

# *Transforming Our Communities & Accelerating Local Development*



Leaving no one behind



Pernod Ricard India

CORPORATE SOCIAL RESPONSIBILITY  
PROGRAM REPORT  
2020-2021



## Contributions

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

© Pernod Ricard  
India Private Limited  
This Report is Printed on  
FSC Certified Responsibly  
Sourced Paper.



## *Being a Partner of Choice, for our Communities*

“By transforming our communities and accelerating local development, we aim to be the ‘Partner of Choice’ for our communities and nurture sustainable relationships built on mutual trust, ethics and a shared growth vision. We do realize that fulfilling these ambitions will take an unprecedented effort; however, I remain optimistic that we are uniquely placed to be a force for good.”

---

THIBAUT CUNY  
MD & CEO  
PERNOD RICARD INDIA

## Transforming Our Communities & Accelerating Local Development

We are living amid extraordinary times. Global challenges, ranging from the recent COVID-19 pandemic to the relentless climate and water crises, posing magnified problems, especially in the developing part of the world. With a future that promises to be ever more uncertain; urgent action is needed today. I believe, it is time to reimagine a future, with communities not merely as an important stakeholder in the pie, but the pie, itself.

As createurs de convivialite, and with the sustainable approach of “Good Times from a Good place” people are at the core of our DNA and therefore, communities are our raison d’etre, our very reason for existence. In areas we operate out of, Communities essentially grant us the social and environmental license to operate, and we believe we have an inherent responsibility to not just promote the coexistence of the business and society but to act as stewards of societal development and environmental protection. I am convinced that our efforts in engaging with our communities to

gauge their aspirations, hopes and dreams; and being their partner in helping achieving them, have the power to unleash the next wave of prosperity. Pernod Ricard India has had a rich legacy of social responsibility, and since 2014, we have continuously strived and progressed

towards creating tangible and lasting value for our communities. The next decade is extremely relevant for us as it is for the world. As we aspire to build a futuristic organization, we are also committed to play a decisive role in augmenting the nation’s growth story with an emphasis on the Sustainable Development Goals (SDGs) juxtaposed with India’s national and local priorities. By transforming our communities and

accelerating local development, we aim to be the ‘partner of choice’ for our communities and nurture sustainable relationships built on mutual trust, ethics and a shared growth vision. We do realize that fulfilling these ambitions will take an unprecedented effort; however, I remain optimistic that we are uniquely placed to be a force for good. Despite the extremely challenging year on all fronts; we have managed to touch close to 1.3 million lives near 24 PRI Plants in 2020. I am truly touched to witness the human stories of change as they embody the collective resilience and

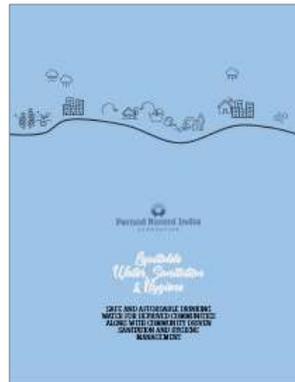
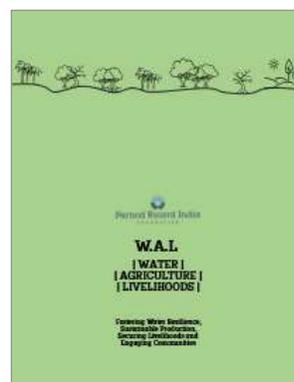
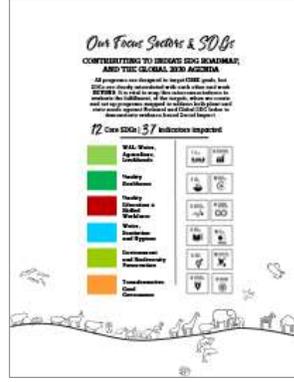
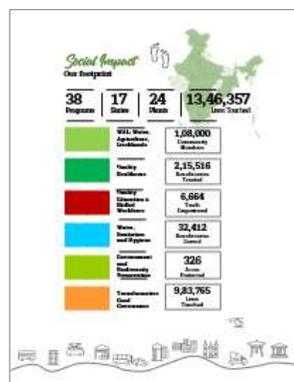
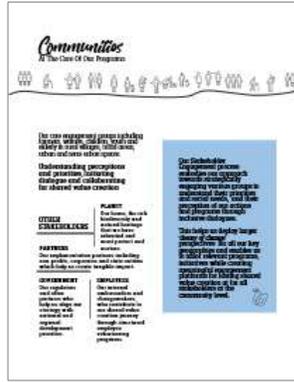
agility built through compassion and innovation that reaches the last person. With a strong portfolio of programs rooted in our social purpose and partnerships; we will build on our successes of today to address the most pressing community needs in six core transformation areas over the next decade.



THIBAUT CUNY  
MD & CEO  
PERNOD RICARD INDIA



# A Tile of Contents:





## | about |

### PERNOD RICARD INDIA

Pernod Ricard India Private Limited (“PRIPL”, also referred to as Pernod Ricard India or “PRI”) is engaged in the business of manufacture, distribution and sale of alcoholic beverages and has 25 bottling units and a flagship grain spirit distillery at Nashik (Maharashtra). Pernod Ricard SA., France is the ultimate holding company of PRIPL.

Globally, Pernod Ricard is the **world’s N’2** in wines and spirits and the leading multinational alcohol beverage company in India. 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** whiskies such as Royal Stag, Royal Stag Barrel Select, Blenders Pride, Blenders Pride Reserve Collection, Imperial Blue, 100 Pipers and a wide range of international premium brands that include 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.

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. 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 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/>



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.

[prifoundation.com](http://prifoundation.com)



# Communities

At The Core Of Our Programs



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

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

## OTHER STAKEHOLDERS

### PARTNERS

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

### GOVERNMENT

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

### PLANET

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

### EMPLOYEES

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

Our Stakeholder Engagement process embodies our approach towards strategically engaging various groups to understand their priorities and social needs, and their perception of our actions and programs through inclusive dialogues.

This helps us deploy larger 'theory of change' perspectives for all our key geographies and enables us to tailor relevant programs, initiatives while creating meaningful engagement platforms for lasting shared value creation at for all stakeholders at the community level.



## 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 |

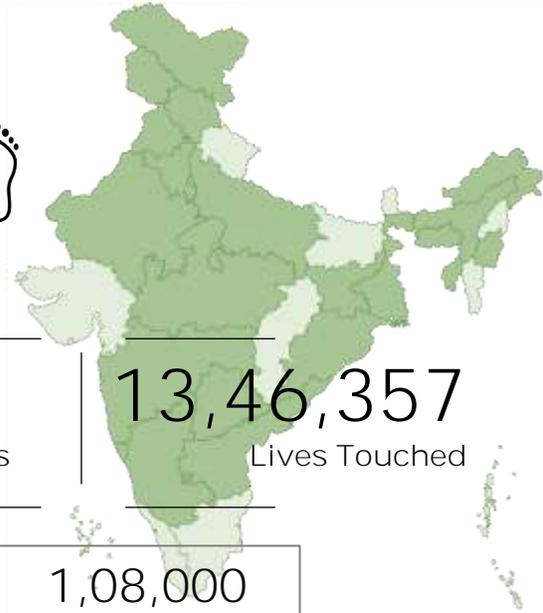
4 **PROGRAM EVALUATION |**  
Assessing the effectiveness of current strategies in defining improvement opportunities and framing execution approach |

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 |

# Social Impact

Our footprint



38

Programs

17

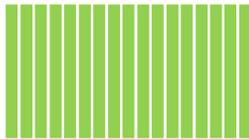
States

24

Plants

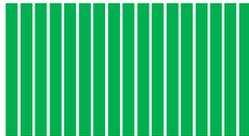
13,46,357

Lives Touched



WAL: Water, Agriculture, Livelihoods

1,08,000  
Community Members



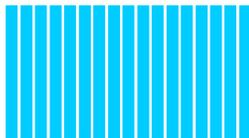
Quality Healthcare

2,15,516  
Beneficiaries Treated



Quality Education & Skilled Workforce

6,664  
Youth Empowered



Water, Sanitation and Hygiene

32,412  
Beneficiaries Served



Environment and Biodiversity Preservation

326  
Acres Protected



Transformative Good Governance

9,83,765  
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 | **37** indicators impacted



WAL: Water, Agriculture, Livelihoods



Quality Healthcare



Quality Education & Skilled Workforce



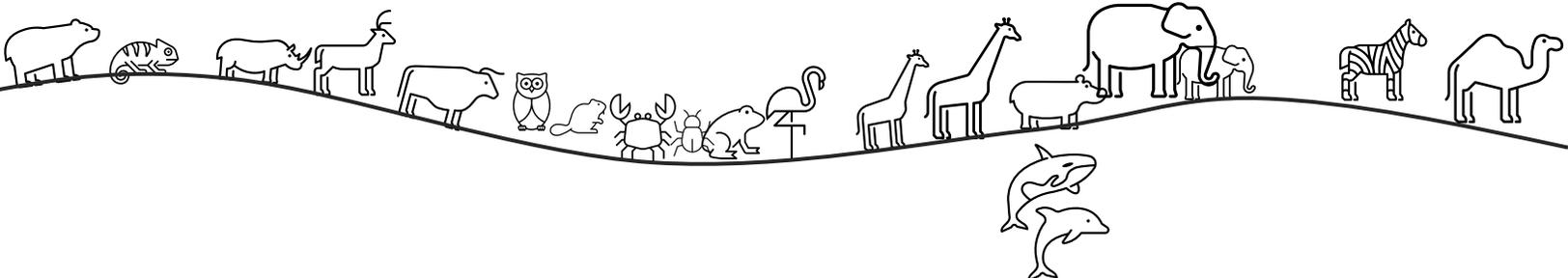
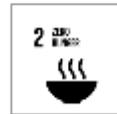
Water, Sanitation and Hygiene



Environment and Biodiversity Preservation



Transformative Good Governance





Pernod Ricard India  
FOUNDATION

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 short dark hair, wearing a dark suit jacket over a light-colored shirt and a dark tie. He is sitting with his hands clasped in front of him, looking directly at the camera with a slight smile. The background is a blurred office setting with bookshelves.

*“Water at the Core of  
all Development”*

“We believe that water is at the heart of a community’s growth and prosperity, and we take pride in being stewards of this essential natural resource. Our commitment towards creating water-secure communities near our plants through systematic and sustainable practices is built on contextual social and environmental needs and strongly contributes to the national and global agenda under SDG 6 for clean water and sanitation. With our Water Development Program, W.A.L. (Water, Agriculture, Livelihoods), we aim to foster resilience by safeguarding the availability, quality, quantity of safely managed water for our communities.”

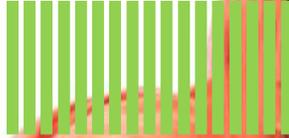
RAJESH MISHRA  
CHIEF OPERATING OFFICER  
PERNOD RICARD INDIA

# SDGs impacted

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

### Fostering Water Resilience, Sustainable Production, Securing Livelihoods And Engaging Communities

WAL: Water,  
Agriculture,  
Livelihoods



Safeguarding  
year-round access  
to Water for communities

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

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

Greater participation and ownership  
by women in rural development.

# W.A.L

# 10

Projects

# 7

States

# 1,00,000+

Lives touched

CORE

BEYOND



| 2.3 |



| 2.4 |

| 5.5 |



| 6.4 |

| 6.5 |

| 6.b |



| 8.5 |



| 12.2 |

| 15.3 |



1.1 .  
FOSTERING WATER RESILIENCE

## 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 7 new poly ponds and desiltation, strengthening of additional 2 existing percolation tanks have added a total water potential of 67 million liters. In addition to this, 3.6kms of Nala widening and deepening has further created a 17.64 million litres water potential. The project has also strived to improve community water access through strengthening of drinking water sources at two schools and 2 villages benefitting 140 children and 333 community members.

At Behror, a deeply water-scarce region, *Project Samridhi* has constructed 3 ponds and 1 nala bund with a total water potential of 57 million litres. 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 desiltation of 6 water tanks adding a total water potential of 38 million litres along with construction of 100 borewell recharge in 18 villages impacting 3,920 community members.

673

Water Storage &  
Recharge  
Structures

680

Million Liters  
Water Potential:  
2020-21



# *Safeguarding year-round access to Water for communities*

Surface water storage and  
groundwater recharge in  
the community watershed

1,030

Million liters water potential  
created since 2019

## Safeguarding year-round access to Water for communities

At Aurangabad (Maharashtra), 2 nala bunds have created 30 million litres. At, Gwalior (Madhya Pradesh), 21 million litres water potential has been added owing to construction of 1 pond and 10 recharge wells. At Meerut, 11.5 million litres water potential has been created with construction of 1 pond. At Palwal (Haryana), construction of 2 ponds and 20 recharge wells have created a total of 65 million litres water potential.

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.



At Medak, Telangana Project *Jala Vikasa* has constructed 590 farm ponds adding a water potential of 254.8 million litres and helping individual farmers secure year-round access to irrigation water source as well as strengthen their livelihoods with pisciculture.

In Shivpuri, 50 farm ponds & 1 earthen check dam with a water potential of 27.18 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.

# Promoting Sustainable Water Efficient Agriculture Practices

## 1.1 . fostering water resilience

safeguarding year-round access to water for communities

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 installation of 4 sprinkler system to reduce 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, 38 laser levelling demonstrations over 1-acre plots have further help farmers reap 25% savings through equal distribution of water. More than 14,735 meters of field bunds have also been contoured for 123 farmers over 40 acres of land to facilitate better water retention and rainwater harvesting during the monsoon season. At Shivpuri as well, 16,309 meters of field bunds have been contoured as part of *Project Vikalp*. At Derabassi, 2 specialized awareness sessions have been conducted to sensitize 151 farmers on judical water resource management.



# 237

Acres Intervention Area:  
Behror, Derabassi, Shivpuri

# 25-40%

Reduction in Water use:  
Behror, Derabassi

## 1.2 SUSTAINABLE PRODUCTION & VALUE CHAINS

---

### *Promoting Best Community Practices*

For Improved Production, Drought Resilience, Resource Optimization And Creating Local Value Chains.

---

#### 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 154 small and medium farmers under Project *Samridhi* in Behror. The Millet has continued to display drought resilience and a yield increase of 14%. In conjunction to this, 70 farmers were also taken on farmer field days in Alwar to witness variations in traditionally grown crops and hybrid techniques as well.

14-20%

Increase in Crop yield of major crops: Nashik, Behror, Shivpuri

446

Trainings, Orientations, Field visits

---





*Sustainable  
Agriculture*

5,728  
Farmers Engaged

Project *Vikalp* in Shivpuri has engaged 3,842 farmers under their POP interventions. The project has also conducted agriculture productivity enhancement pre-harvest data collection with 305 farmers and built awareness on productivity enhancement through Information-Education-Communication (IEC) methods and 174 wall paintings demonstrating best practices.

326 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, 57 field immersion days in best crop management practices were also conducted during the last year.

## 1.2 SUSTAINABLE PRODUCTION & VALUE CHAINS

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

### CROP INTENSIFICATION TECHNIQUES

92

System of Rice & Wheat Intensification demonstrations

27%

Reduction in Input cost: Paddy

In Derabassi, Project *Srijal* has engaged small and medium farmers mainly dependent on growing Wheat and Rice, in 73 demonstrations of System of Rice Intensification (SRI) and 19 System of Wheat Intensification (SWI). While both SRI and SWI are well established techniques of scaling up the production, these demonstrations have been planned in a manner they can be implemented on small landholdings as well, thereby offering more than 20% yield increase at negligible cost for the farmers.

14-25%

Average Increase in Production

39-45%

Average Income increase



## 1.2 SUSTAINABLE PRODUCTION & VALUE CHAINS

### *Inventive horticulture biodiversity plots for marginal land holders*

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

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 chilli, 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 in 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 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 Pratapgarh, UP. 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.

₹20,000

Average income increase through Intercropping papaya



## 1.2 SUSTAINABLE PRODUCTION & VALUE CHAINS

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

Micro-vegetable plots aiding disposable incomes for marginal land holders



33 Small landholdings are being turned into vegetable plots for local commodity crops in Derabassi, with low-cost kitchen gardening and organo-practices. At Nashik, the integrated village development program has integrated Sustainable Agri-Practices trainings for small and marginal farmers and preparing 55 demonstration plots on soya, chili and tomato for an innovative farmer field schools' approach to raise awareness and increase adoption rate of micro-practices.

88

Vegetable Micro-Plots:  
Derabassi, Nashik

10-15%

Increase in Productivity:  
Nashik

₹23,738

Average income increase:  
Derabassi



## 1.2 SUSTAINABLE PRODUCTION & VALUE CHAINS

Promoting Best Community Practices For Improved Production, Drought Resilience, Resource Optimization And Creating Local 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.



596

Families impacted:  
Nutrition Gardens

₹4,000

Monthly savings  
per family amid COVID-19

A woman wearing a blue sari and a blue headscarf is kneeling in a field, harvesting cabbages. She is holding a green basket and placing a cabbage inside. The field is filled with rows of mature cabbages. In the background, there are trees and a fence.

## *Sangita's Poshan Vatika*

As a member of Sherawali Women Producer Group in Shivpuri, Sangita never knew that her poshan vatika (nutrition garden) would be such a boon until the COVID-19 pandemic struck. Her poshan vatika took care of her **family's** vegetable requirements throughout the national lockdown amid crunched supplies and helped them save about ₹ 4,500 -5000 during the same time.

*Reviving traditional  
value chains with  
people centered  
innovations*

₹29,23,635

Sales income:  
Groundnut & Palash value chain



## 1.2 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.

**3,000 kg**

Groundnut Sold

**₹79,120**

Net profit earned by WPGs

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 2020, the project has established 77 women producer groups (WPGs), the program has integrated unified collection and processing of groundnut by WPGs at the 14 Village-Level Collection Centers (VLCCs) post a rigorous cycle of training and development for the members.

In the past year, the WPGs have been able to procure 523 quintals of Groundnut from participant farmers and have sold 30 quintals at a fair return with appropriate market linkages being provided in the program.

**₹18,775**

Earnings per household:  
26 families



## 1.2 SUSTAINABLE PRODUCTION & VALUE CHAINS

# Exploring Sustainable Business Of NTFPs

PROMOTING BEST COMMUNITY PRACTICES FOR IMPROVED PRODUCTION, DROUGHT RESILIENCE, RESOURCE OPTIMIZATION AND CREATING LOCAL VALUE CHAINS.

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 sucuessful in initiating a value chain for Palash and procured 42.18 quintals of Palash and Salai Gum and sold 17.32 quintals post a comprehensive value chain study conducted as part of the project.

4,200 kgs  
Palash Processed

₹48,215  
Gross income  
for the WPG



### 1.3 NATURAL RESOURCE MANAGEMENT

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

## Regenerative Land Treatment

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 461 farmers in Medak and Medchal for regenerative 16,853 truck loads of silt application on 636 acres of land. Interestingly, the rich silt being used is being excavated from the tanks being refurbished as part of the project. 8.4 acres have been regenerated in Derabassi for sustainable cultivation as well.

### 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.

13

Trainings on Nutrient & Pest Management: Nashik

100

Soil Health Testings



# 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, 4 Organic Farmer Groups (OFGs) have been formed to help farmers manage 150 previously build and 33 new vermi-composting units and demonstration of organic application in yield improvement activities. 17 organic composting units have been prepared in Behror under 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.

2,180

Farmers engaged:  
Regenerative Agriculture

---

4

Organic Farmer Groups:  
Derabassi

---

50

Vermi-Composting Units

### 1.3 NATURAL RESOURCE MANAGEMENT

## 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.

771

Acres covered

7,400

Native Trees Planted:  
Medak, Telangana

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. 7,400 tree saplings have been being planted strategically along 24 irrigation, percolation tanks, and bunds of 590 farm ponds benefitting 256 farmers and with clear community ownership of their management 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 Nashik, 10 hectares acres of land is being brought under the bamboo afforestation programme with tribal communities. In Shivpuri, 134 naturally managed nano-orchards serve as income generators for marginal communities as well as safe haven for pollinator species. Project *Vikalp* also works with tribal farmers to strengthen local knowledge systems and conservation acumen through engagement activities such community wall paintings and educational programmes.

24

Acres

Bamboo Afforestation: Nashik



## 1.4 COMMUNITY CENTERED DEVELOPMENT

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, 2600 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) with addition of 25 new WPG members as Board of Directors.

77

New Women Producer Groups: Shivpuri

199

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





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.

6

Women led animal husbandry enterprises: Nashik

15%

Average income increment: Nashik

460

Women engaged in Self Help Groups: Derabassi & Nashik



Pernod Ricard India  
FOUNDATION

# *Equitable Water, Sanitation & Hygiene*

SAFE AND AFFORDABLE DRINKING  
WATER FOR DEPRIVED COMMUNITIES  
ALONG WITH COMMUNITY DRIVEN  
SANITATION AND HYGIENE  
MANAGEMENT

# SDGs impacted

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

## Water, Sanitation & Hygiene

Clean & affordable  
drinking water for  
underserved  
communities

| 6.1 |

Community driven  
sanitation and  
hygiene management

| 6.2 |

| 6.B |

8

States

4

Programs

32,412

Beneficiaries



## 2.1 CLEAN & AFFORDABLE DRINKING WATER

# Neighbourhood Water ATMS

With the vision to bridge the demand and access gap in the availability of potable water to underserved communities for whom drinking is inevitably tied to good health and well being, Pernod Ricard India Foundation's Clean Drinking Water program has installed 50 Water ATMS at 18 locations across 6 states which serves more than 1,50,000 beneficiaries.

The unique "Hub and Spoke" model adapted in the program addresses the gap in remote reach and delivery in expensive, high maintenance single RO model which fails to curb access and related labour and transport costs which are most often borne by women.

The Hub and Spoke provides clean drinking water to communities in their neighbourhood through specialized ring structures which serve as storage and dispensing stations which are supplied water from a centralized RO plant through a rigorous quality assured process. The ATMs also generate local employment opportunities by employing youth and women SHGs from the communities as machine operators through a RFID based dispensing model providing water at just 30 paisa per liter.

The units which produce WHO standards IS: 10500 water are equipped with technology for real time monitoring of quality of water and usage. Through targeted community engaged centered around increasing the awareness on the need for safe drinking water and community buy-in, the program also aims to bring about a long term behavior change in the consumption pattern of the communities consistent with best practices in public hygiene and sanitation.



## 2.1 CLEAN & AFFORDABLE DRINKING WATER

# Equitable Water access in Aspirational District

In Sahibganj, a NITI Aayog aspirational district of Jharkhand with a significant tribal population and most of the rural households below poverty line, the Hub-and-Spoke model of Water ATMs serves 10 locations with a 2,000 LPH RO and 10-ring structures. Serving a population of 75,000, the program has gained widespread appreciation from the district authorities for its contribution to bettering the WASH indicators of the district.

LAST-MILE ACCESS AND AFFORDABILITY TO HIGH-QUALITY SAFE DRINKING WATER FOR DEPRIVED AND UNDERSERVED COMMUNITIES

1,50,000

Lives touched

28,012

Direct Beneficiaries

20,00,000

Litres water dispensed



## 2.3 PUBLIC SANITATION & HYGIENE MANAGEMENT

### *Sarv Swacch Gaon Abhiyan: Behror*

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 *Swaacham* 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 4,400 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.

357

Households  
Handing over solid waste





Swacchta mitras go about collecting discarded single-use waste



A best out of waste competition organized as part of student outreach



Handwashing stations installed at key places in light of COVID-19.

Reduce: कम उपयोग  
Reuse: पुनः उपयोग  
Recycle: पुनः चक्रण

Pernod Ricard India

SAAHSA



Pernod Ricard India  
FOUNDATION

# Quality Healthcare for All

Safeguarding Universal Access to  
Primary and Preventive  
Healthcare for Rural Communities



*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.

4  
Programs

2,15,516  
Beneficiaries

10  
States

QUALITY HEALTHCARE FOR ALL

## SDGs impacted

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



Continuing to serve the poor with PRIF Dispensaries

Congenital Heart Disease - CHD Treatment

Taking Affordable Healthcare To The Doorstep Of The Most Vulnerable.

Steering Road Safety & Ensuring Healthcare access for Trucker Drivers

*“Equitable Good Health & Wellbeing”*

### 3.1 CONTINUING TO SERVE THE POOR

#### PRIF Dispensaries

*Providing Affordable Primary Healthcare Services Since 2005*

4

Dispensaries

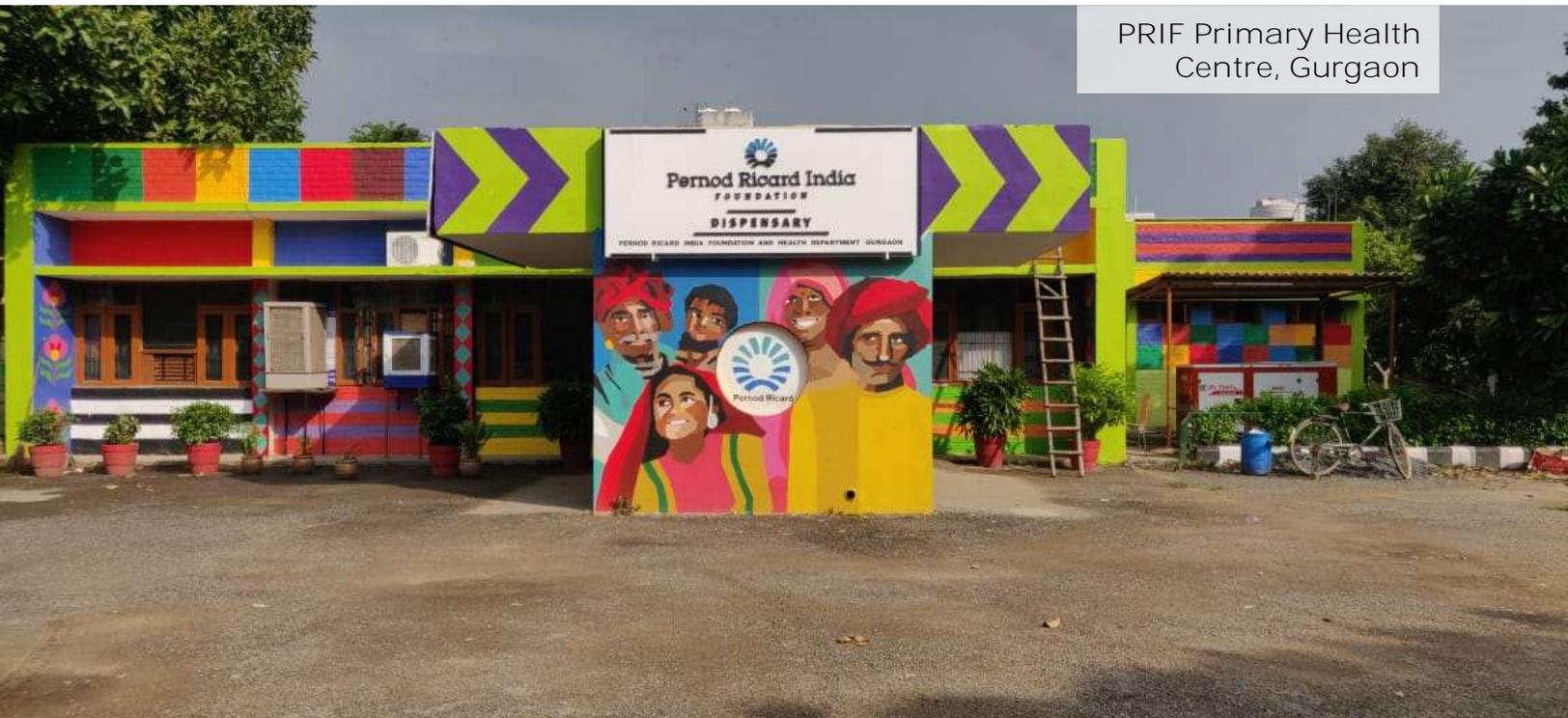
11,412

Patients Served in 2020-21.

11,98,417

Patients Served Till Date

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 11,98,417 patients till date, including 11,412 in FY20-21. 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.



### 3.1 CONTINUING TO SERVE THE POOR

Another long-term partnership with Genesis Foundation focuses on eliminating infant mortality linked with Congenital Heart Disease (CHDs) severely affecting children from underprivileged families. In dearth of accessible services, CHD is often diagnosed late, and families are not able to afford surgeries and post-operative care for their children leading contributing to dwindling survival rate among the affected. Aligned to SDG target 3.4, the program currently has supported the CHD surgeries of 12 children aged below 2 years, with a 96% survival rate upon continuous follow-up and post-operative care provided to beneficiaries.

## *Congenital Heart Disease - CHD Treatment*

---

13

CHD Surgeries (20-21)  
Infants below 2 years age

220

Surgeries till date.



# Project Sanjeevani:

Taking Affordable Healthcare To The Doorstep Of The Most Vulnerable.

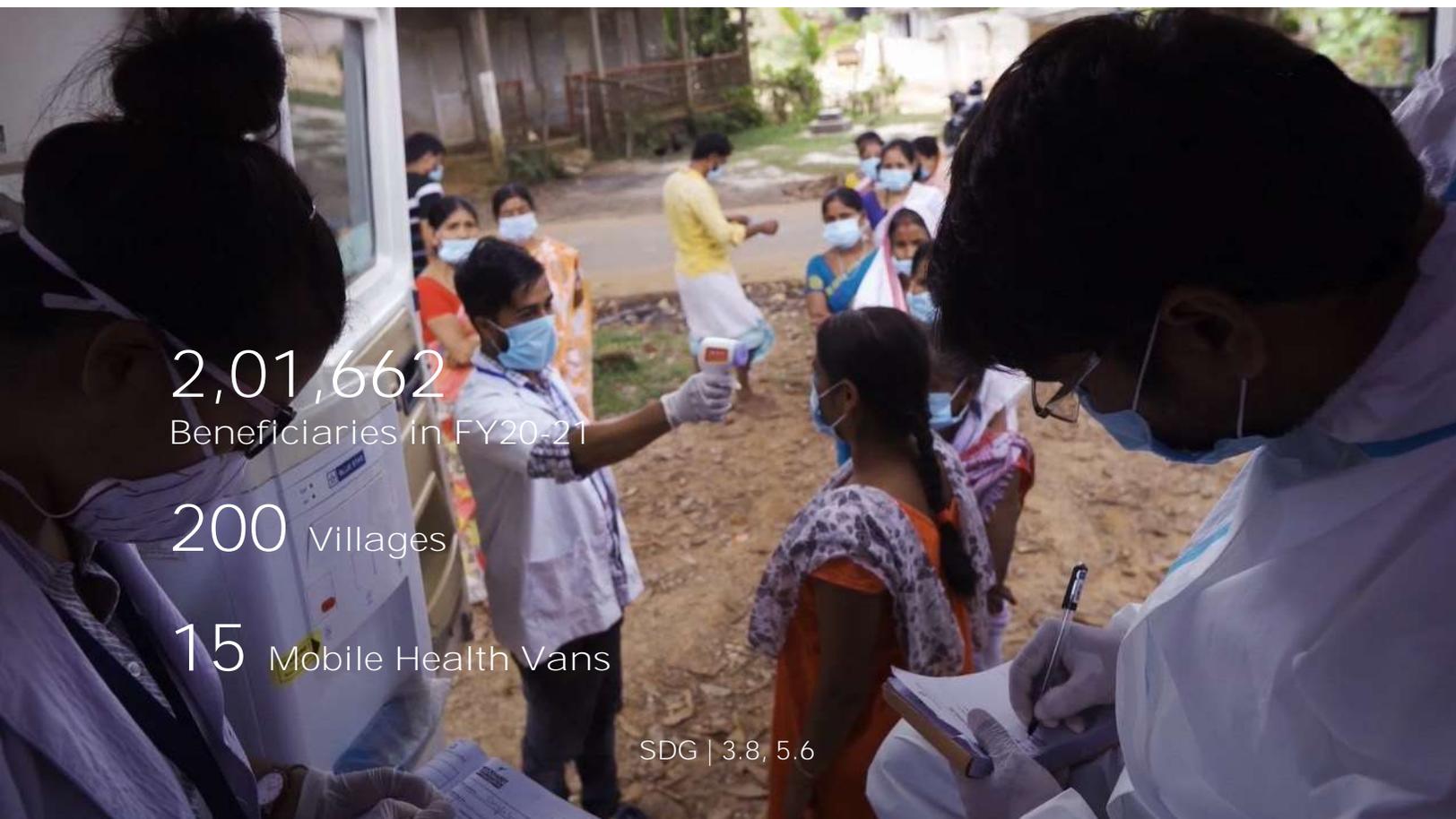


### *3.2 Project Sanjeevani: Taking affordable healthcare to the doorstep of the most vulnerable.*

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 2,01,662 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 XX patients have been referred to district hospitals till date, with the highest referral cases in West Bengal.

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.



2,01,662  
Beneficiaries in FY20-21

200 Villages

15 Mobile Health Vans

# Impact Highlights

Our Mobile Health Vans:



Reaching the remotest areas around PRI plants



Village-level mobilization to augment footfall

# Impact Highlights

Our Mobile Health Vans:



Uninterrupted access to healthcare & awareness even amid COVID-19.



A strong referral system:  
2,848 referrals for secondary and tertiary treatments

# Impact Highlights

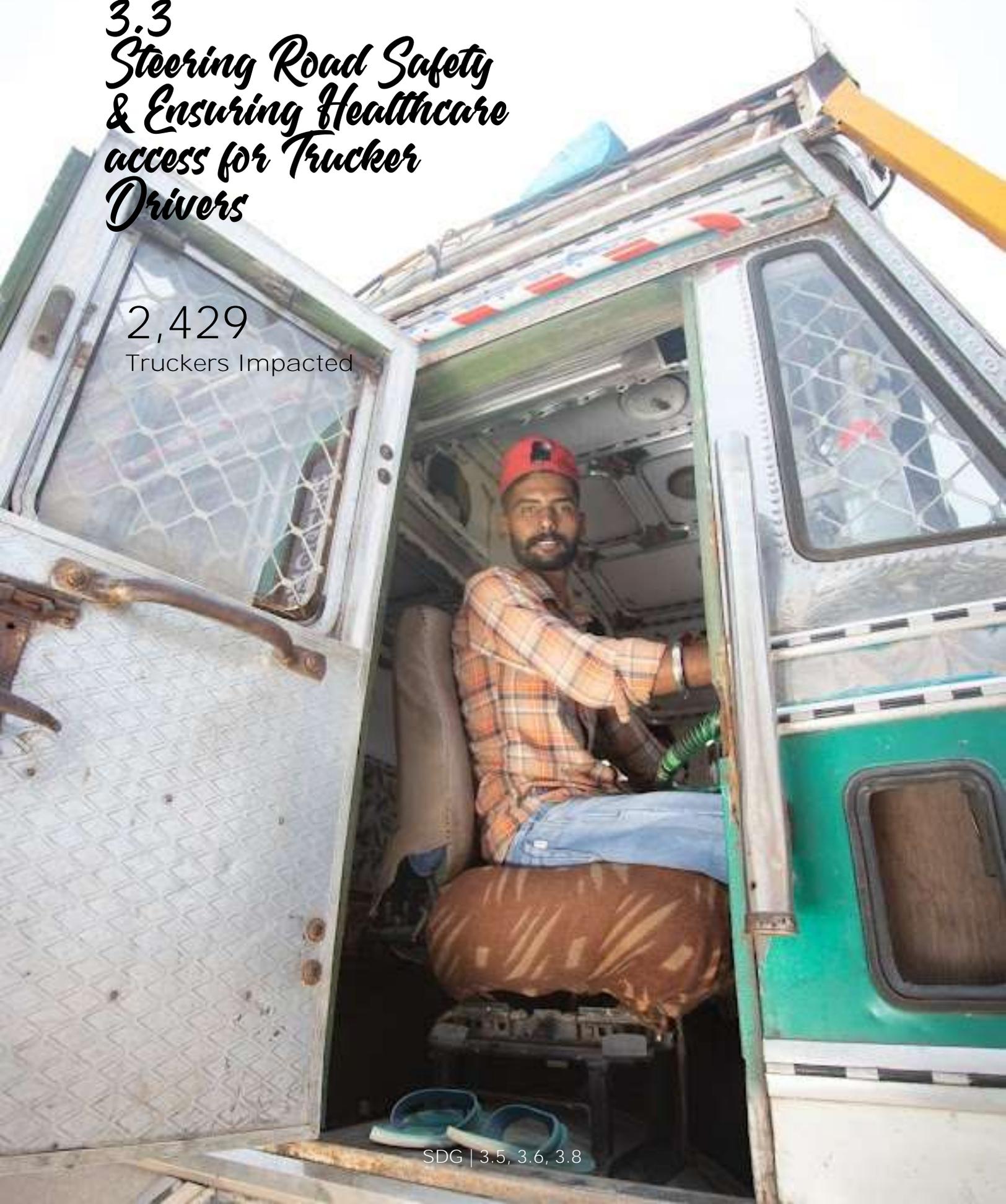
Our Mobile Health Vans:



### 3.3 *Steering Road Safety & Ensuring Healthcare access for Trucker Drivers*

2,429

Truckers Impacted



### 3.3 *Steering Road Safety & Ensuring Healthcare access for Trucker 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 for more than 3,500 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 centre, counselling area for those struggling with alcohol and substance abuse, organizing road safety weeks along with sensitisation 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 2020-21, the program has directly reached out to 2,429 truck with 625 Out-patient department camps, 171 eye camps, 596 one-to-one, 436 group counselling sessions. Additionally, 174 sessions on best practices and 427 events on road safety awareness were undertaken during the year.





625 OPD camps have effectively catered to primary healthcare needs



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



Individual & Groups have provided the much-needed psychosocial support for a large no. of truckers.



Road safety awareness is a key focus area; 436 multi-stakeholder events were conducted in FY20-21.



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



Pernod Ricard India  
FOUNDATION

*Quality Education,  
Skilled Workforce &  
Equitable Livelihoods*

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

*Shaping a better future for the next-gen*

7

Programs

6,664

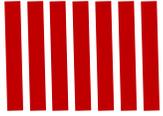
Beneficiaries

19

States



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



## Quality Education, Skilled Workforce & Equitable Livelihoods

### *SDGs impacted*

		CORE	BEYOND
Ensuring World-class Learning Spaces	4.1		
	4.3		
Nurturing scholarship & talent	4.4		
Helping the Budding achievers in Rural India, especially the Girl Child, Shine.	4.5		
	4.a		
	4.b		
Enabling access to dignified employment for Transpersons	5.1		
	5.b		
Safeguarding Professional Development And Employment Opportunities Of Vulnerable Youth	8.5		
	8.6		

## 4.1 SCHOOL IMPROVEMENT PROGRAM

# Ensuring World-class Learning Spaces

KEEPING YOUNG MINDS ENGROSSED IN THE CLASSROOM, ONE SCHOOL AT A TIME.

Dilapidated and unsafe learning facilities are one of the key barriers to schooling for many in rural India. Pernod Ricard India Foundation in partnership with S.M Sehgal Foundation has transformed 2 schools in Meerut, Uttar Pradesh and one school in Behror, Rajasthan with a complete overhaul and beautification of existing infrastructure. To ensure the upkeep and monitoring of upgraded facilities, the program has created school management committees.

---

# 729

Beneficiaries

---

# 3

Schools Renovated in 20-21.  
13 Schools Built and renovated till date

## FACILITATING DIGITAL INCLUSION

Addressing the imminent void in digital education infrastructure at government schools in rural areas, Pernod Ricard India Foundation has digitized 13 government schools in the state of Jharkhand creating digital learning infrastructure for close to 3,900 students. The digital classroom setups are equipped with latest syllabi mapped to the National Curriculum Framework (NCF), with engaging content enabling teachers to reform their pedagogies for efficient deliveries and create better learning environments. A remote monitoring system assists in tracking students' classroom engagement with the content and understanding learning behaviours, outcomes and gaps and tailor relevant interventions at the schools accordingly. Comprehensive Teacher trainings and refreshers are conducted, and appropriate technical support is provided to schools to ensure sustained use.

---

# 13

Digital classrooms

---

# 3,900

Student Beneficiaries

# Making Learning an Immersive Experience



PRIF transformed schools at Meerut and Behror with engaging caricatures to intrigue students and build interest in coming to school!



## 4.2 NURTURING SCHOLARSHIP & TALENT

### 4.2.1 PRIF

## Scholarship Program: Nashik & Behror

In its second year of implementation, the Pernod Ricard India Foundation Scholarship program at Dindhori, Nashik furthered with Youth Dreamers Foundation (YDF), has reached out to 1138 additional students in the region across 39 institutes (schools, colleges, diploma centres) and provided full scholarships worth ₹ 75 Lakh to 416 meritorious students, including 244 new scholars and 172 reselected scholars based on their last year's academic performance. 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 publically available government or private scholarships available for 386 students in the region.

In a challenging year with closure of educational institutes due to COVID-19, the program was also extended and launched at Rajasthan and has already mobilized 1810 applications from 3 villages near PRI plant in Behror.

416

Student  
Beneficiaries:  
Nashik

75

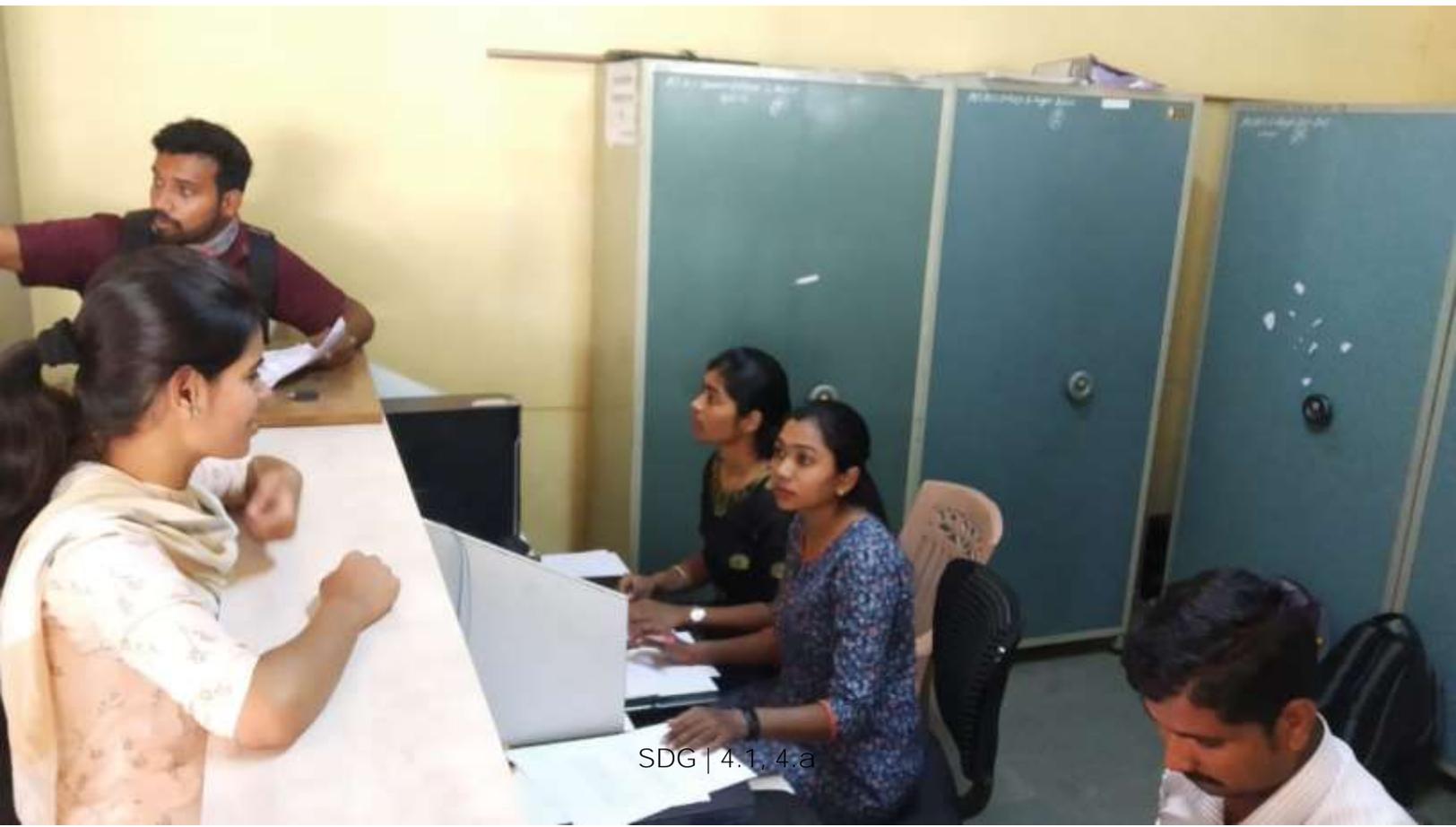
Lakh  
Scholarship  
Amount  
disbursed

40%

Scholars from  
vulnerable  
background

1810

Applications  
mobilized:  
Behror



## 4.2 NURTURING SCHOLARSHIP & TALENT

### *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.

# 249

Pinkis Educated in 2020-21



# Pratibha's Talent

## CHAMPIONING AGAINST ALL ODDS

Having lost her hearing ability in 7<sup>th</sup> grade, continuing education has been an uphill battle for Pratibha. Medical expenses related to hearing surgeries have been taking a toll on her family's financial condition and her parents daily wage earning along with responsibility of two younger siblings further aggravated the situation. However, Pratibha has been resolute about not letting this become her story.

As a PRIF Scholar in the 2<sup>nd</sup> year of her M.Com programme, she is a favourite among her commerce professors in her college in the small town of Dindori. All of them are sure that Pratibha would comfortably pass the Maharashtra Public Service Commission (MPSC) exam.

The PRIF scholarship program is supporting her journey. Apart from the financial support, the field team is also providing career support and mentorship to keep her dream alive and kicking.



### 4.3. EMPOWERED & DIVERSE WORKFORCE

## *Safeguarding Professional Development And Employment Opportunities Of Vulnerable Youth*

#### 4.3.1 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 2020, the CDC directly engaged 2014 youth members and trained 1,069 candidates including placement of 108 candidates.

1,069

Youth trained till date.

108

Candidates placed.



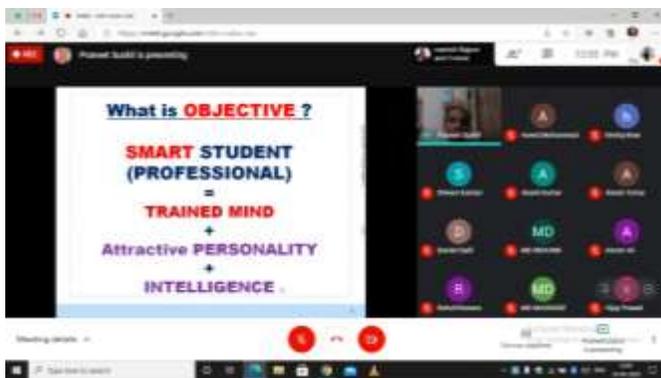
# PRIF COC: PREPARING A SKILLED URBAN YOUTH



^  
School counselling for adolescent children



^  
Community mobilization to build awareness on 21<sup>st</sup> century skills



^  
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!

### 4.3. EMPOWERED & DIVERSE WORKFORCE

## *Empowering Women With Disabilities*

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.



600

Differently-abled Women mobilized

201

Differently-abled Trained

141

Candidates placed

## PRIF CHAMPIONS: STORIES OF CHANGE

# *“Disability is just a Mindset”*



As young girl, Shashi had always aspired to self-sufficient and financially independent. However, her orthopaedic condition often proved to be a hurdle. She **wasn't** allowed to continue her education however she fought back completed her graduation from Delhi University. Subject to constant ridicule and insensitivity, she grew closeted which really worried her father. He convinced her to be a part of the PRIF livelihood training program and got her enrolled at the cusp of nationwide lockdown last year. Though the virtual set up was new at first, Shashi adapted rather agilely.

According to her, the program helped her gain her confidence back and instilled her with the zeal to be independent, as she had always dreamt. Along with learning technical skills for retail jobs, she focussed extensively on grooming her personality and fostering a positive outlook. At the end of her regime, she secured a job at a leading telecalling enterprise and continues to work there, hoping to learn and grow as a young achiever.

## 4.4

### 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 2020, Pernod Ricard India Foundation in partnership with Connecting Dreams Foundation launched a specialized program that is aimed to mainstream and open opportunities for livelihood for 100 young and aspiring Transpersons in the Delhi NCR.



100

Transgenders trained

480

Transgenders mobilized

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 mobilized 480 community members across 4 satellite centers spread across Delhi NCR, right in the neighbourhood. 100 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.



Pernod Ricard India  
FOUNDATION

*Environment &  
Biodiversity  
Preservation*

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

# SDGs impacted

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

Environment & Biodiversity  
Preservation

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

| 15.1 |

| 15.3 |

| 15.5 |

| 15.a |

CORE



Image: D Boominathan

## 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 2020, the program has set up 7 new 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 5 kilometers length around the agricultural fields.

The program is also raising awareness amongst local communities to foster the requisite behavioural changes to reduce the probability of human death due to conflict with elephants. Recently, a 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.

---

7

Anti-Depredation  
Squads (ADS)  
established

83

Community  
Members  
trained

## Conserving the Ecosystem Engineers in Assam:

Progress so far

<

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



>

Since October 2020, 7 ADS have been formed and 15 existing ADS' have been restructured and reoriented. To manage the COVID-19 situation, multiple smaller discussions instead of community meetings, were conducted.



<

The program has established a five km-long, low-cost solar powered fence in the Biswanath district with active community participation. The program ultimately aims to establish 32km of these fences by 2023.



>

In Nasobar village, a high human-elephant interaction area in Assam, Mr. Subal Sarkar saved more than 133 hectares of land being raided by wild elephants with help of low-cost electric fence.





Pernod Ricard India  
FOUNDATION

# *Transformative Governance at Scale*

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

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



## Transformative Governance at Scale

Solving social problems with  
strategic partnerships

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

Safeguarding  
Child Rights: Holistic Child  
Development and Protection in  
the National Capital

| 10.2 |

| 10.4 |

| 16.6 |

| 16.7 |

| 16.b |

| 17.14 |

| 17.16 |

| 17.17 |

## SDGs impacted

CORE

BEYOND



## 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 be 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 2020, 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

9,83,765

Lives directly touched



# Good Governance in Haryana: Highlights

3,30,909 >

Students provided e-learning access  
amid COVID-19



< 548

Women supported at One-stop centres  
against abuse and harassment.



95,051 >

Families enrolled in families registration  
(parivaar pehchaan patra)



< 5,53,412

Citizens availing services through last-mile  
access programme (Antyodya Saral)



3,700 >

Youth trained through State ITIs

## 6.1 SOLVING SOCIAL PROBLEMS WITH STRATEGIC PARTNERSHIPS

### *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.

5

Fellows

6

Core focus areas of **Child's wellbeing**

Social Impact Incubator  
for Women Social  
Entrepreneurs

*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 146 Sustainable Development Goals indicators. 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.

17  
Incubatees

6  
Fellows

39  
SDG Targets  
Impacted by  
Startups

Incubation  
Centers:



# COVID -19

## *Leaving No One Behind*

TACKLED THE FIRST  
COVID -19 WAVE BY

## *Protecting Our Communities*

---

### CORONA WARRIORS

4,25,00 Litres Hand  
Sanitisers  
4,00,000 Masks for  
Healthcare workers,  
Armed forces, Police,  
Community members and  
Truck Drivers



### STRENGTHENING ICUs

70 ventilators,  
130 ICU Beds  
100 High-flow nasal  
cannulas  
for best-in-class Critical  
care for affected patients

### SUPPORTING MIGRANT WORKERS

1.3 Lakh nutritious meals  
served for good health and  
ensuring nutrition and  
minimal movement amid  
nationwide lockdown



### RURAL COMMUNITIES

Mass awareness, &  
checkups around our  
plants with 15 Mobile  
Health Vans in 200+  
villages  
596 families supported  
with kitchen gardens

### REMOTE COMMUNITIES

First COVID-19 Testing lab  
in Ladakh for scaling up  
local testing and  
prevention



### WOMEN INNOVATORS

Incubated 3 women led  
startups to build rapid  
solutions to save lives,  
support communities.

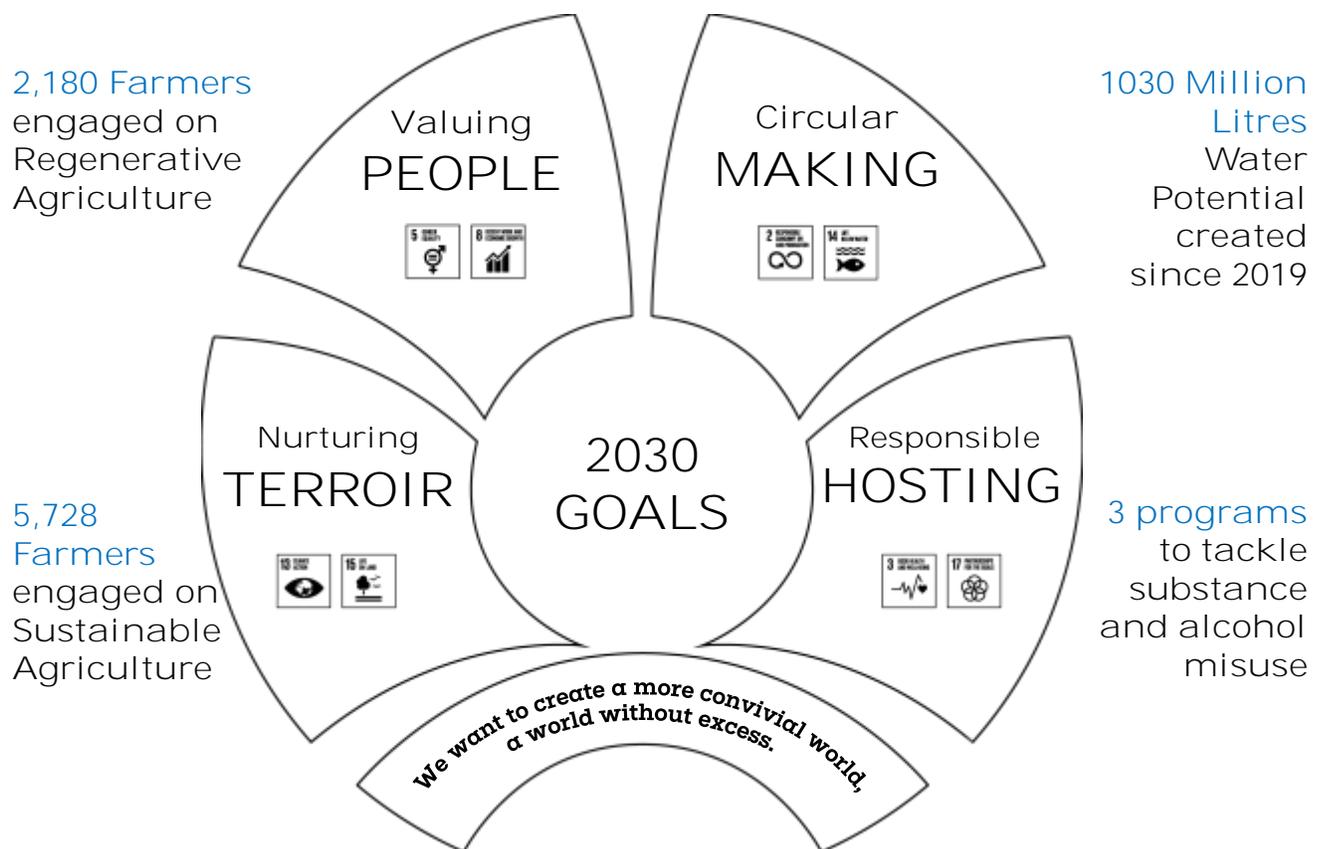
---

# Accelerating our Global Agenda

---

## SUSTAINABILITY & RESPONSIBILITY ROADMAP 2030

---



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 Partnerships



**ASHOKA**  
UNIVERSITY

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



Project Scalable Mushroom Livelihoods; Ribhoi, Meghalaya



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; 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

Remembering

---

## *Our Nishikant Singh*

---

A sustainability wizard,  
dependable teammate, effortless  
foodie, father, husband & much  
more.

---



*“A top-down approach with passionate ownership of commitment and action is key to corporate sustainability and responsibility . Embedding this into any organization that I am a part of, is perhaps what excites me the most.”*

---

*From PRI and the Team*

Purvash Jha  
Manisha Sharma  
Sashidhar Vempala  
Sunil Duggal

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](mailto:info.india@pernod-ricard.com)

