

LEAVING NO ONE BEHIND

Creating Shared Value by
Developing Communities



Pernod Ricard India

**CORPORATE SOCIAL RESPONSIBILITY
PROGRAM REPORT
2019-2020**

AN ODE TO RURAL WOMEN OF INDIA



For all the women with extreme grit and courage who persevere in the face of umpteen adversities, to become leaders, torchbearers and harbingers of social change and for all women who have just begun the journey.

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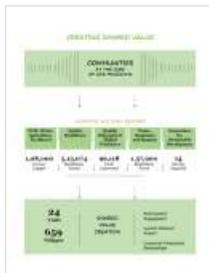
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PERNOD RICARD INDIA

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 26 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 segment, Pernod Ricard India holds one of the most comprehensive and premium portfolios in the alcohol industry, led by Indian whiskies such as Royal Stag, Blenders' Pride and Imperial Blue. The company also has a distribution channel of some of the leading international brands including Chivas Regal, Seagram’s 100 Pipers, Ballantine’s, The Glenlivet, Royal Salute Scotch whiskies, Jameson Irish whiskey, Absolut Vodka, Havana Club rum, Beefeater gin, Martell cognac, Jacob’s Creek wine, Kahlúa and Malibu liqueurs and G.H. Mumm champagne. As a recognized brand-builder, Pernod Ricard has always been guided by innovation. From product extensions to new digital media and event planning, innovation is not only limited to marketing, but it also infiltrates every other area in the company i.e.- Sales, Human Resources, Production, Finance and particularly in our Corporate Social Responsibility (CSR).

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



<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 SDGs are specifically categorized under the following sectors:

- a) Healthcare
- b) Education
- c) Water Conservation
- d) Safe Drinking Water
- e) Sanitation & Hygiene
- f) Livelihoods
- g) Life on Land
- h) Other areas as per Schedule VII of the Companies Act, 2013 based on need, merit and impact.

To know more about our CSR Policy, please visit:

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

PERNOD RICARD INDIA FOUNDATION

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

prifoundation.com





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

Creating a positive impact on the environment and the community that we are a part of, is a responsibility we take very seriously and we measure our growth, not only through the economic value we generate but also through the value and gains, that we create for our society. Our program focus on creating lasting value ~900K people across 24 plant locations, in 659 villages. Thus positively contributing to their lives since the day we embarked upon this journey to Create shared value.

It is heartwarming for me to share the gratifying social impact stories in the following pages and I am confident that they will go a long way in reaffirming the faith and pride of our employees, partners and consumers towards our commitment to being a leader in Sustainability and Responsibility in the industry and the society at large.

THIBAUT CUNY

MD & CEO,
Pernod Ricard India Private Limited



We are committed to drive sustainable solutions to address social, economic & environment sustainability while partnering in India's development initiatives. We truly believe that we have the ability to impact the future for our communities by focusing on water resource management, education, livelihood generation, healthcare, and empowering social change makers. With the right blend of Global sustainable development focus, and with national, local needs mapped to our business priorities, rooted in a our core value, we express delight in witnessing the Community Transformation Journey. A strong stakeholder engagement focus in our shared growth vision, the company has demonstrated our capability of translating thoughts into action, unleashing the next level of growth and transformation at the grassroots.

SUNIL DUGGAL

Whole Time Director - Corporate Affairs, Sustainability & Responsibility and Corporate Communications, Pernod Ricard India Private Limited and Director, Pernod Ricard India Foundation

COMMUNITIES AS PRIMARY STAKEHOLDERS

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.

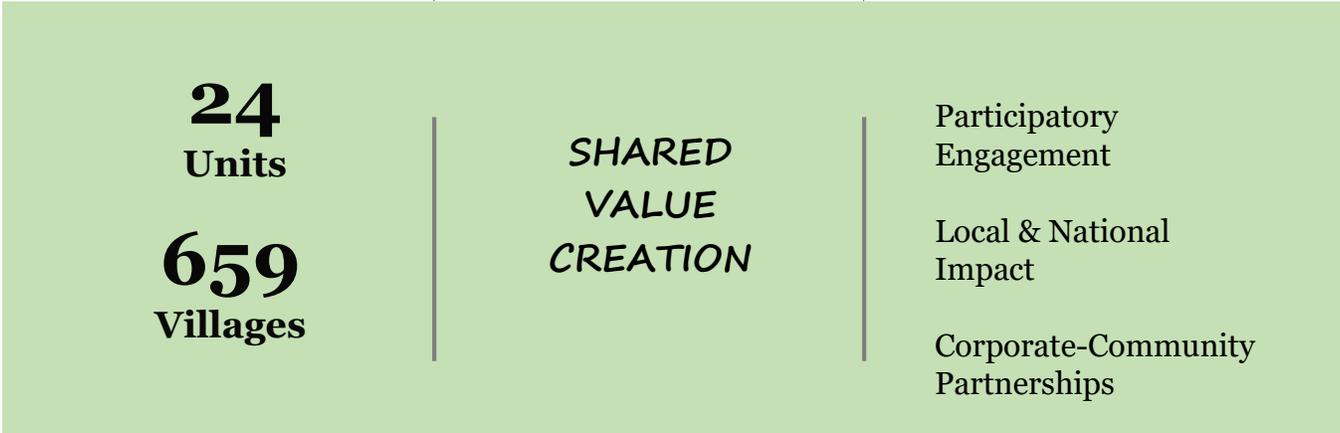
This helps us deploy larger ‘theory of change’ perspectives for all our key geographies and enables us to tailor relevant programs, initiatives while creating meaningful engagement platforms for lasting shared value creation at for all stakeholders at the community level.

CREATING SHARED VALUE



LEAVING NO ONE BEHIND

WAL: Water, Agriculture, Livelihood	Quality Healthcare	Quality Education & Skilled Workforce	Water, Sanitation and Hygiene	Innovation for Sustainable Development
1,08,000 Farmers Engaged	5,13,074 Beneficiaries Treated	96,118 Youth Empowered	1,57,900 Beneficiaries Served	14 Startups Supported



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 |

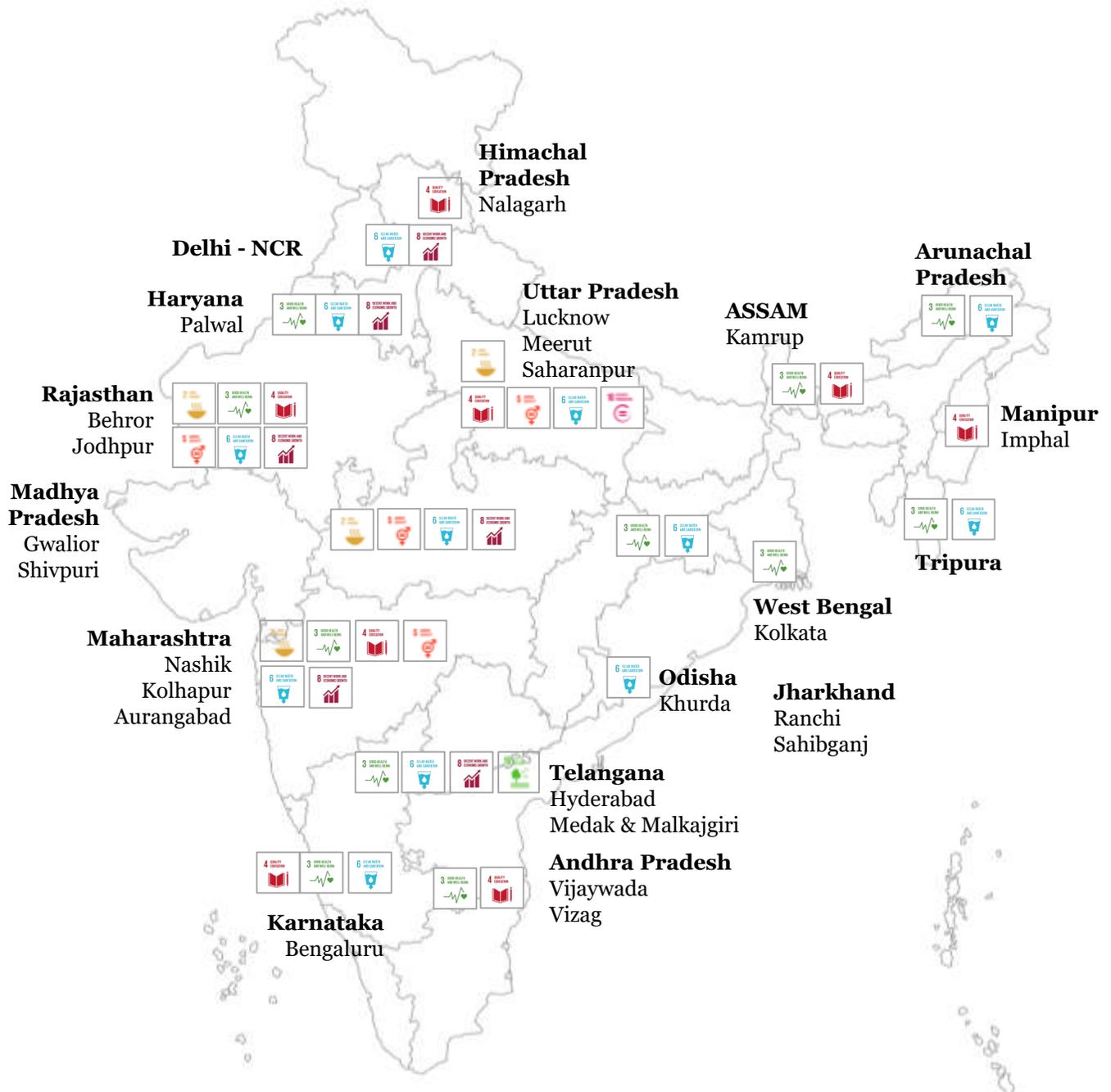
OUR SOCIAL IMPACT FOOTPRINT

52
Programs

19
States

24
Plants

8,75,106
Lives Touched





LEAVING NO ONE BEHIND
*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.

9
Core Goals

6
Beyond Goals



130
Million INR

*CORE SDG
 INVESTMENT
 AND
 PROGRAMS*



100
Million INR



94
Million INR



70
Million INR



17
Million INR



13
Million INR



0.25
Million INR

CORE SDGs BENEFICIARIES & IMPACT GROUPS



GOOD HEALTH & WELLBEING

5,13,013

Beneficiaries

- Rural & Remote Communities
- Women & Children
- Vulnerable & Elderly Populations
- Persons with Disabilities



QUALITY EDUCATION

95,248

Beneficiaries

- Rural Govt. School Students
- Affirmative Action Groups
- Pinki: Girl Students
- Persons with Disabilities



CLEAN WATER & SANITATION

2,65,900

Beneficiaries

- Water Deprived Groups
- Rural Farmers
- Women and Girl Children
- Women Farmers



DECENT WORK & ECONOMIC GROWTH

31,300

Beneficiaries

- Urban Underserved Youth
- Women PWDs & Women Farmers
- Tribal Communities



INDUSTRY, INNOVATION & INFRASTRUCTURE

14

Beneficiaries

- Women-Led Startups



ZERO HUNGER

15,000

Beneficiaries

- Rural School Kids



LIFE ON LAND

20,000+

Beneficiaries

- Urban Communities



1. W.A.L

WATER | AGRICULTURE | LIVELIHOODS

FOSTERING WATER RESILIENCE,
SUSTAINABLE PRODUCTION, SECURING
LIVELIHOODS AND ENGAGING COMMUNITIES

FOSTERING WATER RESILIENCE, SUSTAINABLE PRODUCTION, SECURING LIVELIHOODS AND ENGAGING COMMUNITIES

A. Water availability and use

India has 18% of world population, having 4% of world's fresh water, out of which 80% is used in agriculture. India receives an annual average of 4,000 billion cubic meters of precipitation. However, only 48% of it is used in India's surface and groundwater bodies. A dearth of storage structures, lack of adequate infrastructure, insufficient water management means only 18-20% of the water is actually used. According to World Resource Institute, more than 100 million people live in areas of poor water quality and 54% of India faces high to extremely high water stress. In India, groundwater irrigation covers more than half of the total irrigated area (around 42 million ha). The unsustainable groundwater use necessitates creating watershed level surface storage and recharge structures, supply and demand management and water management practices for improved water use efficiency in agriculture sector.

B. Sustainable Agriculture and Resource management

More than 60 per cent of India's population relies on agriculture, despite rapid urbanization and increased livelihood diversification. There is an irrefutable link between India's biodiversity conservation, agriculture and poverty. Land degradation because of increased fragmentation, overuse, unsustainable yield increase practices soil and water pollution is a key issue affecting resource productivity. 1/3rd of Indian soil is affected by surface erosion. This directly impacts food production systems, especially for marginal land-holders who often till the land for mere subsistence. Degrading forest and water bodies do not only pose challenges viz. human wildlife conflict, resource unavailability but also threaten the very existence of food production systems.

C. Water, agriculture and livelihoods: interconnectedness at the core of rural development

With worsening climate variability, it is vital to not only take into account access to water for irrigation and drinking, but also restoring ecosystems and biodiversity, understanding the intersectional vulnerabilities of women in the dearth of these services. Most small farmers face water-related constraints as a root cause of low production and hence, low incomes. The provision of water complimented with small productive activities, such as home gardens, fruit trees and small off-season vegetable plots coupled with capacity building and imparting package of practices for small farmers can also help in increasing crop yields even for small and marginal farmers. Integrating best natural resource management practices primarily around land development, arresting soil erosion, regeneration of catchment areas of water bodies, plantation and forest conservation is essential for long term agricultural sustainability. While working with communities, a strong stakeholder engagement component levels the priorities of various cohorts for all-round development at the grassroots. Involving marginal communities in the decision making processes is essential for developing contextual programs.

Pernod Ricard India Foundation's WAL program envisions an equitable transformation view where, modern farm inputs and irrigation technology for large and medium farmers are rationalized with the needs of small and marginal farmers revolving community-based irrigation, sustainable water management, along with grooming entrepreneurial skills to set up small enterprises, enabling the women and youth to take the baton of village development at the forefront.

FOSTERING WATER RESILIENCE, SUSTAINABLE PRODUCTION, SECURING LIVELIHOODS AND ENGAGING COMMUNITIES

1.1 ENSURING YEAR
AROUND ACCESS TO
WATER THROUGH
RECHARGE, STORAGE
AND SAVINGS

1.2. INTEGRATING BEST
PRACTICES FOR
SUSTAINABLE AGRI-
PRODUCTION AND
INCLUSIVE VALUE CHAINS

1.3 INSTITUTIONALIZING
CONSCIOUS NATURAL
RESOURCE MANAGEMENT
AND BIODIVERSITY
PRESERVATION.

1.4. INNOVATIVE
STAKEHOLDER
ENGAGEMENT FOR
INCLUSIVE COMMUNITY
DEVELOPMENT.

CORE



BEYOND



10

Programs

1,08,000

Lives Touched

7

States

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. In particularly water-stressed regions, sporadic monsoon and increased demand coupled with lean summer season often forces small and marginal farmer to look for other opportunities as migrant labourers in cities and towns.

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.

In Behror, Rajasthan, a deeply water stressed region, Pernod Ricard India Foundation's Project *Samridhi* has constructed 3 ponds for surface storage, 1 nala bund and 12 recharge wells for groundwater recharge, along with 14 soak wells for wastewater recharge creating a total water potential of 58 million liters. In Nashik, construction of 8 poly ponds and renovation and geo-membrane lining of two government constructed percolation tanks have added a total water potential of 180 million liters. In the Agri heartland of Derabassi, Punjab, Project *Srijal* is working to create a total water potential of 44 million liters through construction of one check dam and 4 earthen dams to hold natural flow of water, and desilting of 6 decayed ponds along with installation of 3 injection wells.



141

Million Liters Water Recharge

350

Million Liters Water Potential

124

Water Storage & Recharge Structures

SDG6 | 6.5



Farm ponds have been an effective tool for addressing a myriad issues related to water storage in the vicinity of farmers' fields. Right from serving the needs for field irrigation, they also serve as respite for livestock and useful for domestic purposes as well. In Shivpuri, 20 farm pond and 3 earthen check dams carefully designed and built on the slope of undulating terrain using technologies like CLART 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. Similarly in Medchal, Telangana, 54 farm ponds and desilting and bund strengthening of seven ponds under Project *Bala Vikasa* have created a total water potential of 32 million liters in the hardy region.

1.1 . FOSTERING WATER RESILIENCE SAFEGUARDING YEAR-ROUND ACCESS TO WATER FOR COMMUNITIES

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 programs 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* deploys a comprehensive model which involves installation of 20 drip and sprinkler system on 18 acres of land 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 led to a 40% decrease in water use for irrigation. Additionally 100 laser levelling demonstrations on 50 acres of fields has further reaped 25% savings through equal distribution of water in the field and at the same time improving the yield and potency of the wheat crop by 10%.

In Nashik, our implementation partner AFPRO has engaged with tribal communities in 13 villages to conduct expansive water resource mapping and budgeting exercise for seasonal planning. The program has also successfully repaired 16km stretch of irrigation canal bringing 618 acres of land under irrigation. This has reduced the explicit dependency of communities on groundwater through infrastructure bridging. In Derabassi, Project *Srijal* has established 3 Jal Panchayat to establish a governance system for equitable water along with ongoing demonstrations of sprinkler systems with the state agriculture department.

686

Acres Intervention Area

20

Million Liters Agri-Savings

~40%

Reduction Water use



SDG6 | 6.5

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.

174 Package of Practices (PoP) demonstrations 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 200 small and medium farmers under Project *Samridhi* in Behror. Despite a weaker monsoon in the block, local cash crops such as Millet and Cotton displayed drought resilience and a yield increase of 17% and 34% respectively. Rabi crops such as Wheat and Mustard showed a yield increase of 12% and 15% respectively. In conjunction to this, farmers were also taken on 17 field days in Alwar to witness variations in traditionally grown crops and hybrid techniques as well.

Project *Vikalp* in Shivpuri has been engaging with 1020 farmers to develop package of practices for 2 crops. 27 orientation meeting and 2 PoP trainings have been conducted with farmers. As a result 101 master farmers have been groomed to train producer groups on best cropping practices, water budgeting and organic farming.

210

Trainings, Orientations, Field visits

12-34%
Increase in Crop yield of major crops

2000
Farmers Engaged



1.2 SUSTAINABLE PRODUCTION & VALUE CHAINS

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

In Derabassi, Project *Srijal* has engaged small and medium farmers mainly dependent on growing Wheat and Rice, in the demonstrations of System of Rice Intensification (SRI) and 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.

SYSTEM OF WHEAT & RICE INTENSIFICATION (SRI & SWI)



SDG2 | 2.4

GREAT EXPECTATIONS: JASWANT SINGH'S CAULIFLOWERS

Jaswant Singh, a farmer in Karoda village, Behror grew a cauliflower crop for the first-time last year. Not understood as a locally feasible crop considering Behror block's sketchy Monsoon patterns, however Jaswant managed to reaped a net profit of ₹26,000 on his crop against all odds. This was in addition to 600% growth in income he gained from 40 bags onions harvested from his 8 acre land. A drip irrigation system installed on his land as part of Project *Samridhi* has not only helped him reduce the water usage on his fields, but also cut resource input costs on irrigation, fertilizers and weedicides.

REDUCED WATER USE, LOW
INPUT AND HIGH
PRODUCTIVITY IN KARODA,
BEHROR: DRIP IRRIGATION
CASE



1.2 SUSTAINABLE PRODUCTION & VALUE CHAINS

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

INVENTIVE HORTICULTURE 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. Beyond subsistence, they are pushed to explore scanty alternatives. 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 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 also have the opportunity to sow petty crops such as chilli, okra and brinjal in the intercropping lanes which can either be used for consumption or sold locally. 29 nano-orchard plots are currently providing year-round returns for subsistence as well as sustained increase of Rs. 30,000-60,000 in disposable incomes as the saplings mature and bear fruit. 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. An additional 41 nano-orchards plots will be created over the next two years.



SDG2 | 2.3

1.2 SUSTAINABLE PRODUCTION & VALUE CHAINS

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

INVENTIVE HORTICULTURE FOR MARGINAL LAND HOLDERS



50 Small landholdings are being turned into vegetable plots for local commodity crops in Derabassi, with low cost kitchen gardening and organo-practices. In Nashik, the integrated village development program has integrated Sustainable Agri-Practices trainings for small and marginal farmers and preparing 78 demo plots for an innovative farmer field schools approach to raise awareness and increase adoption rate of micro-practices.

29

High Density Nano-orchards:
Shivpuri

₹60,000

Increase in Disposable Income:
Shivpuri

28

Vegetable Micro-Plots:
Derabassi



A WOMAN FARMER'S JOURNEY IN SELF RELIANCE

VEGETABLE PLOTS OFFER A WAY FORWARD FOR SMALL FARMERS IN DERABASSI

Among the 6 farmers in Tarak Village, Derabassi, who showed an interest in setting up small vegetables plots, Balvinder Kaur has been the most proactive. Despite not owning a land, she has been a resolute participant in village training programs under Project *Srijal*. She recently leased an acre of land to sow a crop of chilli brought from Barnala, Haryana. Integrated best cropping practices by ensuring sapling distance and using organic fertilizers and natural homemade herbicides, she has been able to grow a handsome standing crop which will be soon ready for harvesting and selling.



1.2 SUSTAINABLE PRODUCTION & VALUE CHAINS

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

REVIVING TRADITIONAL VALUE CHAINS WITH PEOPLE'S CENTRED 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.

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. Through establishment of 41 women producer groups (WPGs), the program has integrated unified collection and processing of groundnut by WPGs at the 20 Village-Level Collection Centers (VLCCs).

In the past year, the WPGs have been able to procure 17 tons of Groundnut from participant farmers, process about 10 tons and sold 6 tons at a fair return with appropriate market linkages being provided in the program.

EXPLORING 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. In early 2019, a comprehensive value chain study conducted as part of the program found that Palash and its derivatives have promising potential in the region. Women producer groups for whom Palash is an intrinsic part of their lives have procured almost a ton of palash which is being processed to be sold as palash gum in the regional markets.

700 kgs
Palash Processed

10,000 kg
Groundnut Processed & Sold

WOMEN-DRIVEN LOCAL VALUE CHAINS



Women farming collectively till a farm field ▲



▲ A women producer group meeting in action.



WPG members oversee groundnut procurement. ▲



▲ A WPG member weighs processed groundnut.



Stock stored at Village Collection Centre (VLCC) ▲



▲ Exposure visit for nano-orchard horticulture.



WPGs celebrate Women's Day in Tikamgarh ▲



▲ A women farmer signs her name in WPG register.

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. Close to 600 acres of land is being treated through bunding, gabion structures and patch regenerations based on topography and geo-mapping of the watershed in Shivpuri. Farm ponds have been strategically lined on these patches to facilitate biodiversity regeneration and aquifer recharge.

Project *Jala Vikasa* in Telangana has been engaging farmers in Medak and Medchal for regenerative silt application on 3600 acres of land. 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. More than 100 soil testings have been done in Behror, Nashik, Derabassi and farmers have been provided with detailed soil health cards. Assistive trainings on Integrated Nutrient Management(INM) and Integrated Pest Management(IPM) help the 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. 130 vermicomposting units have been set up under the Sustainable Agri-Practices (SAP) programme in Nashik in conjunction with local farmer field schools. In Derabassi, 5 Organic Farmer Groups (OFGs) have been formed to help farmers manage 150 vermi-composting units and demonstration of organic application in yield improvement activities over 3 years. 8 organic composting units have been prepared in Behror under which are integrated into PoP demonstrations and trainings being conducted in Project *Samridhi*.

SDG2 | 2.4

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.

6

Trainings Nutrient & Pest
Management: Nashik

5

Organic Farmer Groups:
Derabassi

4200Ac

Land and Area Treatment

100

Soil Health Testings

188

Vermi-Composting Units

In all key geographies, 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. 16,800 tree saplings are being planted strategically along 24 irrigation, percolation tanks, and bunds of 1200 farm ponds 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, 150 acres of land is being brought under the afforestation component of SAP programme with tribal communities.

In Shivpuri, 29 naturally managed nano-orchards not only serve as income generators for marginal communities, but also function as biodiversity plots with fruiting trees and extended undergrowth acting 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.



SDG6 | 6.6

SDG12 | 12.2

1.4 COMMUNITY CENTERED DEVELOPMENT

PARTNERING WITH COMMUNITIES, GROOMING INSTITUTIONS FOR SUSTAINABLE IMPACT.

MAKING VOICES HEARD: ENGAGING COMMUNITIES

Grassroot level program implementation can never reap tangible multidimensional impact without participation and ownership of the communities it serves. Community engagement does not merely warrant the sustainability and longevity of interventions, but also ensures that impact reaches to all households, livelihood and social groups. Across all projects and initiatives in the WAL program, Pernod Ricard India Foundation engages with communities through key institutions formed with various groups. Primarily situated around agri-livelihoods and water issues, all cohorts of farming groups are involved, however small, marginal and tribal farmers are empowered with a targeted engagement focus.

204

Community Institutions

- Gram Sanghathans
- Kisan Goshthi Groups
- Self-Help Groups
- Producer Groups
- Jal Panchayats

300

Youth trained in Digital Literacy:
Behror

In Behror, 6 Gram Sangathans comprised of community members, farmers and key resource persons are the main platforms for planning interventions, leveraging support and ownership, and capacity building workshops. A community center in Karoda village built under Project Samridhi provides the collective space for Gram Sangathan meetings and other community events as well providing opportunities for engagements and building trust. A great testimony to this is the fact community members have actively contributed more than Rs. 4.5 lakhs as leverage contribution for implementation of project activities. The project also engages 300 youth by imparting digital literacy and life skills education with the aim to empower them as change agents in their villages.

In Nashik, the integrated village development project is building capacities with farmer field schools. A mini weather station has been also been established to assist farmers in understanding climate patterns and adopt smart agriculture. In addition to this 65 solar panels have been installed in all target villages to aid agri-allied activities and promote the use of renewable electricity. Community members have contributed a total leverage contribution of Rs. 2.5 lakh for project implementation over three years. Project Vikalp interventions have been tailored to community needs with comprehensive social, resource and wealth mapping of community members in 28 villages. In Derabassi, 20 Kisan Goshti (Farmers Collective), 5 Organic Farmer Groups and 3 Jal Panchayat (Water Management Committees) are being formed to collective farmers, and their efforts in yield productivity improvement, organic farming and water management at the intervention sites.

Community Weather

Station: Nashik

Rs. 86.7 Lakh

Leverage: Community Contributions

SDG6 | 6.B

Community Institutions: A Gram Sanghathan in progress.



Womens' day Celebration by the SHG members.

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. It is worth noting that while women form 42% of workforce in agriculture and yet possess less than 3% ownership and remain severely underpaid for their labour. However, the success of women-led enterprises, their entrepreneurial acumen and capabilities are documented to be significantly better. 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* is currently working with these WPGs to establish an apex farmer producer group comprised of, and full owned by its members. 40 WPG members have already been chosen as Board of Directors.

Similarly in Nashik, WAL is engaging women self-help groups (SHGs) in 13 villages to train them in enterprise development to enable them to undertake SAP activities as collective action groups.

70%

Increase in Participation of Women in Livelihood activities: Shivpuri

41

Women Producer Groups: Shivpuri

35

Women SHGs : Derabassi, Nashik

3300

Women Farmers Beneficiaries

86

Trainings on Vision, Leadership Group Management

22 women SHGs are being institutionalized under Project *Srijal* in Derabassi and are now being trained to set up small vegetable plots as part of micro-practices promotion, with the help of their group savings and lending activities. SHG members have also collectivized to participate in project implementation activities such as construction of earthen dams and renovation of existing water structures.

SDG5 | 5.5



GROOMING THE ENTREPRENEURIAL SPIRIT OF GRASSROOT WOMEN CHANGEMAKERS

A calm, timid yet extremely talented and well-read Lakshmi Lodhi could never imagine herself as a leader in her own village in Shivpuri district, Madhya Pradesh. Having practiced subsistence-based agriculture on 3.5 bigha ancestral landholding earlier, she joined the village Women Producer Group (WPG) established under the project to work on developing local value chains of Groundnut plentifully found in the region. As the WPG matured, members soon realized that they need a qualified person to manage records, calculate and explain the groundnut grading process to everyone in an transparent and efficient manner.

Lakshmi was nominated for the role, as an obvious choice, however, she was quite reluctant to take up the role owing to her shy demeanor. This is where the project team made dedicated effort at grooming her leadership, vision and group management skills through trainings and practical exposure. Lakshmi slowly came around and how!

As the village incharge of the Village Level Collection Centre (VLCC) and Central Processing Unit (CPU), she deals with everyone coming to sell their produce, and manages end to end rate and payment cycles. She has grown to be credible leader who has not merely enhanced her knowledge on quality, procurement and marketing of Agri and Forest Produce but strengthened her entrepreneurial mindset and confidence as part of the project.



2.

**EQUITABLE WATER,
SANITATION
& HYGIENE**

2.0 CLEAN DRINKING WATER, PUBLIC SANITATION

1. Safe and affordable drinking water for deprived communities
2. Community driven sanitation and hygiene management
3. Supporting girl students with access to menstrual hygiene products at schools, for un-hindered education

4
Programs

1,57,900
Beneficiaries

8
States



| SDG 6.0 |

2.0 CLEAN DRINKING WATER, PUBLIC SANITATION & MENSTRUAL HYGIENE ACCESS AT SCHOOLS

A.

Clean Water And Sanitation in India

Despite the availability of sufficient fresh water on the planet to provide clean water supply for everyone, 785 million people still lack access to basic drinking water service. Even though 45 per cent of the world's population had access to safely managed sanitation services in 2017, more than 701 million people could not escape open defecation.

India only has 4% of the world's potable water which is a gross under-supply considering its burgeoning population. The National Rural Drinking Water Program has provided 81% of rural populations with access to 40 litres of drinking water per capita per day, however gaps remain. Many groundwater resources across the country are also affected by high salinity, arsenic, fluoride and other impurities that make even the available drinking water unfit for use, and personal water purification systems are a cost many can ill-afford. Most of the central and eastern states of India are affected by such potentially dangerous and impure ground water, including Bihar, Chhattisgarh, West Bengal and Uttar Pradesh. The target is to provide piped water connection by 2024 under the recently launched Jal Jeevan Mission.

The Swachh Bharat Mission aims to make India open-defecation free and Niti Aayog reports this target as having been achieved, however as has been noted, data systems in the country are still unreliable and have limited coverage. The Mission's other targets still require more focus such as hundred percent of urban households to be equipped with toilets, transforming unsanitary toilets to pour-flush toilets, solid waste management and effecting behaviour change in communities, especially in enabling access of sanitation services to women.

B.

Envisioning Wash As A Human Right For Communities

The World Water Report (2019) published by UN called for 'Leaving No One Behind' by providing Water for all, as the essential call for government and non-government agencies to come together and rally for equitable realization of SDG 6 targets by including groups and communities especially in the developing world which are deprived of clean drinking water and have minimum access to public hygiene and sanitation. This is strongly interconnected with realization of SDG 1 and SDG3 targets, and call for collective which offer a way on all the core and beyond SDGs.

Pernod Ricard India Foundation has adopted a multi-pronged approach towards water as an essential requirement in people's lives and livelihoods through community based programs in WAL, and by envisioning Water, Sanitation and Hygiene as a right communities which are underserved and deprived of the it. This materializes in comprehensive evidence based programs near PRI plants and beyond in areas of special need such as NITI Aayog's aspirational districts. These programs are innovatively tailored to take account of the day-to-day realities of people and communities in vulnerable situations. Therefore it does not stop merely at setting up Water ATMs, but also ensuring ways in which we can save people especially women's time and resources in fetching water for their households by bring water ATMs at their doorstep. Programs themes of waste management, public and menstrual hygiene must be built on shared public-private partnership and shared community ownership to extract enduring value and accountability.

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 paise 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 behaviour change in the consumption pattern of the communities consistent with best practices in public hygiene and sanitation.

An operator demonstrates the use of RFID card at newly inaugurated Water ATM in Palwal.



| SDG 6.1 |

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
Beneficiaries

5,62,00
Litres water dispensed



2.2 MENSTRUAL HYGIENE AT SCHOOL

SUPPORTING GIRL STUDENTS WITH ACCESS TO MENSTRUAL HYGIENE PRODUCTS AT SCHOOLS, FOR UN-HINDERED EDUCATION

Lack of access and affordability of menstrual hygiene facilities and provisions at government and low-income private schools is one of the biggest reasons for high drop-out rates of girl students aged between 12-18 years. For those who are able to afford good quality sanitary pads, safe disposal remains a huge problem in dearth of proper waste management and sanitation facilities.

Pernod Ricard India Foundation has responded to call for action from state governments in Tripura and Arunachal Pradesh towards supporting government schools in upgrading menstrual hygiene facilities to ensure that no girl student stops coming to school in dearth of sanitary pads.

Currently being implemented in 5 schools in Tripura and Arunachal Pradesh each, the menstrual hygiene management program is installing state-of-art sanitary pad dispensers at the selected schools. These machines are being installed in girl washrooms and common rooms and can be used by the students at ease and privacy. The sanitary pads can be easily disposed off after the use by placing them in the assistive incinerator which converts the pads into dry ash

3500
Girl Student
Beneficiaries

10
Schools
North East
India

CREATING A SAFE ENVIRONMENT FOR SCHOOLGIRLS TO CONTINUE THEIR EDUCATION



| SDG 6.2 |

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.

4,400

Community members
Impacted in Behror

SUSTAINABLE SANITATION IN TOURISM AT RANCHI

Unavailability of clean and hygienic sanitation facilities at tourist places has been a long standing problem that travelers and tourists have faced with most major places of attraction. In dearth of such facilities, tourists are even forced to indulge in open defecation oftentimes, and they tend to leave behind more than footprints.

In an unique partnership with Department of Tourism, Jharkhand Government, Pernod Ricard India Foundation is setting up 5 bio toilets at some of the most tourism intensive places of attractions near Ranchi such as Hundru, Dassam, Jonha, Netrahat and Dhurva. These are some of the most heavily visited places with a monthly footfall of more than 19,500 people in the peak tourism season between August to December ever year.

Ergonomically designed “Pronto” toilets manufactured by Wockhardt Foundation will serve to mitigate the sanitation needs of the huge footfall of tourists. Additionally bio-digesters installed in the toilet system serves to digest 90% of solid waste into bio-fuel leaving behind only non-hazardous fluid waste which can be leached into the soil through soak wells.

5 Bio-toilets Installed

COMMUNITY BEHAVIOUR
CHANGE AND OWNERSHIP
OF PUBLIC HYGIENE

| SDG 6.B |



Villagers participate in *Shramdaan* event for Waste Collection in Behror.



MoU Signing for setting Waste Collection Center at Karoda Village.



A Schoolgirl depicts her vision of Swachh Bharat in an awareness event.



3.

QUALITY
HEALTHCARE FOR
ALL



| SDG 3.0 |

3.0
QUALITY PRIMARY
PREVENTIVE
HEALTHCARE AT THE
DOORSTEP OF 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.

3
Programs

5,13,193
Beneficiaries

10
States

3.0 QUALITY PRIMARY PREVENTIVE HEALTHCARE AT THE DOORSTEP OF RURAL POOR

A.

Good health And well-being In India

India has increased its focus on adopting holistic approaches to healthcare and on preventative care. The Government has committed to increasing public health expenditure to 2.5% of GDP by 2025. To ensure universal health coverage, the Pradhan Mantri Jan Arogya Yojana with its components of Ayushman Bharat and Health & Wellness Centres was launched in 2018. Ayushman Bharat aims to provide health insurance coverage to over 100 million poor and vulnerable families up to INR 5,00,000 per family per year for secondary and tertiary institutional care. Comprehensive health care is to be provided through 1,50,000 health and wellness centers. India is among the first to set specific targets to reduce the burden of non-communicable diseases (NCDs) mortality by 25%.

B.

Challenges Remain

While India's healthcare system has been on the path to improvement, critical challenges remain. The lack of health awareness is severe, and manifests in different forms, from the existing weak link between education and health, to low public priority of health concerns, and lack of focus on preventive care in the health delivery system. There are also wide regional disparities within India, as reflected in NITI Aayog's State Health Index Report 2019 (Healthy States, Progressive India). Uttar Pradesh with the highest population ranks the lowest in Health Index with a score of 28.6 while Kerala tops the list with a score of 74.01.

C.

Interconnectedness: Affordable Healthcare And Eliminating India's Poverty

Healthcare in India is inevitably tied to the capability of people to access and afford it. For our efforts to be integrated and coherent, a comprehensive approach needs to be adopted so that health objectives do not merely enhance accessibility and well being but are also tied with upliftment from dire circumstances. Poor nutrition contributes to infant mortality, while, conversely, more biodiverse agricultural production systems can help foster improved food security and improved nutrition among rural populations. There is also a close relationship between increased health and well-being of individuals and their contribution to economic growth and their ability to work. In turn, economic growth can increase public health spending. All of these interlinkages can be realized by providing widespread and universal health coverage to every individual at low cost, to realize the vision of leaving no one behind.

Pernod Ricard India Foundation aims to tie the critical issues of accessibility and affordability together through a hub and spoke network of primary healthcare centers with its mobile healthcare program, and supplementary efforts to curb non-communicable diseases.

3. 1 CONTINUING TO SERVE THE POOR

PRIF PRIMARY HEALTH CENTRES

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 11,81,000 patients till date, including 82,500 in FY19-20. 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.

PROVIDING AFFORDABLE
PRIMARY HEALTHCARE
SERVICES SINCE 2005

4

Primary Healthcare Centers

88,119

Patients Served in 2019-20.

11,87,005

Patients Served
Till Date

Patients at
Gurgaon
Dispensary.



| SDG 3.8 |

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 running in partnership across 11 cities in India has supported the CHD surgeries of 74 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

74

CHD Surgeries (19-20)
Infants below 2 years age

207 Surgeries till date.



One year old Nidhi recovering after a successful CHD surgery.

| SDG 3.4 |

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. Sanjeevani, a program running in partnership with Wockhardt Foundation operates 15 Mobile Medical Vans across more than 200 villages near PRI plants in 9 states. The program aims to provide free door-step preventive healthcare services for marginalized populations, ensuring last mile delivery serving more 4,25,000 community members at with a particular focus on vulnerable groups- women, children and the elderly 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.

MMUs 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 546 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.



4,25,000
Beneficiaries

200 Villages

15 Mobile Health Vans

| SDG 3.8 |

DAY JOURNEY – PRIF MOBILE HEALTH VAN (MHV)



The doctor and social security officer conduct **door-to-door awareness and mobilization** inviting them for free treatment at the MHV. ▲

▼ Upon arrival in each village, the MHVs are stationed at an **open accessible space** like a community center or the village panchayat ground.



Community members queue at the van for detailed **diagnosis and treatment with 100 patients** being treated at 2 villages everyday. ◀



Home services are provided to elderly, women & children and in serious cases they are referred to specialized hospitals. ▶



The vans are also equipped with a **mobile pathology lab** which generate reports for all key health parameters. ◀



Prescriptive, generic and course-treatment medicines are provided free of cost and weekly follow-up cycle is followed wherever necessary. ▶



KV RAO: A PRIF MOBILE HEALTH VAN AMBASSADOR KRISHNA DISTRICT, ANDHRA PRADESH



With the nearest Primary healthcare centre 12kms away, sixty years old KV Rao hailing from Krishna district, Andhra Pradesh couldn't do much about a *Candida albicans* infection that had been pestering him for long. A farmer by profession, he couldn't afford to travel for regular treatment at the PHC with a measly income of ₹8,000 per month which he uses to support his family of three.

The Pernod Ricard India Foundation Mobile Health Vans have come as a great help for him and many other for whom mobility remains a problem for myriad reasons. Since the MHVs arrived at his village, he has been offered a full course treatment for the minor yet aggravated infection. Through awareness sessions, he has imbibed maintaining hygienic practices the lack of which cause such infections. Happily recovered, K.V Rao has now become an ambassador for the MHV in his village, referring its services to everyone he knows.



3.

QUALITY EDUCATION &
SKILLED WORKFORCE

**4.0
ENSURING
QUALITY AND
EQUITABLE
EDUCATION,
ENABLING
SKILLED AND
DIVERSE
WORKFORCE**

Conducive learning environment with digital and infrastructural inclusion.

Nurture scholastic and co-curricular talent.

Enhanced curriculum, teaching and responsible education.

Access to technical training, skills and opportunities for vulnerable and differently-abled persons.

11
Programs

96,118
Beneficiaries

19
States



SDG4 | 4.0

4. O ENSURING QUALITY AND EQUITABLE EDUCATION, ENABLING SKILLED AND DIVERSE WORKFORCE

A.

Quality education

In 2017, there were 262 million children who were out of school, but even for those who were attending, trained teachers, infrastructure and electricity for classrooms were crucially missing. In dearth of conducive learning spaces, an estimated 617 million children and adolescents around the world are unable to reach minimum proficiency levels in reading and mathematics. The central Samagra Siksha scheme, Right To Education Act, 2009 and ICDS scheme has significantly contributed to improvement. However, data suggests that almost 20% students drop out of school at the secondary level, while the Gross Enrolment Ratio in Higher Education is at only 26%. Electricity supply is still at 60%, and computers are available only at 27% of the schools. In the absence of digital educational tools, much remains to be done to ensure equitable and adequate access to resources, to ensure children not only come to school, but learn in a conducive environment as well.

B.

Decent work and economic growth

In 2018, one fifth of the world's youth were not in education, employment or training and young women were more than twice as likely as young men to be unemployed or outside the labour force and not in education or training. An impact assessment of the National Digital Literacy Mission suggests that SCs and STs comprise only about 20% and 7% respectively of its trainees, indicating that more inclusivity is required in reaching out to the most vulnerable groups. More deliberate focus is required to make such initiatives inclusive towards all minority groups, including persons with disabilities. Of the approximately 70 million persons with disabilities in India, only about 0.1 million have gained employment.

C.

Interconnectedness in education and employability

For millions across the globe vying for a better life, education for their children is most significant way out of intergenerational poverty and deprivation. Strong foundational education at primary level provided with equal learning opportunities, contextual curriculums and conducive growth environment equips children and adolescent with requisite competencies in higher education. A strong academic background and exposure to competent trainings and job skilling provides young adults with the strong thrust to lift themselves and their communities out of dire straits.

Pernod Ricard India envisions enabling access to quality education and providing relevant opportunities for professional skilling and employment as a multidimensional focus area which not merely aims to address challenges that children, adolescents and young adults face in isolation but take a “theory of change” view of the these issues while working with communities. Within communities, working with cohorts of vulnerable and affirmative action groups and persons with disabilities with a gendered focus on girls and women delivers maximum impact to leverage transformational growth and development of the communities.

4.1 SCHOOL IMPROVEMENT PROGRAM

ENSURING WORLD-CLASS SCHOOL INFRASTRUCTURE

Construction and Renovation of school facilities such as classrooms, department blocks and toilets to upgrade learning and support infrastructure is a key focus in the school improvement program. In Meerut, Pernod Ricard India is renovating 2 government schools with S.M Sehgal Foundation and creating school management committees to ensure optimal participation of parents and teachers in maintaining conducive learning environments for students.

6,800

Beneficiaries

2

Schools Renovated in 19-20.

10 Schools Built and renovated till date

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

FACILITATING DIGITAL INCLUSION

Addressing the imminent void in digital education infrastructure at government schools in rural areas, Pernod Ricard India Foundation has transformed 90 schools in 9 states by installing digital classrooms benefitting more than 55,000 students across these schools. These classrooms 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.

Given the erratic electricity supply in rural areas and its possible impact in impeding the effectiveness of the digital classrooms in schools, all the classrooms have been equipped with 2KVa solar panels to ensure to uninterrupted off-grid use.

90

Digital classrooms

55,000

Student Beneficiaries

4.1.1 INCLUSIVE LEARNING AT DIGITAL SCHOOLS



Multi-purpose smartboard and engaging content help teachers deliver syllabi effectively and promote self-learning among students.



4.1 SCHOOL IMPROVEMENT PROGRAM

4.1.2 NUTRITIOUS MEALS FOR HOLISTIC LEARNING

Well-Fed stomachs and optimal nutrition level are pertinent to enabling children aged between 6-14 years to gainfully learn out of classroom exposure. PRIF's ongoing Mid-day meal program with the Akshaya Patra Foundation has ensured that 15,000 children in Lucknow continue to be enrolled at 160 schools, with 34,80,000 nutritious meals aiding holistic growth and classrooms focus during the developmental phase of childhood and schooling.

34,80,000

Nutritious Meals

15,000

Children Every Year

160

Schools



4.2 NURTURING SCHOLARSHIP & TALENT

4.2.1 PRIF SCHOLARSHIP PROGRAM

With the vision to empower young talented minds hailing from underserved tribal communities near PRI plant in Dindori, Nashik, the Pernod Ricard India Foundation Scholarship program with Youth Dreamers Foundation (YDF), has reached out to 2000 students in the region, and provided full scholarships worth ₹ 52 Lakh to 363 meritorious students. The program has especially been designed to cater to students hailing from extremely vulnerable backgrounds including persons with disabilities, those with single parents and students belonging to affirmative action groups (SC/ST) to ensure that equitable access to quality education across different levels including school, degree, diploma and professional education.

HELPING THE BUDDING ACHIEVERS IN RURAL INDIA, ESPECIALLY THE GIRL CHILD, SHINE.

Another critical component of the program is built around facilitating access to the pool of government and private scholarships to students with mentorship and support through application and claim process. The program has been successful in connecting 715 additional students to various scholarship programs and schemes available online and offline and helping 171 students receive scholarship worth ₹11 lakh.

402

Student Beneficiaries
Govt. & Private Scholarships: Assam

536

Student Beneficiaries

50%

SC/ST Scholars Affirmative Action

63

Lakh Scholarship Amount



SDG | 4.1

SDG | 4.b

NURTURING SCHOLARSHIP & TALENT BECOMING A PRIF SCHOLAR



The PRIF Scholarship Cell set up in Kadwa Mhalugi, a one-stop center for students to reach out to the program.

Door-to-door community baseline surveys with 50 households and 5 schools in 5 villages.



Community Mobilization with Gram Panchayats at 8 villages for awareness and participation.



21 institutes selected for outreach including 9 schools, 3 junior colleges, 8 undergraduation/PG and 1 ITI.



Follow-up engagement meetings with community members, headmasters and gram panchayats.



2000 students mobilized, detailed profiling of 1479 students, and scholarships provided to 536 students.



4.2 NURTURING SCHOLARSHIP & TALENT

4.2.2 HELPING THE BUDDING ACHIEVERS IN RURAL INDIA, ESPECIALLY THE GIRL CHILD, SHINE.

Pinki: Educating the girl child

A flagship initiative to eliminate gender disparities in education, Pinki aims to empower the every girl child in India by ensuring that she is able to go to school and has access to quality education. 70% of scholars chosen in the PRIF Scholarship Program are girl students hailing from underserved communities. A majority of them were at the brink of dropping out from schools due to dire financial conditions in their families.

In Kamrup, Assam, PRIF *Avsar* scholarship program with the Akshaya Patra Foundation has assisted 402 students in receiving government and reputed private scholarships worth ₹42 Lakhs. 53% of these scholars are girl children from underserved and underrepresented communities.



463

Pinkis Educated



Unstoppable: girl boxing champions

India's children holds tremendous potential in excelling not merely in academics but also in extra-curricular avenues of sports, music and various arts. With the vision of nurturing young talented girls, PRIF has partnered with Mary Kom Regional Boxing Foundation to support the education and boxing training of 10 girls hailing from marginal tribal communities in Manipur.

Trainee boxers are provided with high-grade boxing equipment, sports kits, medical support along with personality development and life skills to cater to their all round growth. With exposure to sparring competitions, the girl champions are being groomed to compete at various state, national and international championships.

SDG | 4.5

4.2.3 IMBIBING A SENSE OF RESPONSIBILITY

AND STIMULATING 21ST CENTURY LEARNING AT THE RIGHT AGE.

Cool Teens: Learning Responsibly

A recent paper in National Medical Journal of India noted that substance abuse is not just common in out-of-school vulnerable children, but also widely prevalent among school students aged between 12-18 years. Across the urban and rural divide, it starts as young as 12.3 years for tobacco and 13.6 years for alcohol. More than 80% children reported that peer use of drugs was common and 40% cited peer pressure as a reason for continuing substance abuse. Factors related to stress, anxiety and poor mental health were also majority cited. There's a clear need for early interventions with school students to understand their situation and create engaging programs to curb substance abuse and facilitate behaviour changes around the same.

Pernod Ricard India Foundation's Cool Teens program ongoing since 2015 has reached out to more than 1,75,000 teenagers in 9 states to build awareness and capacity on the harmful effects of substance abuse. Working with state education departments to reach out in government schools, the program deploys gamified content in 5 regional languages inculcating a package of relevant modules on life skills, communication, healthy habit & choices and underage drinking. Engaging games with completion and certifications create a competitive and fun environment to learn and imbibe the course content including at a much better rate than traditional classroom teaching.

A robust and pre and post assessment of student engagement, and modules on digital awareness is included in the program. An online dashboard assists in monitoring on indicators such as student performance on course modules over a period of assessing their understanding and consumption of the content. This can be seen at various levels such as geographical coverage, school mapping and beneficiary base. Participating students in the program have shown a 29% improvement in overall awareness on themes such importance of self confidence, self esteem, handling failure, tackling peer pressure and teenage myths. Additionally, students have also shown 25% increased awareness on the harmful effects of underage smoking, drinking and drug abuse, linkages with mental health and depression and the need to say 'no' to all of it. Give-aways and mementos are offered to students to foster awareness, curiosity and opportunities for self learning from students.

Feedback collected from schools and institutional stakeholders such as Kendriya Vidyalaya Sangathans and department of education, is also inculcated to improve content and make it more contextual.

17,500 teens.(FY 19-20)

1,75,000 Teenagers reached till date

25%

Awareness Increase On Substance Abuse

8 States



4.3. EMPOWERED & DIVERSE WORKFORCE

SAFEGUARDING PROFESSIONAL DEVELOPMENT AND EMPLOYMENT OPPORTUNITIES OF VULNERABLE YOUTH, WITH A SPECIAL FOCUS ON DIFFERENTLY-ABLED WOMEN

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. PRIF Centre Development Centre (CDC) launched in partnership with 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.

Over the next three years the CDC will directly impact 3000 youth members including training 670 candidates and ensuring 75% of them are placed. Through non-technical courses, the CDC will train 630 students in foundation skills. Additionally, workshops on Digital & Financial literacy are being organized for more than 1700 community members.

670

Youth Being Trained

25,000

Community Outreach



4.3. EMPOWERED & DIVERSE WORKFORCE

4.3.1 EMPOWERING WOMEN WITH DISABILITIES

Pernod Ricard India Foundation is committed to fill the gap in the rate of employment for persons with disabilities in India, which stands at an abysmal 0.14%. 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 such as 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.

200

Women Differently-abled Trained

16

States



SDG | 8.6 | 8.5 | 4.5



WE

**PERNOD RICARD INDIA FOUNDATION
SOCIAL IMPACT INCUBATOR
FOR WOMEN SOCIAL ENTREPRENEURS**

**5.0 INCUBATING
INNOVATIONS AND
SOCIAL IMPACT
PRGROGRAMS FOR
SUSTAINABLE
DEVELOPMENT**

Involving, enabling and promoting women entrepreneurs and enterprises working exclusively for women with technology, mentorship, networking, business advisory, incubation and fellowship funding support.

510
Applications

₹6
Crore
Incubation
Funds

10
Incubatees

4
Fellows

13k
Initial
Beneficiary
Base

INCUBATION CENTRES:

**IIM CALCUTTA
INNOVATION PARK**



Community-centered social impact ideas and solutions exclusively from women entrepreneurs and women-led startups.

CIE@IIIT, HYDERABAD



Deep-tech solutions and concepts situated around serving women as the core impact group.

INCUBATING INNOVATIONS FOR SUSTAINABLE DEVELOPMENT

India's Innovation and Incubation landscape

With technological advancements, and increased policy and business focus, innovation has become an essential driver of transformative growth. In the recent years, flagship programmes such as Make in India, Startup India, Standup India, and Skill India have played an essential role in nurturing ecosystems accelerating growth of creativity, entrepreneurship and innovation. As on 31st March 2019, 17,390 start-ups were recognized under the Startup India across 499 districts and ₹2266 crores has been committed by Small Industries Development Bank of India (SIDBI) to 40 Alternate Investment Funds (AIFs).

A small but significantly growing niche of this ecosystem is comprised of 'social purpose organizations'. These enterprises deploy domain expertise such as project management, human-centered design thinking and deep tech prototyping to create innovative systems, processes and solutions which create tangible impact on India's socio-economic and human development indicators of the UNSDGs and national targets. Owing to their unique business purpose which focus on serving underprivileged and low-income communities, such startups often deploy a host of models such a non-profit, no-profit-no-loss, and reinvestment apart from the usual B2X models. Consequently, they find it difficult to sustain themselves on small loans and collateral based financial services and require a much elaborate support comprising of capacity building, business development skills, mentorship, networking and marketing apart from funding.

The Schedule VII under Section 135, Companies Act. 2013 provides room for India Inc. to partner with academic institutions to support social startups and entrepreneurs through impact incubators. However, with top 368 listed companies investing just INR 5 crores ~ 0.05% of total CSR spending in FY18-19, Incubation is the second least funded Schedule VII area.

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.

The Chapter I was co-created in partnership with Centre for Entrepreneurship, IIIT Hyderabad, and received 450 applications. 8 applicants (including 2 research projects) were inducted for incubation and received ₹3 crores funding, business advisory and resource networking support.

The case for supporting women changemakers

Women are increasingly venturing into the world of entrepreneurship, and financial support to such women has also substantially increased in recent years through mobilizing savings and access to credit. Women leaders have showcased exceptional capabilities in managing end to end avenues, whether as CXOs of top companies or as members of women producer groups in rural India crafting innovative values chains of non-timber forest produce (NTFPs). However, owing to generations of structural inequity and unfairness in social systems their presence in entrepreneurship, unsurprisingly, remains abysmally low with women constituting just 13.76% of all entrepreneurs and accounting only 10.26% all entrepreneurial employment generated last year.

Despite the adversities, women entrepreneurs continue to display grit and boundless potential to create sustainable social value in the country. Designing incubation programs for women entrepreneurs and changemakers does not merely provide an apt platform to amplify women's voices, but also ensure that they are heard, by their own accord and talent.

- A. SUPPORTING WOMEN
SOCIAL CHANGEMAKERS**
- B. PROMOTING WOMEN
CENTERED INNOVATIONS**
- C. TECHNOLOGY MENTORSHIP**
- D. NETWORKING SUPPORT**
- E. INCLUSIVE GEOGRAPHICAL
AND SECTORAL OUTREACH**
- F. CULTIVATING SOCIAL
IMPACT ECOSYSTEM**

WOMEN EMPOWER WOMEN & OTHER STORIES

The program is currently supporting 12 startups led by women entrepreneurs. Among these 8 startups, which have an established proof of concept, innovation social impact scale-up roadmap have been inducted for full-time incubation and 4 which have shown promise, and can be further groomed to scale up have been inducted for fellowship cohort.

S. No.	Startup	Sector	Target SDGs	Idea/Solution	Target Beneficiary Base
1	Aegipan Animal Biocare Private Ltd.	Agriculture, Food, Dairy	SDG 1	Preserving the germplasm of Black Bengal Goat and generating livelihood for women and youth working in rural areas.	650 Rural Women Goat Farmers
			SDG 8		
2	Inochi Care Private Limited	Healthcare	SDG 3	A multi therapeutic wound healing technology which enables healthcare providers to accelerate the healing of chronic wounds at 1/5th the cost.	Low-cost primary healthcare centers and low-income communities patients
3	Strawcture Eco	Housing	SDG 9	100% Sustainable bio-based building material to offer fast, cost effective and modular homes and living spaces.	Architects and social designers, low income groups and rural population under affordable housing turn key projects. Target: 10 turnkey projects of 5000 sqft each
			SDG 11		
			SDG 12		
4	Bionic Hope Private Limited	Healthcare	SDG 3	Developed a prototype of prosthesis limb which can be sensed on touch.	100 amputees losing limbs due to accidents or people born without limbs.
5	Aatm Nirbhar	Women Empowerment	SDG 5	Driver training school for women, by women in an asset light model to generate employment opportunities.	100 urban and semi urban women population
			SDG 8		
6	Nimaya Robotics	Education	SDG 4	A robotics training System to help individuals with learning disorders acquire psychomotor and cognitive skills resulting in 60% learning acceleration.	Individuals with learning disorders, special children, special education trainers and parents, occupational therapists, health institutions. Target: 80-100 students
			SDG 10		

WOMEN EMPOWER WOMEN & OTHER STORIES

Incubatees and fellows will be supported for a period of one year, and provided access to IIMCIP and IIT-H startup ecosystem, and a host of other assistive services to maximize their social impact outreach and organizational sustainability. More applicants are being inducted in both cohorts.

7	Tactopus Learning Solutions	Education	SDG 4, SDG 10	Technology aided products that make early learning accessible and fun for children with vision and cognitive disabilities.	Differently abled children, individual tutors, schools for differently abled students and parents of differently abled children. Target : 2000-3000 students
8	Bleetech Innovations Pvt Ltd	Education	SDG 4, SDG 10	Providing technology platform and content developed in sign language for deaf people.	Differently abled individuals, trainers and schools for differently abled students and parents. Target: 2000 students
9	Heamac Healthcare Pvt. Ltd	Healthcare	SDG 3	An intelligent AI powered phototherapy device for neonatal jaundice conditions.	Low-cost hospitals treating neonatal jaundice
10	Maitri Meals	Women Empowerment	SDG 4, SDG 8, SDG 10	Employing women sexual trafficking survivors and supplying low cost, high quality food prepared by them.	10 women directly involved in the program.
11	Empathy DesignLabs	Healthcare	SDG 3, SDG 5	A wearable and non-invasive screening patch for rapid pregnancy monitoring and timely action to prevent stillbirths.	Pregnant women, ASHA workers in villages
12	Rayd8 Labs	Healthcare	SDG 3	A novel system capable of screening Indian population for Covid-19 using AI on radiological & speech inputs.	Covid-19 hospitals and healthcare systems
13	NanoHealth	Healthcare	SDG	COVID-19 Railway Patient Information and Tracker Management System to ensure adherence to Isolation and Quarantine norms by positive patients.	Pilot of COVID-19 Railway Coaches being run by Western Railways

OUR PARTNERS

S.No	Partner	Programs	Location
1	AFPRO	Integrated Village Development Program	Nashik, Maharashtra
2	Akshaya Patra	Mid-day Meal Program	Lucknow, Uttar Pradesh
		Avsar Scholarship Program	Kamrup, Assam
	Bala Vikasa	Project Jala Vikasa	Medchal & Siddhipet, Telangana
3	Collective Good Foundation	Adopt a Hub and Spoke	Khurda, Odisha
		Adopt a Village	Palwal, Haryana
		Hub and Spoke Water ATMS	Sahibganj, Jharkhand
4	Dentsu-Indeed	Cool Teens	All India
5	Drishiti Foundation Trust	Digital Classrooms at Schools	Nashik, Behror, Nalagarh, Meerut, Vishakhapatnam, Derabassi, Gwalior, Kolhapur, Saharanpur
6	Genesis Foundation	Nanhi Dhadkan	All India
7	Ideas 2 Impact Foundation	Project Jaljhari	Jodhpur, Rajasthan
8	IIIT Hyderabad		
9	IIMCIP	We Social Impact Incubator	All India
10	Mary Kom Foundation	Boxing Talent Support Program	Imphal, Manipur
11	Mushroom Development Foundation	Scalable Sustainable Livelihoods with Mushroom Cultivation	Ri-Bhoi, Meghalaya
12	NIIT	PRIF Career Development Centre - Gurgaon	Gurugram, Haryana
		IT Education at Schools	Delhi-NCR
13	Saahas	Swaccham	Behror, Rajasthan
14	SAHE	Live the Lakes	Hyderabad, Telengana
15	Sarthak Education Trust	Livelihoods Training for Women with Disabilities.	All India
16	Sehgal Foundation	Project Samridhi (Phase 1 & 2)	Behror, Rajasthan
		Project Kushal	Meerut, Uttar Pradesh
		Project Neer Sanrakshan	Gwalior, Aurangabad
17	Sir Syed Trust	Project Srijal	Derabassi, Punjab
18	Smile Foundation	Menstrual Hygiene Management at Schools	Tripura, Arunachal Pradesh
19	SRIJAN	Project Vikalp	Shivpuri, Madhya Pradesh
20	Wockhardt Foundation	Project Sanjeevani	Behror, Derabassi, Nashik, Kolhapur, Kamrup, Kolkata, Vijaywada, Medak, Bengaluru, Ri-Bhoi
		Project Swacchh Soch	Ranchi, Jharkhand
21	Youth Dreamers Foundation	PRIF Scholarship Program	Nashik, Maharashtra



- 1. Best Innovation CSR Project** for 'Clean Drinking Water with Water ATMs' at the CSR Summit & Awards organized by UBS forums on 19th August 2019.
- 2. Confederation of Indian Industry (CII) National Award for Excellence in Water Management 2019** for 'Beyond the Fence Water Programs at Nashik' at CII Water Summit held on 19th September 2019.
- 3. Best CSR Project' in the Community Development category** for 'Project Samridhi at Behror' at the maiden Indo-French Chamber of Commerce and Industry (IFCCI) CSR Conclave and Awards held in New Delhi on 21st November 2019.
- 4. Felicitations and Recognition by Hon'ble Defense Minister, Government of India** for 'Project Pinki: Educating the Girl Child' at the Armed Forces Flag Day CSR Conclave 2019 held on 2nd December 2019.
- 5. Best CSR Report** for 'PRI CSR Program Report 2018-19' at the 8th India CSR Award 2020 held in May 2020.

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