soft skills

4.4.2. EMPOWERED & DIVERSE WORKFORCE

Empowering differently-abled women

A strong focus on diversity and inclusion lies the foundation of the PRIF's partnership with Sarthak Educational Trust aimed at skilling and enabling different-abled women from underserved communities across 16 states to train and place them in competent positions across more than 1000 companies in the IT – ITES, Tourism and Hospitality Industry.

The program provides a safe and inclusive environment for the different abled women to learn and grow holistically. Trainings are provided in qualified professors in mediums attuned to the variable requirements.

This includes use of sign language and video content to trainees with hearing impairment and through JAWS/ NVDA to trainees with visual impairment This is supplemented with frequent workshop, round table conferences, stakeholder engagement seminars, and regional summits and corporate advocacy and outreach programs for employment of differently-abled women in reputed companies.

1000+

Differently-abled Women mobilized

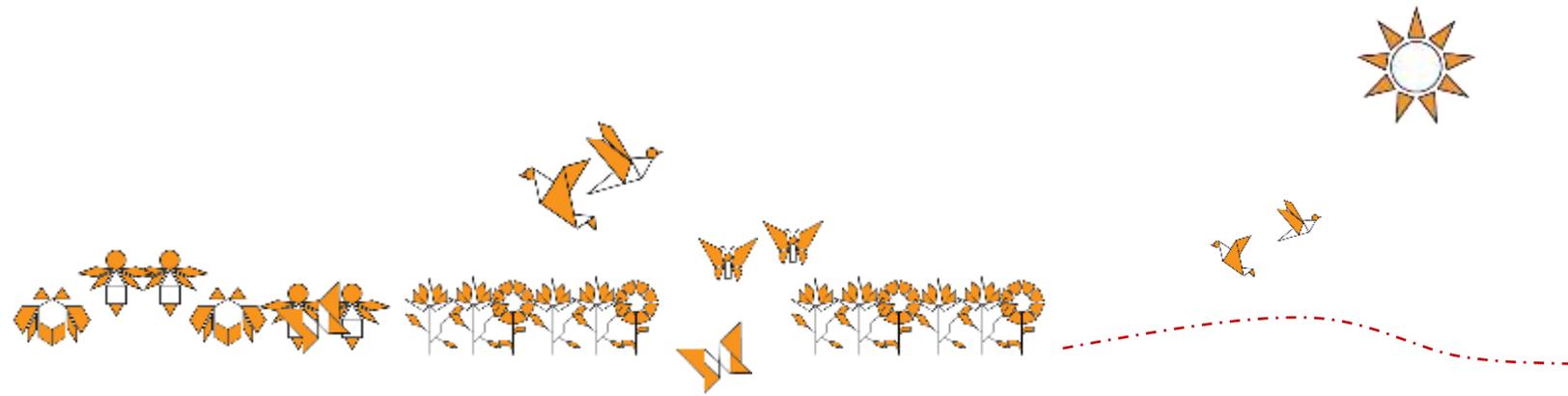
200

Differently-abled Trained

140

Candidates placed





Environment & Biodiversity Preservation

Stewarding Community-led,
Community-owned biodiversity
and water conservation in
critical landscapes

Environment & Biodiversity Preservation

Stewarding Community-led, Community-owned biodiversity and water conservation in critical landscapes

Environment & Biodiversity Preservation

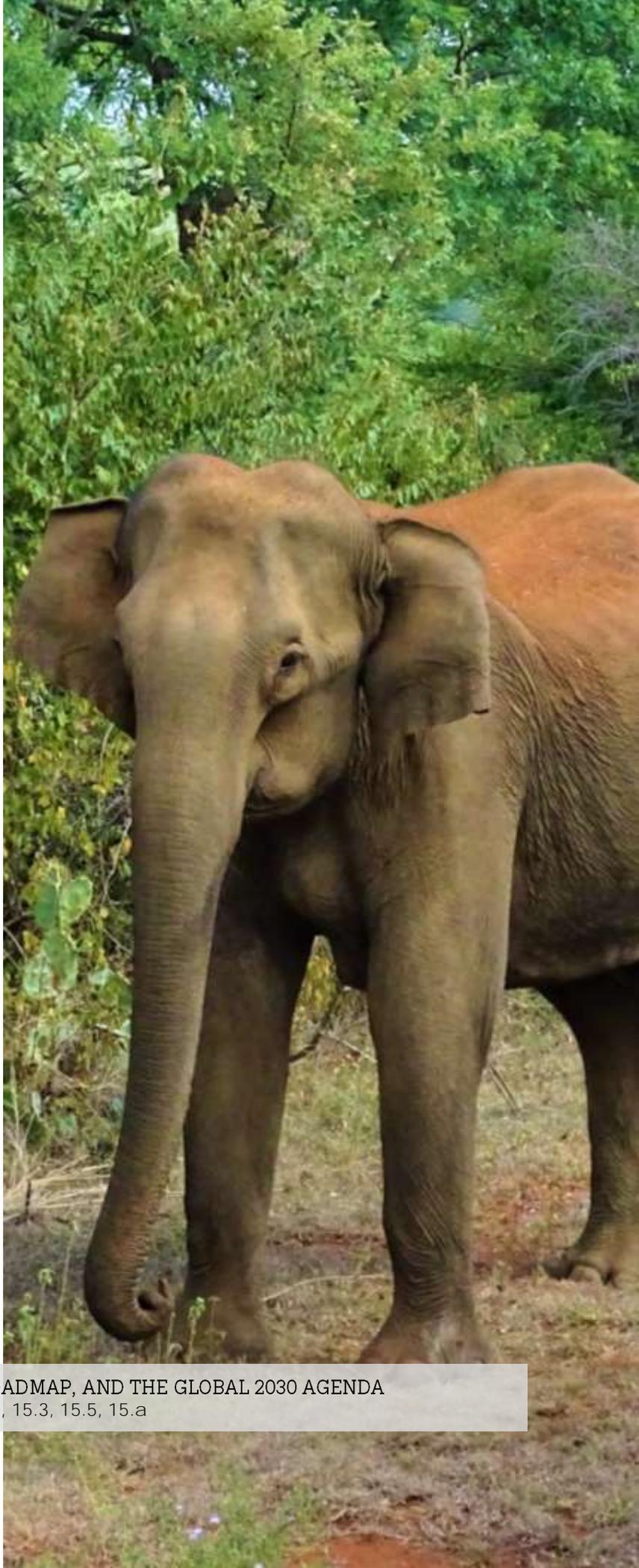
From enemies to friends; helping humans and Asian elephants co-exist and thrive.

28,500

people made aware to conserve local eco-system

3

Districts of Assam



CONTRIBUTING TO INDIA'S SDG ROADMAP, AND THE GLOBAL 2030 AGENDA
SDG | 15.1, 15.3, 15.5, 15.a

5.1 PROTECTING CRITICAL NATURAL HABITATS

Conserving the Ecosystem Engineers in Assam

From enemies to friends; helping humans and Asian elephants co-exist and thrive.

Land degradation resulting from incessant deforestation, fragmentation, and unsustainable Agri-practices is a key issue plaguing resource productivity and biodiversity loss. Degrading forest and water bodies do not only pose risks vis-a-vis resource unavailability, increased human-wildlife conflict and exposure to novel diseases such as COVID-19, but also threaten the very existence of food production systems.

Cognizant of these interwoven challenges, and in a bid to transform lives and safeguard the natural environment at ecosystem and landscape level, Pernod Ricard India Foundation (PRIF) has partnered with World Wide Fund (WWF) India to help build a more secure future for Assam's wild Asian elephants and the people with whom elephants share the landscape, thereby protecting the critical Brahmaputra landscape.

The project has sought to achieve effective human-elephant conflict management in four districts of Assam including starting from the vicinity of PR India's Plant in Kamrup and extending to critical human-elephants conflict (HEC) zones of Sonitpur, Biswanath & Nagaon.

In 2021, the program has set up 100 new/reoriented anti-depredation squads (ADS) and strengthening the capacities of 15 existing ADS. ADSs are essentially groups of individuals in a community which are trained to react in a safe and effective way when faced with crop-raiding elephants. In particular, they are given the contact information of Forest Department officials and the tools necessary to keep elephants at bay until authorities arrive to chase elephants away. Simultaneously, innovative low-cost solar electric fences that do not kill people or elephants have been installed over 32 kilometers length around the agricultural fields.

The program is also raising awareness amongst local communities to foster the requisite behavioral changes to reduce the probability of human death due to conflict with elephants. Recently, a behavioral state-of-the-art stand-alone manual; Ele-safe is being created to help communities learn how to build and maintain safe, non-lethal electric fences and supporting institutions to keep their village safe.

The program is directly working in 150 communities in areas with either high human-elephant conflict or frequent elephant presence by equipping them to protect their property, crops, and lives from human-elephant conflict.



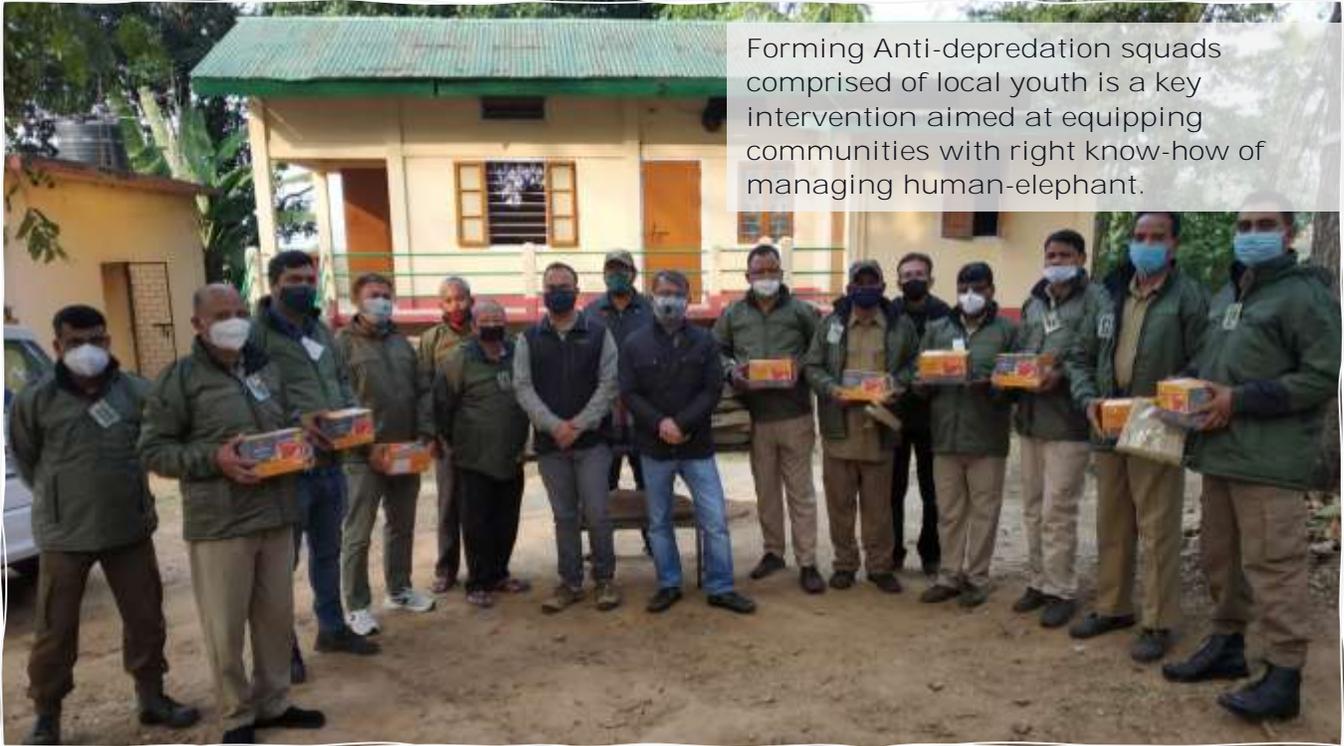
38

Anti-Depredation
Squads (ADS)
oriented

20

Fence
Committees
Established

Conserving the Ecosystem Engineers in Assam:



Forming Anti-depredation squads comprised of local youth is a key intervention aimed at equipping communities with right know-how of managing human-elephant.



Installed 13 kms of low cost power fencing in Sonitpur and Biswanath

Conserving the Ecosystem Engineers in Assam:

13 ADS have been formed and 25 existing ADS' have been restructured and reoriented.





Transformative Governance at Scale

Strategic Public-Private
Partnerships to accelerate
social impact and efficiency of
public service delivery, at scale.

Transformative Governance at Scale

1. Solving social problems with strategic partnerships
2. Safeguarding Child Rights: Holistic Child Development and Protection in the National Capital
3. Women Empowerment by supporting innovative incubations

19.7
million

Beneficiaries through public-private partnership model



CONTRIBUTING TO INDIA'S SDG ROADMAP, AND THE GLOBAL 2030 AGENDA

SDG | 10.2 | | 10.4 | | 16.6 | | 16.7 | | 16.b | | 17.14 | | 17.16 | | 17.17 |

6.1 SOLVING SOCIAL PROBLEMS WITH STRATEGIC PARTNERSHIPS

Good Governance in Haryana

Government engagement, field work and classroom trainings to improve the lives of citizens in 4 districts

Pernod Ricard India envisions Public-Private collaborations as one of the integral methods of driving of socio-economic development, at scale. With multi-stakeholder ecosystem built on the essence of SDG 16 for partnerships, public service delivery in key needy geographies can made more transparent, accountable and efficient.

Pernod Ricard India Foundation's partnership with Ashoka University and the Government of Haryana, for The Chief Minister's Good Governance Associates program, programme aims to accelerate Implementation of innovative ideas to improve governance & bring social change on ground across the gamut of social development areas. It provides an experiential learning platform to meaningfully engage young professionals and groom them as stewards of effective governance in the state government machinery. In 2021, PRIF supported the work of four associates in the districts of Palwal, Panchkula, Charkhi Dadri and Bhiwani in the thematic areas of Women Safety, Child & Maternal Nutrition, Skill Building, Digital Education Inclusion and Public Service Delivery.

4

Districts in
Haryana

12,72,894

Lives touched



Good Governance in Haryana:

Highlights

3,30,909

STUDENTS ACCESSED E-
LEARNING DURING COVID

428

YOUTHS TRAINED THROUGH ITIs

1,636

WOMEN COVERED THROUGH
WOMEN SAFETY COMPLAINT
COMMITTEE

2,47,273

SHIKSHA MITRAS (E-MENTORS)
ENGAGED FOR SAKSHAM
HARYANA

67

WOMEN SUPPORTED AT ONE-
STOP CENTERS AGAINST ABUSE
AND HARASSMENT



Good Governance in Haryana: Highlights



2,422
Members trained for e-office for better efficacy of governance



95,051
Families enrolled for accessing schemes to poverty alleviation program of govt.



3,35,357
Citizens availing services through last-mile access programme (Antyodya Saral)



145
Anganwadi Workers trained on child & maternal nutrition and pre-school education



Training of farmers to digitize agricultural information and procurement process



138
Senior Secondary Schools supported with infrastructure and converted into Model Sanskriti Schools

Safeguarding Child Rights

Holistic Child Development and Protection in the National Capital

Launched in February 2021, The Child Rights Fellowship Programme is a partnership between Pernod Ricard India Foundation, Ashoka University and the Delhi Commission for Protection of Child Rights (DCPCR) - a statutory watchdog body of the Government of Delhi, focusing on driving the agenda of child welfare, development and protection in the National Capital Territory of Delhi. The Fellowship is an experiential program with 5 Fellows as representatives of DCPCR within districts.

The fellows are supporting policy, legislative and governance reforms for through research, planning and execution, community advocacy and evaluation. The program has deployed multiple interventions in domains such as education, child protection policy, child health and nutrition, children shelter homes, protection of children from substance abuse, protection, and rehabilitation of children from begging.

Focusing on Health and Nutrition, it is Strengthening and assessing health systems for ensuring access to vital health and nutrition education, services and programmes. To support children's education, identifying and addressing the major reasons for the increased cases of dropouts of students in schools.

A key focus area also includes proper functioning of Child Protection homes by ensuring they are well-equipped to offer a healthy environment for development of children in need of care and protection. Along with this, the fellows are also being engaged to prevent child begging and develop solutions for temporary and long-term rehabilitation of affected children.

According to the Ministry of Social Justice & Empowerment, Government of India (GoI), 90% of Delhi's Street children are addicted to some kind of substance with Alcohol only second to tobacco; thus, making them a particularly vulnerable cohort to work with for systemic redressal of abuse. The fellows are working towards reducing and eventually eradicating the malice that substance abuse has consequentially created among children using Awareness/Prevention, Identification, Treatment, and Follow up mechanisms.

8

Major thematic areas of
intervention

5,000+

Children outreached



Safeguarding Child Rights

424

CHILDREN
RESCUED

231

RESTORED
CHILDREN TO
FAMILIES

5 IN
CHILDREN
HOMES

70+

CHILD BEGGING
HOTSPOTS
IDENTIFIED

5

DE-ADDICTION
CENTRES

42

RESCUE
OPERATIONS
CONDUCTED



WE

Social Impact Incubator
for Women Social
Entrepreneurs

6.3

Empowering Women
Changemakers
with technology,
mentorship, networking,
business advisory,
incubation and fellowship
funding support.

The Pernod Ricard India Foundation Social Impact Incubator program was launched in 2018 with vision to bridge gaps that keep social enterprises from reaching their true potential and generate tangible social development outcomes. Initiated in 2019, The recently concluded Chapter II exclusively focused on involving, enabling and promoting women entrepreneurs and enterprises working exclusively for women with technology, mentorship, networking, business advisory, incubation and fellowship funding support. The program has cumulatively supported 23 startups accelerating innovative solutions targeting 39 Sustainable Development Goals targets. Inducted as Incubatees and fellows based on factors such as proof of concept, relevance, effectiveness, efficiency and governance, startups were inducted, the startups are being groomed and monitored by the Indian Institute of Management Calcutta Innovation Park (IIMCIP) and IIIT Hyderabad.

7,00,000+
Lives Impacted

13,000
Women
empowered

3,200
Directly
employed

17
Incubatees

6
Fellows

5.3 Cr
Revenue
generated

10 Patents
generated

39 SDG targets
impacted

India's only
incubation program
exclusively for women

INCUBATION CENTRES @



Women as changemakers



Aatm Nirbhar : This 25-year-old training women to ride two-wheelers, making them self-reliant



Jute Story beyond Bars : Promoting jute as a sustainable, biodegradable alternative to plastic,, by selling products prepared by jail inmates



Phool : Floral waste recycling start-up raises 10.5 Cr.



Kriya : Empathy Design Labs offers a non-invasive wearable that can monitor pregnant women and prevent still births.



Maitri Meals, is a platform to offer “life choices” to trafficked women, in the form of life skills and sustainable livelihoods by dismantling the web of generational sex work and encouraging self-acceptance.



Bionic Hope is a Mumbai-based startup that makes affordable prosthetic hands to help amputees

COVID -19

Leaving No One Behind

STANDING STRONG WITH
COMMUNITIES DURING COVID -19

Protecting Our Communities

CORONA WARRIORS

Masks for Healthcare workers, Armed forces, Police, Community members and Truck Drivers

RURAL COMMUNITIES

Mass awareness, & checkups around our plants with 15 Mobile Health Vans in 200+ villages

STRENGTHENING HEALTH INFRASTRUCTURES

8 ventilators,
5 PSA Oxygen Plants



Accelerating our Global Agenda

PR GROUP SUSTAINABILITY &
RESPONSIBILITY ROADMAP 2030

1,25,000+
women
supported since
2019

3,03,396 people
covered through
quality
healthcare
interventions

28,500 people
made aware to
conserve local
eco-system, till
date

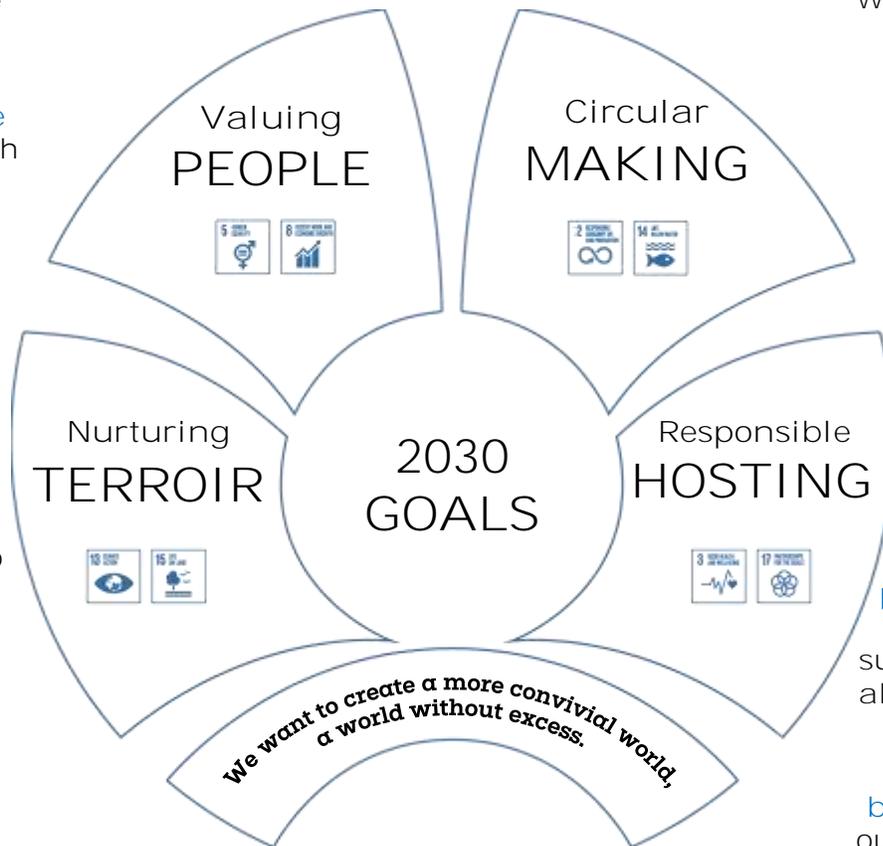
7,947 Farmers
engaged on
Regenerative
Agriculture

2,600 Million
Litres
Water Potential
created since
2019

1,836
structures
constructed
till date

Public-private
partnerships
to tackle
substance and
alcohol misuse

34,000+
beneficiaries
outreached on
substance abuse
till date



Our journey in transforming local
communities is also accelerating the Pernod
Ricard Group's progress in fulfilling its
Global Sustainability commitments!

<https://www.pernod-ricard.com/en/sr/>

“Our core rooted in purpose and partnerships”

Supporting and working with communities at the micro-level requires a manifold set of skills, including but not only empathy and connect with the communities. It enralls me to see the amount of dedication and hard-work our teams put forth in bringing about positive changes in the communities.

My sincere gratitude to all our NGO partners and their frontline field teams, whom I wish to thank for helping us achieving our motto of "Leaving No One Behind", especially amongst challenging circumstances.

A sense of pride, to a part of the S&R Team, without their consistency in going above and beyond governance and creating spaces for shared value, this year's impact would not have been the same.

With such dynamic and enthusiastic teams, we look forward to achieving greater milestones in the upcoming years, while consistently remaining true to our vision of 'transforming communities and accelerating local development'.

SASHIDHAR VEMPALA
Head - Sustainability & Responsibility, Pernod Ricard India.



Our core rooted in purpose, partnerships & ACTION



Our Partnerships



ASHOKA
UNIVERSITY

Chief Minister's Good Governance Associates Programme; Haryana Child Rights Fellowship; Delhi



Empowering the differently-abled



Community Solid Waste Management project; Behror



Project Vikalp; Shivpuri



PRIF Scholarship Program; Nashik, Behror



Integrated Tribal Development Project; Nashik



Project Jala Vikasa; Medak & Malkajgiri



Girl Boxers Talent Promotion; Manipur



Project Samridhi 1 & 2; Behror & Project Neer Sanrakshan; Chomu, Gwalior, Palwal, Meerut Nalagarh



Project Sanjeevani 1&2, PRIF Dispensaries; Behror, Derabassi, Kolhapur, Nashik, Medak, Krishna, Ambegaon, Kamrup, Kolkata, Ri-bhoi



Steering road safety & ensuring healthcare access for trucker drivers; Derabassi



Project Transformation; Delhi NCR



PRIF Career Development Centre; Gurugram



Project Srijal; Derabassi



Human-Elephant Conflict mitigation; Kamrup, Sonitpur, Biswanath, Nagaon



Sustainable livelihoods program, Nashik

Pernod Ricard India Private Limited
CIN:U74899DL1993PTC055062

Registered office: Atelier, No. 10, Level 1,
Worldmark 2, Aerocity, New Delhi -110037

Website: <https://www.pernod-ricard.com/en-in/>
Email: info.india@pernod-ricard.com

Transforming Our Communities & Accelerating Local Development



Pernod Ricard India

CORPORATE SOCIAL RESPONSIBILITY
PROGRAM REPORT
2021-2022