



Pernod Ricard India

TRANSFORMING COMMUNITIES AND ACCELERATING LOCAL DEVELOPMENT



ANNUAL REPORT
2024-2025



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About Pernod Ricard India

Pernod Ricard India (PRI) Private Limited is a fast-growing multinational alcohol-beverage company. As Créateurs de Convivialité, Pernod Ricard India's purpose is to create authentic, shared experiences.

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, Royal Stag Double Dark, Blenders Pride, Blenders Pride Reserve Collection, Blenders Pride Four Elements, Imperial Blue, 100 Pipers and Longitude 77. The company's wide range of international premium brands include Chivas Regal, Ballantine's, The Glenlivet, Royal Salute, Jameson Irish Whiskey. Some of the eminent brands in white spirits and wines include ABSOLUT Vodka, Martell Cognac, Beefeater and Monkey 47 Gin, Kahlúa, Malibu, Mumm Champagne, and Perrier-Jouët.

With a rich legacy spanning over 30 years in India, Pernod Ricard India is dedicated to delivering premium products to the Indian market. As one of the fastest growing businesses for Pernod Ricard globally, the Group's commitment to the "Make in India" initiative is reflected in its sales portfolio within India, which comprises over 97% of domestically produced brands. Pernod Ricard India operates 24 bottling plants across 27 states, with a presence in 85,000+ outlets. The company's global footprint continues to expand, with Seagram's whisky portfolio present in 50+ countries. Recently, Pernod Ricard India laid the foundation for its largest malt distillery and maturation facility in Asia, situated at Nagpur, Maharashtra.

Pernod Ricard India's Sustainability & Responsibility vision, "Good Times from a Good Place," is anchored in four key pillars of Nurturing Terroir, Circular Making, Valuing People and Responsible Hosting. Pernod Ricard India believes in creating shared value for the business and local communities in a way that drives transformational growth and development for the country. Pernod Ricard India Foundation (PRIF), a Section 8 Company incorporated under the Companies Act, 2013 ("Act"), is a wholly owned subsidiary of Pernod Ricard India, instituted to fulfil its commitment to Corporate Social Responsibility.

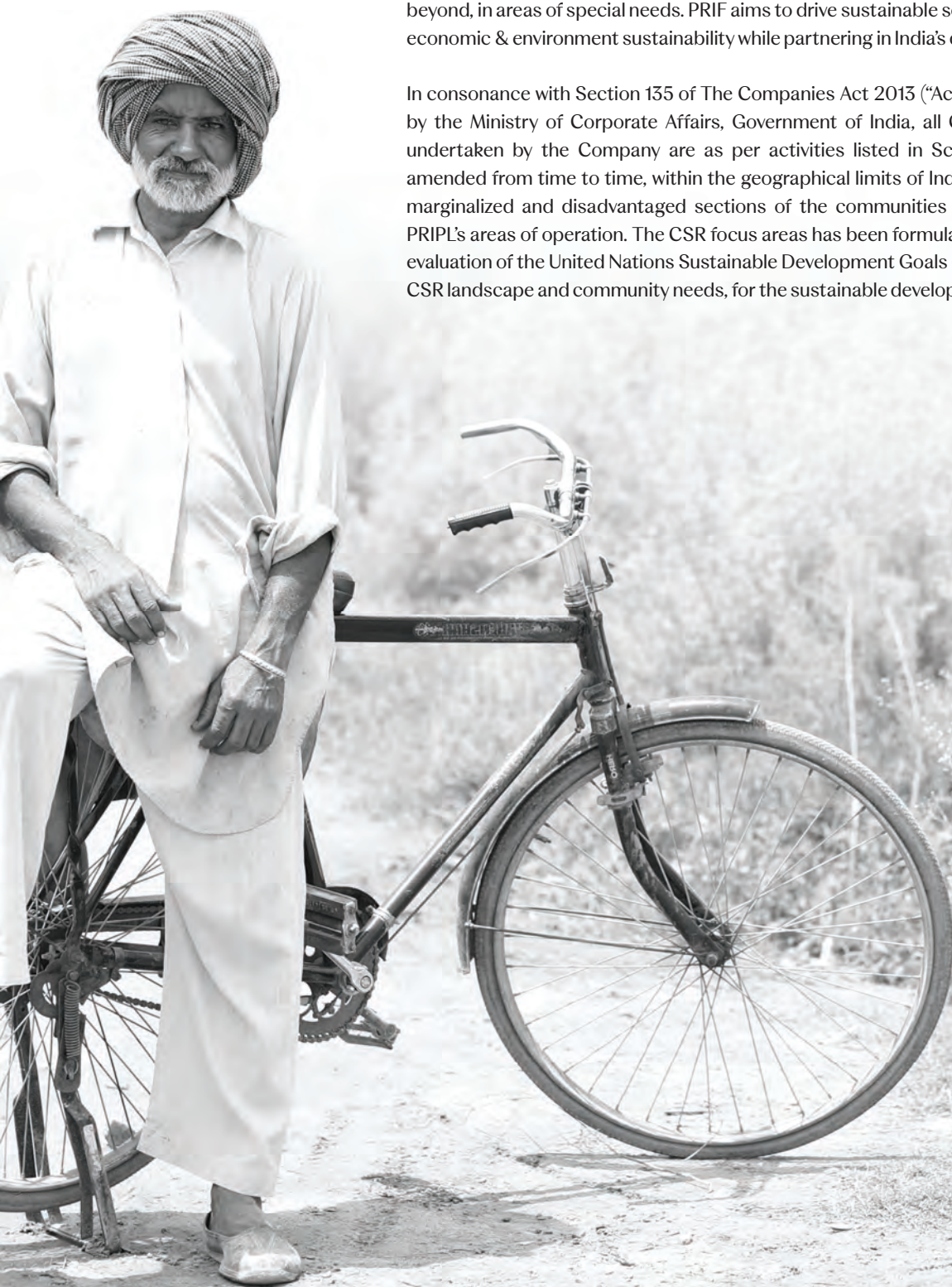


Pernod Ricard India
FOUNDATION

About Pernod Ricard India Foundation

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

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.





“

Growing Responsibly, Together

At Pernod Ricard India, Sustainability & Responsibility are embedded in everything we do. These efforts are guided by our global roadmap, Good Times from a Good Place, and rooted in the belief that growth must be inclusive, circular, and future-fit. As Créateurs de Convivialité, we recognize that true conviviality must be grounded in responsibility - from grain to glass. That means protecting ecosystems, enabling livelihoods, and promoting informed, responsible choices. This comes to life through four core pillars: Nurturing Terroir, Valuing People, Circular Making, and Responsible Hosting.

In the past year, we've advanced this roadmap through measurable actions, from using recycled glass and exploring circular packaging, to deepening watershed management and strengthening environmental stewardship across our operations. Every initiative has been shaped by mutual trust, and long-term partnership by reinforcing our commitment to create value that lasts. We continue to position ourselves as a trusted partner in advancing local development, ensuring that our work with stakeholders delivers broad, inclusive impact.

As we look ahead, our focus is clear: to grow responsibly, together!

Jean Touboul

CEO
PERNOD RICARD INDIA





Purpose Meets Precision

At Pernod Ricard India, we believe that resilience is built when communities are empowered, ecosystems are protected, and growth is inclusive by design. Our commitment to Sustainability & Responsibility is a testament to this belief and is embedded across the value chain - in the way we operate, engage, and evolve.

What sets our approach apart is the precision with which we act which allows us to bring rigor, agility, and scale to community-centric work. We apply the same standards of excellence used in business operations to the way we support social development from stewarding local watersheds, nurturing biodiversity to livelihood generation— through data, governance, and accountability. And we always ensure to approach this with humility and a system lens – listening first, mapping local needs, and delivering context specific solutions that are locally rooted and nationally relevant.

We're proud to stand with our communities, not just as supporters – but as long-term partners in progress. Together, we are showing that responsible business is not just good strategy – it's the only strategy.

**Gagandeep
Singh Sethi**

Senior Vice President
Integrated operations and S&R
(Sustainability & Responsibility)



Trust, small shifts, and lasting change

The work that we do at Pernod Ricard India Foundation, reflects our commitment to the communities we serve. Our 'community first' approach takes time, consistency, and a willingness to listen without assuming we already have the answers.

Over the past year, I've seen what happens when that trust takes root. We've made significant strides in our key impact areas:

- Our Water, Agriculture, Livelihood (WAL), and Environment Conservation efforts are resulting in climate-smart practices, rejuvenating lands, and healthier ecosystems, laying the foundation for environmental and economic resilience.
- As Diversity and Inclusion becomes embedded in the fabric of community development, it's leading to better opportunities for children, youth, increased exposure and inclusion in sports, and cultural heritage.
- Improved access to Quality Healthcare and WASH services transforms families as they experience fewer health issues, children grow up stronger, and communities become aware of rights and entitlements hygiene and nutrition. In addition, the ripple effects are powerful: better health leads to better education and productivity.
- Finally, our work on Social Transformation and Innovation

help local and innovative organizations grow in capacity, with entrepreneurship driving scalable solutions.

- None of this is possible without our partners - grassroots organizations, academic institutions, and local governments. With collective efforts, we see long lasting impact.
- The point is impact doesn't arrive with a big announcement. It builds quietly, through small shifts that, over time, change the way people see themselves and their options. We hope our efforts continue to create spaces where people feel heard, supported, and strong enough to carry the change forward long after we've stepped back.

Anantika Singh

General Manager,
CSR



Our Implementation Partners

We extend our deepest gratitude and heartfelt appreciation for the unwavering support, invaluable contributions by our implementation partners and their dynamic teams, contributing to our vision of 'Transforming Communities and Accelerating Local Development'.



Circular Economy Incubator,
Pan-India



Prakriti Incubation Launchpad,
Assam and North-east



Advaya Plastic Circularity
Innovation Launchpad, Kanpur



SSHEAT & Sajag Derabassi,
Chandigarh



CMGGA; Haryana



Women Entrepreneurship
Varanasi



Eco-empower program,
Faridabad



Empoweringz the
differently-abled; Delhi



Campus to Career, Nashik
Ankur Uday, Nashik



Raaga; Mumbai



STEM Classrooms;
Derabassi



Train the Trainer;
Nashik



Samarthya; Behror



STEAM for women;
Bennett University



Inclusive Tech;
Don Bosco Ashalayam



Rural Development Trust

GATI; Rural
Development Trust



Weaving Dreams,
Chhattisgarh



Raftaar; Nashik and
Mundgod



Weaving Dreams,
Telangana



Navchetna; Nagpur



Scholarship Program;
Nashik, Derabassi, Behror



Unnati & Drinking
Water Initiative, Nashik



PHC Nashik



Mobile Medical Van;
Gurgaon, Gwalior Derabassi,
Assam, Telangana



Program Udaan, and MMUs
Behror, Kanpur, Nashik



Neer Sankarshan, Karnal



Pragati, Behror &
Shetkari Samruddhi,
Aurangabad & Jalna



Saksham; Nashik



Jaldhara, Gwalior



Sabla; Kanpur



Jal Sanjeevani, Nashik



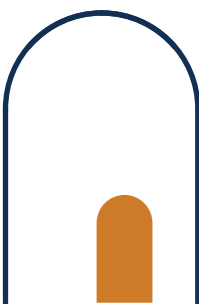
Sinchan, Khurda
Krishak Kranti, Derabassi



Gram Uthan Behror Gram
Utkarsh, Kanpur Jal Kranti,
Bangalore Jal Sanchay, Chomu



Swasti Niwas, Nagpur





VISION



TRANSFORMING COMMUNITIES AND ACCELERATING LOCAL DEVELOPMENT

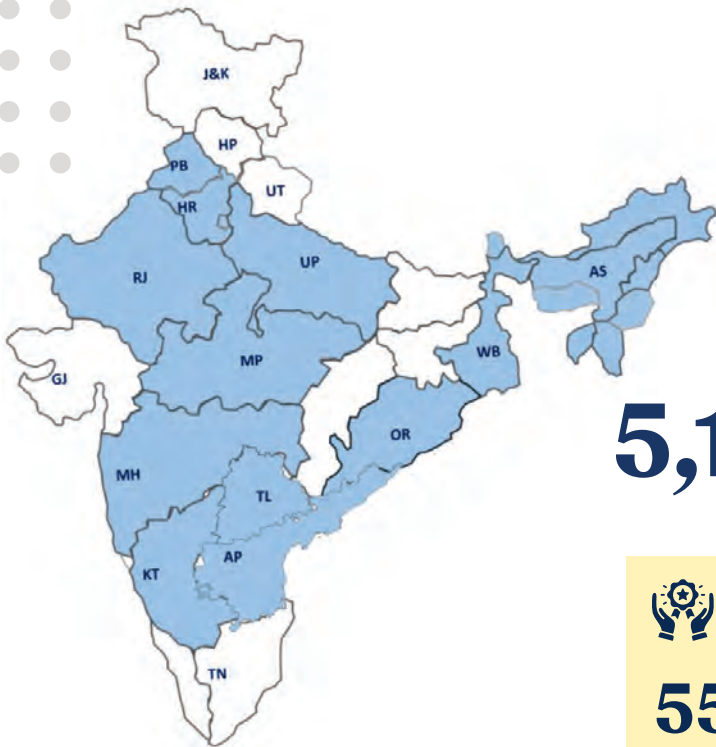
Our mission at Pernod Ricard India is to work alongside communities to unlock human potential, restore ecosystems, and build a more inclusive and sustainable future. We focus on creating access — to water, education, healthcare, skills, and opportunities — through partnerships that are built on trust and mutual respect.

These efforts align with India's national priorities and the UN Sustainable Development Goals (SDGs) — particularly those focused on education, gender equality, clean water, decent work, climate action, and partnerships.

Empowerment of women, especially through livelihood generation, self-help groups, access to education and skill-building opportunities, is a recurring driver across programs and a reflection of PRIF's inclusive philosophy.

By listening deeply and acting collaboratively, we design solutions that are relevant, scalable, and grounded in local realities. Every step we take is guided by the belief that communities are not beneficiaries — they are co-creators of change. Together, we're building systems that empower, protect, and uplift—leaving no one behind on the path to progress.





5,19,500+
Lives Touched*



55
PROGRAMS



13+3
STATES + UTs

Social Impact

Footprints

(FY 24-25)

12 SUSTAINABLE
DEVELOPMENT
GOALS

38 TARGETS
IMPACTED



WATER, AGRICULTURE,
LIVELIHOODS (WAL) AND
ENVIRONMENT CONSERVATION

22,430+ Farmers
Impacted



HEALTHCARE AND W.A.S.H.
(WATER, SANITATION AND HYGIENE)

89,820+ Beneficiaries
Impacted



DIVERSITY AND
INCLUSION(D&I)

14,780+ Lives
Impacted



SOCIAL TRANSFORMATION
AND INNOVATION (ST&I)

4,01, 200+ Lives
Touched



Water, Agriculture, Livelihood (WAL) and Environment Conservation





In India's heartland, farming, the primary livelihood for millions, faces unprecedented stress. Erratic monsoons, declining groundwater, soil degradation, and limited market access have left small and marginal farmers vulnerable.

Nearly 600 million people face high to extreme water stress. While agriculture consumes over 80% of India's freshwater, only half the cultivated land is irrigated. With 85% of farmers operating on marginal holdings, the crisis is not only environmental but also social and economic.

Women, who form the backbone of rural economies, remain disproportionately excluded from resources, finance, and decision-making.

To address these interconnected challenges, Pernod Ricard India Foundation (PRIF) launched the Water, Agriculture, Livelihood (WAL) initiative. WAL is not a single project, but a multi-component program that strengthens ecosystems and rural communities through four core pillars:

- **Water Stewardship:** Rejuvenation of ponds, check dams, recharge structures, and formation of Water User Groups for collective governance.
- **Sustainable Agriculture:** Promotion of regenerative practices, crop diversification, vermicomposting, and climate-resilient farming models.
- **Livelihood Enhancement:** Establishment of Farmer Producer Companies (FPOs), women-led enterprises, and market linkages to increase incomes.
- **Community Empowerment and Governance:** Capacity building through Self-Help Groups, Village Development Committees, and women's financial literacy training.

WAL program, since 2018, has transformed rural ecosystems and livelihoods, reached over 69,318 farmers, and generated

3338 million litres of water potential through the construction and rejuvenation of various water structures like ponds, check dams, nala bunds and so on.

During the year, WAL impacted 107 villages 8 states through 14 programs. It added 631 million litres water harvesting capacity by constructing 70 water structures and impacted lives of 22,430 farmers

training them in regenerative agriculture, crop diversification, and water budgeting. To ensure the governance and long-term sustainability of the water structures, 29 Water User Committees (WUCs) were formed, and over 2,800 community members were trained in water stewardship. The recharge of groundwater facilitated by these interventions enabled many farmers to cultivate a second crop cycle, directly linking improved water security to enhanced livelihood. Additionally, high-value crops such as strawberries and broccoli were introduced in tribal belts, leading to increased household incomes. At household level, the establishment of Poshan Vatikas (nutrition gardens), helped families reduce daily expenses.

WAL has also strengthened market linkages by establishing Farmer Producer Companies (FPOs), they have marketed produce and ensured fairer returns for farmers. Women's enterprises expanded from mustard oil production to millet cookies, empowering 1,600 women through financial literacy, entrepreneurship, and digital inclusion.

The WAL initiative demonstrates that when water returns, so does dignity. When the land regenerates, livelihoods strengthen. And when women lead, communities thrive. As WAL enters its next phase, the focus will remain on scaling proven models, strengthening local governance, and embedding resilience in rural India — one village, one solution at a time.

22,430+
Farmers Impacted
in 170 villages

631
million litres water
potential generated

70
water structures
created for water
storage and recharge

18,047
community members
impacted

10
water user
committees formed





ANKUR UDAY

Ankur Uday is implemented in partnership with **TNS India Foundation**. It's an agri-livelihood development program launched in 2021 in 14 villages of Dindori block, Nashik district, Maharashtra.

The program focuses on three pillars: sustainable agriculture, farmer collectivization through FPOs, and women's empowerment. To date, it has impacted over 3,000 farmers. The program has laid strong foundations for regenerative agriculture and alternative livelihood generation for farmers and women.

During the year, more than 1,600 farmers have been trained in improved agronomy, especially in grape and tomato cultivation, resulting in higher yields and reduced input costs.

The program incubated the Sheti Sanjivani Agro Farmer Producer Company (SAFPCL), which today has 1,380 shareholders from 26 villages in Nashik.

Also, SAFPCCL achieved a procurement milestone of 372 tons of grapes worth 3.07 crore and a turnover of 4 crore creating collective bargaining power and ensuring fairer returns for farmers.

For empowering women financial literacy trainings have been conducted for 1,600 women, helping them adopt digital banking, play stronger roles in decision-making as well as run their own enterprises. Additionally, under the helpdesk initiative, over 1,100 villagers have been linked to various government schemes, subsidies and other benefits.

Ankur Uday did more than improve agriculture. It restored ecosystems, empowered women, and helped communities reclaim control over their futures. It was a movement that planted seeds of change, nurtured with care, and grown with purpose.

3,000
Farmers

1,600
Women financial
literacy training

26
Villages in Nashik.

1,380
Shareholders



CASE STUDY

From Vine to Value: How Shetisanjivani FPC Transformed Grape Procurement in Nashik

In the heart of Dindori, Nashik, India's grape-growing belt, a quiet revolution took root in the form of Shetisanjivani Agro Farmer Producer Company Limited (SAFPCL). Registered in 2022, the FPC quickly grew into a collective force, onboarding 1,380 shareholders across 26 villages. With input shops established and a direct procurement model in place, SAFPC set out to rewrite the rules of agri-marketing by placing farmer empowerment, transparency, and fair trade at the centre of its mission.

By FY 2025, SAFPC was a tangible success. The company purchased 372.63 metric tons of grapes from 65 farmers, resulting in a total value of ₹3.07 crore. This validated a farmer-first model that prioritised trust, timely payments, and market linkages. For grape growers who had long been dependent on middlemen and volatile pricing, SAFPC offered a stable and dignified alternative.

The procurement wasn't generic, it was strategic. SAFPC sourced a diverse range of grape varieties tailored to buyer demand. Thompson Green grapes were sold to Magnus Farm in Shirasgaon, while Sharad Seedless Black and Sudhakar Seedless Green found buyers in Hortico Fresh, Korate. Mama Jumbo Black and Crimson varieties were procured for Absolute ECSO Global Private Limited, also based in Korate. This targeted matchmaking between producers and buyers ensured quality consistency and better price realisation for farmers.

Behind the numbers lay a more profound transformation. Farmers who once hesitated to engage with formal procurement systems now found themselves part of a transparent process that respected their produce and their time. Confidence grew not just in the market, but within the farming community itself. For many growers, this season marked a turning point. With assured procurement and better rates, they reinvested in their vineyards, improved post-harvest handling, and began exploring varietal diversification. SAFPC's success became a model for collective action, inspiring nearby villages to consider similar FPC-led initiatives.

SAFPC proved that farmer-led institutions can deliver scale, integrity, and impact. By bridging the gap between the farm and the market, the company cultivated trust, resilience, and a new standard for agribusiness in rural India.



SAKSHAM

Saksham, launched in 2021 in partnership with **Vanarai**, aims to transform tribal villages in the Dindori block, Nashik. The program focused on fostering water resilience in uphill tribal villages through scientific water intervention in four villages. Various water structures, including continuous contour trenches, earthen nala bunds, check dams, gabions, and nala desiltation, were strategically planned to catch rainwater where it falls. In FY 25, a water harvesting potential of 236 million litres was generated through these 11 structures.

Various demonstration plots were introduced to farmers to improve paddy cultivation using the System of Rice Intensification, along with high-value crops such as strawberries, cucumbers, and broccoli. In FY 2024–25, the program scaled crop diversification, introducing 11 new horticultural crops across 40 demonstration plots impacting. Strawberry farming, piloted with eight farmers, expanded to 19 farmers. Farmers reported yield increases of up to 20 percent in paddy and income gains from diversified crops. Saksham has impacted 900+ farmers and demonstrated how combining water conservation with sustainable agriculture can help tribal communities transition from subsistence to aspiration.

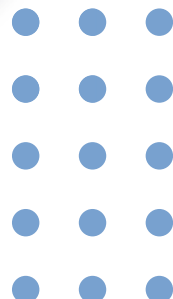
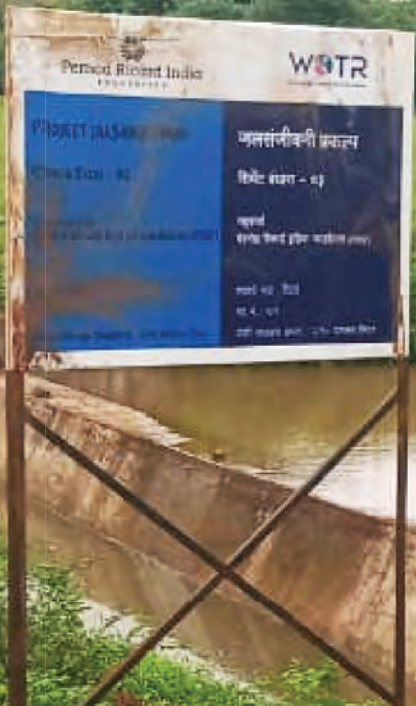
236
Million litres

11
Structures

26
Villages in Nashik

900+
farmers





JAL SANJEEVANI

Jal Sanjeevani, implemented by **Watershed Organization Trust (WOTR)** was launched in 2021 in Dindori block, Nashik. It aimed to enhance water security and strengthen rural livelihoods by combining watershed development with sustainable farming practices. Covering seven tribal villages, the program aims to build resilience against erratic rainfall, soil degradation, and weak irrigation systems that have long led to crop failures and seasonal migration among farmers.

During the year, 23 recharge ponds and 5 check dams were constructed, alongside contour trenches and farm bunding, creating a storage capacity of 43.6 million litres and improving groundwater recharge. Afforestation efforts, including tree planting, have reduced erosion while silage production and fruit tree plantations provided year-round fodder and supplementary income sources.

Training sessions, farmer exposure visits, and community workshops built local capacity, enabling the adoption of sustainable practices such as the system of rice intensification and horticulture impacting farmers. As a result, crop yields increased by 19-25%, and average household income rose by about 22,000 per year. Over 55 hectares of farmland came under protective irrigation, and groundwater levels improved measurably. These collective water and agriculture initiatives have impacted 1300+ farmers.

19-25% Crop yields increased	22,000 Average household income	1,300+ Farmers
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CASE STUDY

Water for All Seasons: Building Resilience in Titve

In Titve, a village nestled in Nashik's Dindori block, farming was a seasonal struggle. For Balu Namdev Watane and Sanjay Sadashiv Navale, smallholder farmers with 2.20 and 1.60 acres, respectively, the monsoon was their only reliable source of water.

Water availability was limited to the kharif season, after which wells ran dry, so there was no second crop. With no irrigation for the rabi crop, their income was limited, and families faced long months of uncertainty. Livestock suffered too, as there was no green fodder. Farming was hard, bleak and fragile.

With the introduction of the Jal Sanjeevani project in Titve, change happened. Supported by the Pernod Ricard India Foundation and implemented with technical guidance from the Watershed Organization Trust (WOTR), the initiative focussed on water resilience. The project began with community engagement. There were gram panchayat meetings, exposure visits to successful villages, and the formation of a Village Development Committee (VDC). Farmers realized that water scarcity wasn't inevitable and with the proper intervention, they could change their future.

The solution was simple yet powerful: a cement nala bandh, or check dam, was constructed on a stream near Balu and Sanjay's farms. The structure captured rainwater and allowed it to percolate into the ground, slowly recharging the wells. Within months, water levels rose by two to three feet. For the first time, Balu and Sanjay could cultivate rabi crops, such as chickpeas, wheat, and maize, and even experiment with vegetables like tomatoes, coriander, onions, and brinjal.

With this dramatic shift in cropping patterns, their income increased by 25%. Green fodder became available, boosting milk production and generating an additional source of revenue. Inspired by the success, 12 other farmers adopted similar water conservation practices. Vegetable cultivation expanded across 18 acres, and the community began to see farming as a year-round opportunity rather than a seasonal compromise. The check dam didn't just hold water; it held promise.

For Balu the transformation was a blessing: "Our livelihood depended on farming, but water scarcity made things very difficult. Now our wells have enough water, and our income has doubled. This change has helped our entire family." Sanjay echoed the sentiment: "The success of this project has brought a revolution. Green fodder is available, milk production has increased, and we're now self-reliant. I'm thankful to WOTR and PRIF for creating a sustainable income source."

Titve's story is a model of how community-led water conservation can unlock agricultural potential, stabilize incomes, and build resilience. With one check dam and a shared vision, a village moved from scarcity to abundance.



KRISHAK KRANTI

Krishak Kranti, implemented in partnership with Suvidha, is an agri-water livelihood initiative launched in 2024 in 15 villages of Derabassi block, Mohali district, Punjab. The program focuses on enhancing water management and sustainable agriculture for farmers and women.

Farmers in the region face deteriorating water quality, declining soil health, and chemical-intensive cultivation practices that weaken productivity. Outdated irrigation and lack of collective

governance further increase vulnerabilities, particularly for women and migrant households.

To address these challenges, the program established 15 Water User Groups (WUGs) in villages to promote localized water budgeting and governance. Krishi Sansadhan Kendras were established as agricultural resource hubs, providing bio-inputs, crop planning tools, and training on regenerative practices. Geo-tagged soil testing and micro-irrigation systems were also introduced to promote efficiency and reduce input costs.

During FY 25, over 1,100 farmers were trained in sustainable practices, including Jeevamrit preparation, crop diversification, and low-input farming, resulting in early improvements in soil health and a reduced dependence on chemicals. The program has laid the foundation for a community-driven, resource-efficient agriculture model that enhances livelihoods.



15
Villages

15
Water User
Groups (WUGs)

1,100
Farmers



GRAM UTHAN

Gram Uthan, implemented in partnership with **SM Sehgal Foundation**, was launched in 2023 across 17 villages of Behror block, Alwar district, Rajasthan. The program focuses on water conservation, sustainable agriculture, and women's empowerment, to build climate-resilient livelihoods for small and marginal farmers.

The region faces an acute water crisis due to declining groundwater levels, erratic rainfall, and a reliance on conventional farming practices that degrade the soil and reduce productivity. Women, with limited avenues for income, were further excluded from decision-making and lacked access to collective platforms for entrepreneurship.

During the year, the program supported the construction of two ponds, creating 26 million litres of additional water storage capacity in this water-scarce region. Farmers received soil health cards and learned about improved practices through demonstration plots of millet and other climate-resilient crops. These interventions encouraged a gradual shift toward sustainable farming to 3800+ farmers.

Women's groups were trained in entrepreneurship and business management, leading to the establishment of mustard oil enterprise and operations of Custom Hiring Centres. This initiative created new income opportunities for 60+ women and positioned women as leaders in household and community economic decisions.

17

Villages of
Behror

3,800+

Farmers

60+

Women and positioned
women as leaders



GRAM UTKARSH

Gram Utkarsh, implemented in partnership with **SM Sehgal Foundation**, was launched in 2022 across 9 villages of Kanpur Dehat district, Uttar Pradesh. The program focuses on sustainable water management, regenerative agriculture, and women's empowerment, aiming to reverse groundwater depletion and strengthen farmer livelihoods.

Kanpur Dehat has long struggled with declining water tables, neglected ponds, and chemical-intensive farming that degraded soil fertility. Farmers faced low yields, while women were excluded from income-generating opportunities and collective decision-making.

To address these challenges, the program revived five ponds through excavation, embankment construction, and plantation drives, creating 80.5 million litres of additional water storage capacity. Farmers received soil health cards and were supported through demonstration plots showcasing balanced fertilizer use and improved crop practices. These interventions resulted in paddy yields increasing by 10.62% and wheat by 10.83%, strengthening farm incomes. Additionally, FPO created

under project started its input centre that reached turnover of over INR 12 lakh.

Women's self-help groups (SHGs) were trained and supported in establishing papad-making microenterprise and custom hiring center, creating new livelihood opportunities and enabling women to play stronger roles in their local economies. In FY 24-25, Gram Utkarsh had impacted 4900+ farmers. The program has laid a strong foundation for community-led water governance, climate-resilient farming, and women's entrepreneurship.



10.62%
Paddy yields
increased

10.83%
Wheat increased

4,900+
Farmers



SABLA



Sabla, implemented by **Haritika**, started in 2022 is a women-centric agricultural empowerment initiative aimed at enhancing income, sustainability, and entrepreneurship among small and marginal farmers across 15 villages in Kanpur Dehat, Uttar Pradesh.

The program introduced a transformative approach that combines multilayer farming, the use of bio-inputs, and women-led entrepreneurship. The introduction of polyculture techniques, which involve stacking crops like leafy vegetables, climbers, and tubers on the same land, helped maximize productivity and incomes, even with small land parcels.

Farmers adopting multilayer farming reported a threefold increase in income, from 13,800 to 45,000 per acre. Over 20 demo farms and 75 DSR (Direct Seeded Rice) plots became models for sustainable intensification. Women's ownership of agri-enterprises shifted household economics and community perception. The program stands out for its linkage of agroecology, renewable energy, and women's enterprise. In FY 2024-25, program impacted 400+ farmers including women.

15
Villages in
Kanpur Dehat

400+
Farmers including
women.





JAL SANCHAY

Jal Sanchay is a water conservation initiative by the S. M. Sehgal Foundation, supported by the Pernod Ricard India Foundation, focused on improving water availability through pond rejuvenation in two water-stressed villages, Sitarampura and Bagha Ka Bas, in the Chomu block of Rajasthan.

Farmers in Sitarampura and Baga Ka Bas face an acute water crisis. Climate change, erratic rainfall and the over-extraction of groundwater has pushed water tables down to alarming depths, ranging from 190 to 300 feet. With no infrastructure to store monsoon rainwater, both agriculture and daily life were under mounting stress.

The program began by securing village-level support and establishing Village Development Committees (VDCs). Under

the guidance of these VDCs, **the villagers constructed two ponds on common land to harvest 29.5 million litres of rainwater.** The design of these structures not only promoted storage but also recharged groundwater and supplied water for livestock and wildlife. The community contributed financially and was trained to maintain the assets, embedding long-term stewardship into the model.

During monsoon, rainwater that once flooded fields now recharges aquifers. Early signs show stabilizing borewell levels and increased water availability for irrigation. Over 1,160 directly and 2,185 indirectly benefited from the water intervention.

29.5
Million litres



JAL DHARA

Jal Dhara, is a water conservation initiative implemented in partnership with WaterAid India in 2023 three villages of Gwalior, Madhya Pradesh. In the drought-prone tribal villages of Gwalior's Ghatigaon block, groundwater levels have plummeted drastically due to the absence of perennial surface sources and highly fragmented landholdings, resulting in year-round challenges to agriculture and access to drinking water. Water management systems were weak, and community institutions lacked the capacity for long-term planning or infrastructure maintenance.

The project addressed this challenge with a multi-layered water security approach, combining hydrological engineering with institutional strengthening. Key watershed structures, including

dams, earthen bunds, nala de-siltation works, and percolation tanks, were constructed and rejuvenated across three villages.

Uniquely, the initiative also focused on governance by forming and training water user committees to manage resources. The community contributed labour, funds, and leadership to make water stewardship a shared responsibility.

During the year, 4 water structures created and rejuvenated generating water potential of 120 million litres. 3 Water User groups formed for maintenance of these structures consisting of 30 members. Several farmers observed that water levels in some wells significantly, which helped them improve their crop yields. Overall, program benefitted 2400+ community members.

120
Million litres



2,400+
Community
members



SINCHAN

Sinchan, implemented by **Suvidha** in 2024, is a water resource management initiative in Khurda district, Odisha, focused on improving irrigation access, restoring water bodies, and empowering communities through participatory governance.

Khurda is a semi-urban belt balancing industrial expansion and traditional farming. Here, rural communities struggle with a dual crisis: Depleting groundwater and failing irrigation systems. Over-silted ponds, erratic rainfall, and poor water management led to near-total dependence on the monsoon. As a result, farmers could grow only one crop per year, and income stagnation deepened.

The program implemented several targeted interventions across five villages, including the renovation and construction ponds. These interventions were carried out in collaboration with the community, utilizing local resources to promote

sustainability. Water User Groups (WUGs) were established and trained to develop village-level Water Use Master Plans, ensuring equitable access and efficient irrigation. Women's participation was actively encouraged in both planning and maintenance.

35 million litres of water potential resulted in the rejuvenation of 8 water bodies, and promoted water governance through the formation and strengthening of Water User Committees. Four stop dams were built, not just for irrigation, but also for fishing, livestock, and household needs, thereby reducing the workload of women and children.

35

Million litres of
water potential

8

Water
bodies



JAL KRANTI

Jal Kranti, implemented by **SM Sehgal Foundation** in **2024**, is a water conservation initiative in Minnapura village, Nelamangala Taluk, Karnataka. The project aims to enhance surface water storage, recharge groundwater, and improve soil health, thereby ensuring long-term sustainability of both agriculture and the environment.

Declining groundwater levels and eroded soil fertility push smallholder farmers into a cycle of low yields and high vulnerability. The village's only water body, a traditional tank, became non-functional, reducing recharge capacity and limiting irrigation. Farming in the town relied on a narrow crop base and had become unsustainable.

A pond with a storage capacity of 71 million litres was built in Minnapura. This provides direct water access to 57 people and benefits over 560 others in the village. The water now supports both household use and livestock. Farmers also use nutrient-rich silt from the pond to improve their fields. To ensure the pond runs properly over time, a Tank Users Group was established to handle its upkeep, with the community taking responsibility for its care and long-term maintenance.





NEER SANRAKSHAN

Neer Sanrakshan, implemented with Shri Mahakal Education & Charitable Trust in Karnal in 2024. The program focuses on water conservation, biodiversity improvement, and community stewardship to enhance local water security and livelihoods.

The Sandhali Pond, once a vital water source, had deteriorated due to silt accumulation, unchecked wastewater inflow, and the proliferation of invasive weeds, including water hyacinth. This reduced its storage capacity, degraded groundwater recharge, and harmed local biodiversity.

To address these challenges, the program undertook desilting, redirecting wastewater to natural filtration channels, and removing weeds.

Plantation of over 200 native trees around the pond helped stabilize the soil and improve biodiversity. A Village Water Committee (VWC) was established to strengthen local governance and ensure the long-term sustainability of water services.

Neer Sanrakshan had increased the pond's storage capacity by nearly 40%, enabling around 28.98 million litres of additional groundwater recharge annually. More than 590 farmers directly benefitted from improved irrigation access, while over 1,100 people experienced indirect gains through higher groundwater levels and improved soil fertility. The initiative has restored not just a water body but also community ownership of a vital natural resource.



HEALTHCARE AND W.A.S.H. (WATER, SANITATION AND HYGIENE)



Access to affordable healthcare and basic hygiene remains a persistent challenge across rural India. For many, especially women, children and the elderly population, healthcare is either too far or too expensive to access consistently. Poor sanitation in schools adds another layer, impacting children's health and dignity, particularly affecting adolescent girls during menstruation.

Pernod Ricard India Foundation (PRIF) works to bridge the healthcare gap in rural India, where distance, cost, and limited facilities restrict access to timely treatment. Alongside, PRIF prioritizes Water, Sanitation, and Hygiene (WaSH) interventions, recognizing their integral role in reducing disease burden and enhancing overall community wellbeing.

In alignment with the SDG 3 (Good Health and Well-being), the Quality Healthcare programs are curated to deliver primary healthcare services through Mobile Medical Units (MMUs) and a state-of-the-art infrastructure Primary Health Centre

which provides OPD consultations, diagnostics services, Point of Care tests and essential medicines to communities, ensuring both accessible and dignified healthcare.

Similarly, in alignment with SDG 6 (Clean Water and Sanitation), under its WaSH portfolio, PRIF primarily focuses on menstrual hygiene and health awareness, sanitation and hygiene at schools and creating community-led hygiene solutions.

Through its Healthcare and WaSH programs, PRIF addresses two of rural India's most pressing needs: access to timely medical care and safe sanitation.





Healthcare Access



76,977 community members accessed healthcare services



12865 women and girls were empowered through menstrual health awareness sessions

792 adolescent boys sensitized on menstrual hygiene and gender sensitivity.



- 9 menstrual hygiene-responsive WaSH infrastructures equipped with handwashing stations, constructed /refurbished in schools.
- This improves sanitation access for **2,758** students and promotes hygiene awareness.



WaSH & Menstrual Health

QUALITY HEALTHCARE

Providing affordable, accessible, preventive and curative healthcare services at the doorsteps of the community and in neighbourhoods through MMUs and the Primary Healthcare Centre.

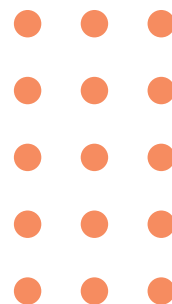


MOBILE MEDICAL UNITS

Mobile Medical Units (MMUs) bring essential healthcare services directly to the doorsteps of rural communities, ensuring accessibility to quality preventive healthcare services. PRIF runs 9 MMUs under two programs, **Arogyam** and **Smile on Wheels**, in collaboration with Child Survival India and Smile Foundation in eight states. These MMUs are equipped with trained medical professionals to provide basic diagnostic services, treat common ailments, and conduct specialized health camps and awareness campaigns.

9

MMUs





AROGYAM

This program runs in partnership with Child Survival India. Four MMUs service 56 villages in Rajasthan, Uttar Pradesh, and Maharashtra. In FY'25, our doorstep service provided health and diagnostic services to 33,817 community members. A total of 77 specialist consultations were conducted

4561 Behaviour Change Communication (BCC) sessions using interactive tools of engagement were conducted on topics

such as heatwave prevention, the importance of handwashing, and the prevention of waterborne diseases.

Awareness campaigns were conducted on World Diabetes Day, World Health Day and World AIDS Day. Also, 268 beneficiaries linked to Pradhan Mantri Jan Arogya Yojana (PMJAY) and Ayushman Bharat Scheme (ABHA) helping them avail the benefits of government health insurance, when needed.

33,817

Community members

4,561

Behaviour Change Communication (BCC) sessions



CASE STUDY

Location: Behror, Rajasthan
Program: Arogyam MMU

Sunita Suryakant Sanas, a 45-year-old homemaker from Hatnore village in Dindori, Nashik, sustained a fracture after a fall while doing household chores. She was in severe pain when she visited the PRIF Mobile Medical Van, where doctors advised her to get an X-ray at the Rural Hospital, Dindori. The reports confirmed a distal radius and ulnar styloid fracture, for which surgery was recommended. Due to financial constraints, Sunita could not afford private treatment.

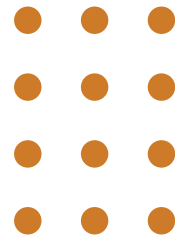
However, thanks to the awareness sessions conducted by our health educators, she had already been enrolled under the Ayushman Bharat scheme. With this support, she was referred to Trident Plus Super Specialty Hospital, Dindori, where she underwent free ORIF nailing and plating surgery. Regular follow-ups ensured smooth recovery, and Sunita expressed her gratitude to the MMU team for their timely intervention, guidance, and support in accessing free specialized healthcare under the Ayushman Bharat scheme.

“

Sunita Suryakant Sanas

Her case highlights the crucial role of the Mobile Medical Van not only in providing curative services but also in linking rural communities with government health insurance schemes, thereby ensuring access to sustainable and quality healthcare services





SMILE ON WHEELS

This program runs in partnership with Smile Foundation. Under this program, five MMUs serve 52 villages in Punjab, Haryana, Madhya Pradesh, Assam and Telangana. During the year, two new MMUs were launched at Assam & Telangana. 35,660 community members were able to access health services through this initiative.

5000 Information, Education, and Communication (IEC) sessions were conducted through these MMUs in all the villages to disseminate information on critical health issues and topical days.





PRIMARY HEALTH CENTRE

The **Primary Health Centre** (PHC), a state-of-the-art infrastructure facility functioning in partnership with the **Wockhardt Foundation** at Nashik, Maharashtra, ensures equitable access to affordable primary healthcare services for communities in peripheral areas, covering 25 villages and reducing the commute to government and private hospitals located far away.

The PHC operates as a full-service rural health center offering outpatient care, diagnostic services and health education. In FY'25, this PHC served 7500 people with a footfall of over 17,000, improving the health-seeking behaviour of the community. Additionally, the PHC team conducted 9 multi-specialty rural health camps in nearby villages, reaching over 2200 community members.



25
Villages

17,000
Footfalls

2,200
Community members

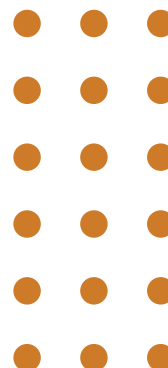


SWASTI NIWAS

Access to affordable and safe accommodation is a vital yet frequently overlooked aspect of long-term medical care, particularly for cancer patients and their families who must travel from remote regions for treatment. Addressing this critical gap, the Swasti Niwas project was initiated in Nagpur, Maharashtra, in partnership with Dr Aabaji Thatte Seva aur Anusandhan Sansthan (DATSAS). This state-of-the-art residential infrastructure facility is designed to support patients visiting the National Cancer Institute, offering subsidized lodging equipped with essential amenities. More than just a place to stay, it fosters a patient-friendly environment that nurtures both medical recovery and emotional well-being.

During the year, the foundation stone of **Swasti Niwas** was laid, marking the beginning of construction of the facility envisioned to accommodate 400 cancer patients and their families.

This milestone represents a significant stride toward inclusive healthcare, where healing extends beyond clinical treatment to encompass dignity, comfort, and care for those navigating one of life's most challenging journeys.

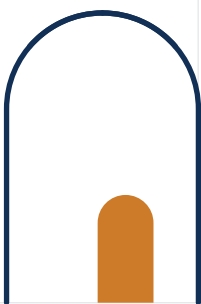
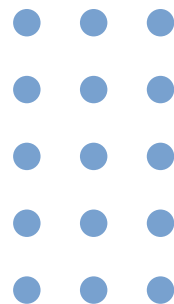




Water, Sanitation & Hygiene (WaSH)

A critical area of concern in the rural sphere is access to safe water, sanitation, WaSH infrastructure, and menstrual hygiene. These are the foundations for public health, education, and dignity, particularly for women and adolescent girls.

Under the WASH portfolio, PRIF operates two programs, namely Udaan and Unnati, with a focus on spreading awareness about menstrual hygiene practices and enhancing access to quality WASH infrastructure facilities, while also creating livelihood opportunities for women.





UDAAN

In the heart of Behror, Rajasthan, PRIF and **Child Survival India** are steering a vibrant movement across 26 villages. Going beyond a sanitation initiative, **UDAAN** serves as a launchpad for awareness, dignity, and agency, particularly among adolescents and frontline workers. Focussing on menstrual hygiene, inclusive WaSH infrastructure, and capacity building, the program is designed to spark behavioural shifts in schools and communities alike.

UDAAN has reached 5,264 women and girls with menstrual hygiene management (MHM) and sustainable cloth pad solutions, turning quiet discomfort into confident dialogue. In schools, over 2,500 adolescents were engaged in interactive games, sessions and activities that made hygiene education relatable, memorable, and stigma-free.

Seven schools now feature menstrual hygiene-responsive toilets, creating safe spaces for girls to attend with confidence. Meanwhile, 57 teachers and 73 frontline workers were trained as WaSH champions.

They were equipped with knowledge and tools to lead change. These efforts directly impacted 2,597 students, including 1,805 girls and 792 boys, embedding hygiene awareness into the everyday rhythm of school life.

UDAAN is about giving the community women and adolescent girls the wings to challenge taboos, advocate for dignity, and build healthier futures from the classroom outward.

26
Villages

5,264
Women and girls



UNNATI

Project Unnati, led by PRIF in partnership with Ecosan Services Foundation, is being implemented across 24 villages in Nashik, Maharashtra. The program prioritizes building local capacity to manage menstrual health, revamping school sanitation facilities and empower women through livelihood opportunities. By focusing on both behavioural change and community empowerment, the program aims to create a lasting impact among school-going adolescents and the larger community.

Through targeted sessions, over 4,800 women and adolescent girls were sensitized on menstrual health practices, helping to normalize conversations around this critical public health issue.

In government schools, 26 IEC (Information, Education, and Communication) and BCC (Behaviour Change Communication) sessions were conducted, reaching 466 members of eight adolescent girls' groups.

These peer-led efforts are designed to foster openness, reduce stigma, and encourage healthy practices among students.

The initiative also invests in livelihood generation through the establishment of Women Development Centres (WDCs). In FY'25, 2 new WDCs were constructed, adding to the existing 6 WDC's. These centres serve as platforms for approximately 80 Self-Help Group (SHG) women to run enterprises centred around sanitation and hygiene products. They are trained in essential business skills and supported in setting up ventures such as sanitary pad production, soap making, and handwash



manufacturing. This not only enhances access to hygiene products but also creates income-generating opportunities for women.

By addressing menstrual health both as a public health concern and a livelihood opportunity, Unnati offers a holistic model for community-led change.

Awareness campaigns were conducted on World Diabetes Day, World Health Day and World AIDS Day. Also, 268 beneficiaries linked to Pradhan Mantri Jan Arogya Yojana (PMJAY) and Ayushman Bharat Scheme (ABHA) helping them avail the benefits of government health insurance, when needed.





DIVERSITY AND INCLUSION (D&I)





India is a diverse country and a complex one at that. Its extraordinary multiplicity, across language, religion, caste, region, gender, and ability, has often led to inequalities, discrimination and disparities, and many communities still face daily exclusion. Women, transgender people, persons with disabilities, and rural youth usually lack access to education, formal jobs, and even recognition. This makes inclusion not just a moral imperative but a structural necessity.

Despite its broad relevance and transformative potential, diversity and inclusion remain significantly underfunded in the Indian CSR landscape, receiving less than 2% of total CSR allocations.

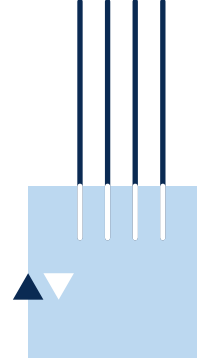
Pernod Ricard India Foundation (PRIF) views Diversity and Inclusion (D&I) as core to its commitment to working for an equitable society where no one gets left behind. The portfolio covers a wide range of initiatives, ranging from education and skilling to sports and culture. Even though the interventions vary, they are designed to **challenge systems of exclusion and shift power for lasting impact.**



PRIF supports this through interventions:

Quality Education and Skilling: With a Gross Enrolment Ratio (GER) of just 27.3% at the higher secondary level, a large segment of India's youth, particularly women and marginalised communities, are not advancing to senior school, thereby limiting their access to higher education and skilled employment opportunities. Studies indicate that over 50% of graduates lack industry-relevant skills, resulting in high levels of underemployment and a widening skills gap in critical sectors.





Sports: Only 1% of Indian youth under the age of 35 have access to organized sports, with women's participation at just 29%. This is well below the global average of 40%. It is critical to expand access and encourage inclusive participation.

Art and Culture: Around 80% of Indian artisans rely on traditional arts and crafts for their livelihood. However, 85% live below the poverty line, primarily due to limited access to formal markets, digital platforms, and modern infrastructure. This results in cultural heritage remaining undervalued and economically vulnerable.

Diversity: Despite rising social consciousness, less than 1% of CSR funding is directed toward the LGBTQIA+ community. For a fairer, more inclusive society that includes people with disabilities and investing in LGBTQIA+ inclusion paves the way for **shifting funding, focus, and voice** to where it's most needed.

Responsible Hosting: India's highways are lifelines of commerce, manned by thousands of truck drivers who deliver goods across long distances. Despite their critical role, these drivers often operate under unsafe conditions, face chronic health issues, and lack awareness of road safety.

We are proud of our D&I portfolio because

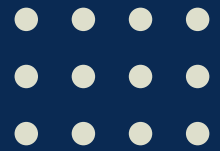
the results speak for themselves: Girls stay in school longer, women start businesses, tribal athletes win medals, and differently abled youth, especially women, are being included in the mainstream workplace.

Community norms begin to shift. Slowly, but steadily, dignity and opportunity expand for all. It's long-term work. But it's the kind that changes more than just the outcomes; it changes expectations. And that's where real equity begins.



Higher Education Scholarships:

2,267 (Behror, Derabassi, & Nashik)



Women in STEM:

5 UG scholarships awarded



The program JEET was implemented across five cities:

Delhi, Mumbai, Thane, Kolkata, and Guwahati



200 Women with disabilities trained, and 145 placed



Empowering and ensuring inclusion through skilling:

KOLKATA

109 children were trained through the Inclusive Tech: Youth Empowerment program in 7 camps

VARANASI

352 women trained in goat rearing, 61 in beekeeping; Over 400 women mobilized in 90 villages

BEHROR, RAJASTHAN

4,000+ women trained in financial literacy and life skills.

PRIF interventions are rooted in community realities, designed in partnership with local and national stakeholders, and built to evolve with people's lived needs. The approach focuses on removing barriers, creating enabling infrastructure, and building inclusive ecosystems across education, livelihoods, identity, and wellness.

QUALITY EDUCATION



DIGITAL LEARNING PROGRAM



PRIF, in collaboration with Youth Dreamers Foundation, operates a scholarship support program aimed at bridging the gap to higher education for marginalized youth in Nashik, Behror, and Derabassi.

Here, students from tribal and low-income communities face severe barriers to higher education. Many drop out after school due to financial hardship, lack of guidance, or early marriage, especially girls. Nationally, only 7 out of 100 students from marginalized backgrounds pursue higher education, and 78% drop out after secondary school.

These challenges are enhanced by gender bias, poverty, and weak educational infrastructure. Derabassi.

The scholarship program provides a holistic package of financial aid, mentorship, and localized support to reduce dropout rates and unlock access to higher education through:

- Community outreach to raise awareness and build local support.
- Direct scholarships to deserving candidates to ease the financial burden.
- Long-term mentorship to guide students through academic and personal challenges.

There is a fully digital, paperless application process with home visits and local interviews to ensure accessibility and authenticity. Dedicated Scholarship Centres equipped with computers, reading materials, and skill-building sessions are established in villages to foster a learning-friendly environment. To promote gender equity, 50% of all scholarships are reserved for girls, and the program actively involves local schools, teachers, and community leaders in mobilizing support.

The program now supports over 2,200 students, with a majority being girls. In 2024–25 alone, 788 students in Nashik, with 72% of the recipients being girls, received scholarships. In Behror, the support extends to 736 students, with 50.67% of the recipients being girls. In Derabassi, scholarship support went to 743 students, with 60% of the recipients being girls.

The program is dedicated to empowering marginalised youth, especially girls, first-generation learners, and students from SC/ST and tribal communities by blending financial support with mentorship and grassroots engagement. The mission is to curb dropout rates and open pathways to higher education, while nurturing aspiration, strengthening learning, and driving lasting change across underserved regions.



The scholarship aims to remove the most significant roadblocks by covering tuition, hostel, onboarding, and device costs for selected students with annual family incomes under

In 2024–25, five girls enrolled at Bennett University through the scholarship. All are first-generation college students. Each one completed the bridge course, and 95% maintain a CGPA of 7 or above. The program records 100% retention, no dropouts, and a clear growth in students' confidence and interview skills. With family support growing and career readiness improving, the young women who benefit from this program now stand on a path toward long-term mobility and leadership.





TRAINING OF TRAINERS

In tribal areas like Dindori in Nashik, most children are first-generation school goers. Schools have limited resources, and teachers often handle multiple grades in one room, with little formal training or support. According to national survey data, only half of Grade 5 students in rural Maharashtra can do basic math or read English at grade level. The gap widens as teachers juggle heavy administrative loads without access to training or mentoring. These challenges hurt both learning outcomes and children's confidence in school.

PRIF and **The Teacher Foundation** (TTF) are determined to bridge this gap by running a training program in Dindori. The program equips teachers with practical strategies that help students learn better and feel more confident. The aim is to strengthen classroom instruction in English, Math, and social-emotional learning.

TTF mentors conduct in-school training through demo lessons, feedback, and coaching. Teachers learn how to use group activities, visual aids, and interactive methods to improve student engagement. The focus on social-emotional learning also helps build a more positive classroom culture. As teachers

grow more confident, they become better at supporting students in both academic and emotional development.

The program reaches 100+ teachers and over 1,200 students. Teachers now report better classroom attention, more peer collaboration, and stronger discipline, and students show improved comprehension and engagement.

Endline assessments confirm progress in both academic learning and social-emotional behaviour. Local education officials are now supporting the model, and schools are adopting new teaching strategies as part of everyday practice and building a more effective and nurturing learning environment.

DIGITAL CLASSROOM



Government schools in rural Satara struggle with poor infrastructure, including outdated classrooms, a lack of access to computers, and limited exposure to digital learning. Despite having dedicated teachers and bright students, the absence of technology and interactive tools creates barriers in both academic knowledge and student motivation, especially in today's tech-driven world, where digital literacy is a basic requirement for future opportunities.

PRIF, along with its partner, **CSR Box**, recognised that upgrading infrastructure and learning tools was a pressing need. They collaborated with seven government schools in Satara to enhance digital learning, student engagement, and overall education quality.

The program brings modern learning tools, such as Smart TVs, computers, and accessories, directly into rural classrooms. Each school also receives a computer lab equipped with educational software that introduces students to digital literacy

in a structured manner. Close coordination with school authorities ensures that solutions are practical, easy to use, and tailored to each school's specific needs.

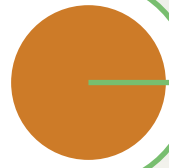
The upgrades create more interactive, engaging learning environments. Students now explore concepts through audio-visual tools and gain hands-on experience with computers. Teachers report improved attention and enthusiasm in class.

The addition of sports infrastructure encourages holistic development. The project lays a strong foundation for modern education in Satara's rural schools and offers a model that other districts can easily replicate for large-scale impact.





SKILLING





CAMPUS TO INDUSTRIAL CAREERS (C2IC)



Women at Shop Floors

Women studying in ITIs face a significant gap between their education and employment opportunities. Even though 6,000-7,000 young women attend technical institutes in Nashik alone, very few find jobs after graduating. Most come from rural or low-income families and lack exposure to corporate culture. They often struggle with confidence, communication, and basic career guidance. At the same time, industries want to hire skilled women but can't find job-ready candidates. The challenge isn't just skill-related; it's social and systemic, with gender stereotypes and limited placement support holding women back from industrial careers.

PRIF, with the support of **TNS India Foundation**, trained ITI and polytechnic students, especially young women, in Dindori, to build soft skills, boost confidence, and connect students directly to employers.

By training students in real-world skills like communication, teamwork, workplace behaviour, and sustainability, the project closes the gap between classroom learning and shop floor careers. In addition, the program focussed on content, mock interviews, and mentoring support.

It connects students to major companies like Mahindra, Tata Motors, and Minda through placement drives. By doing this, it creates a clear, supportive path from education to employment, something that was missing before.

So far, 349 students have been placed (nearly 70% of those trained) into jobs at leading companies. For many, this was the first time in the family. Girls (380) make up the majority of trainees and report significant improvements in confidence, income, and ambition. Companies benefitted from motivated, job-ready workers. It built a strong, inclusive talent pipeline and opened long-term career opportunities in manufacturing for underrepresented youth.

The goal is not just placement; it's to change what's possible for the next generation.



CASE STUDY

Program: Skilling - Campus to Industrial Careers (C2IC)
Location: Nashik, Maharashtra

Silence to Shop Floor: Sayali Dalvi's Journey to Industrial Confidence

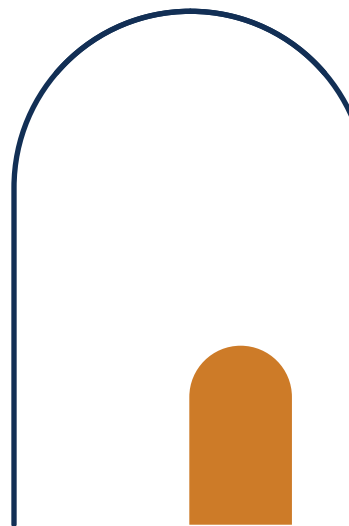
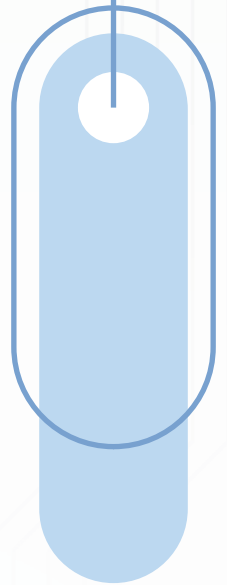
Sayali Dalvi, a reserved young woman from rural Nashik, had the technical skills from her ITI program but lacked the confidence to speak up in class or face job interviews. Like thousands of female students across Nashik's ITIs, she had no placement support and minimal exposure to the formal job market. The idea of working in a structured manufacturing environment felt distant—almost unimaginable.

That changed when she enrolled in the **Campus to Industrial Careers (C2IC)** program, a skilling initiative designed to train 500 students, especially women, for shop floor roles in high-growth sectors. With a focus on gender equity and green job readiness, the program offered Sayali not just training, but a pathway into the industry.

Over 60 hours of blended learning, Sayali built her confidence through communication and soft skills sessions, mock interviews, and mentoring. Group workshops on POSH, POCSO, and mental wellness helped her navigate workplace norms and envision herself as a professional. The program's partnership with 11 ITIs across Nashik ensured students like Sayali had real access to industry pathways.

She received job offers from both Mahindra and Minda Corporation, ultimately joining Minda at a CTC of ₹1.92 lakh—a transformative leap from her household's annual income of under ₹75,000. Sayali is now one of 380 girls trained and one of 349 candidates placed through C2IC, 69.8% of whom are employed in reputable manufacturing companies.

Her story reflects a quiet revolution in India's skilling landscape—where confidence, opportunity, and inclusion are reshaping futures on the shop floor.





INCLUSIVE TECH

Youth Empowerment Program

Thousands of children in Kolkata grow up on the streets or in informal settlements, without access to education, safety, or technology. Many are orphans or come from families that can't support their schooling. These children lack exposure to schools and digital tools, limiting their ability to learn, express themselves, or explore careers.

To address this gap, PRIF chose to work here with **Don Bosco Ashalayam** on The **Digital Bridge Computer Camp**. This programme trains children in computer basics, design, coding, and 3D modelling. It adapts lessons for different abilities and uses local languages to make learning accessible. Mentors, several of whom are program alumni, guide the children, showing what's possible through relatable success stories. With 40+ hours of hands-on training, each child gains practical skills and the confidence to use them. The program breaks digital barriers, encourages creativity, and gives children the tools to navigate the modern world and imagine a future with choices. Over time, the program expects to expand its reach and build a tech-literate generation that learns, leads, and lifts others alongside them.

The program has trained 105 children in just a few months; many of them are first-generation learners. The computer lab, which is active year-round, benefits an additional 350 children. Digital training has led to a 95% increase in interest among the 105 children, with 60% confidently using Google tools, and 15% each creating 3D models and audio-visual projects.

Over time, the program expects to expand its reach and build a tech-literate generation that learns, leads, and lifts others alongside them.





PROJECT SAMARTHYA



Most women in rural Rajasthan manage household budgets but stay excluded from the formal financial system. Only 18% of women in India are financially literate, compared to 30% of men. In areas like Behror, social norms limit women's autonomy, keeping them out of training programs, jobs, and decision-making roles. Further, young women have little exposure to careers, professional skills, or entrepreneurship.

To close this gap, PRIF and **MAMTA Health Institute for Mother and Child** implement a program that empowers young women in Behror, a block in Alwar District in Rajasthan.

The project builds real-world skills and self-belief among rural women. It offers financial literacy sessions that teach budgeting, savings, and digital payments, along with vocational training in tailoring, beauty, and entrepreneurship.

Women learn to write resumes, face interviews, and apply for savings schemes. The program complements the work through exposure visits, career counselling, and community events that encourage families to pursue their ambitions.

So far, 4,000 women in 37 villages have received training through the program. More than 1,600 women have completed vocational courses, while 16 have started their businesses. Around 150 women joined savings schemes, and nearly 100 started small income-generating activities after completing entrepreneurship training. Over 96% of pre-placement trainees now feel confident about career options. As the women built their skills and earned incomes, family attitudes shifted, and communities began to support women's work. The program aims to continue expanding economic opportunities and fostering a generation of women who lead, earn, and drive change in their households and beyond. This is long-term empowerment in action.

NAV CHETNA – LINKING SKILLS TO CAREERS



Butibori in the Nagpur area is an industrial hub, yet local youth, especially women and those from SC/ST/OBC communities, remain excluded from formal jobs. Over 60% of women have never received any formal skilling, and cultural norms often discourage them from stepping into the workforce. Meanwhile, industries in Retail and Banking, Financial Services and Insurance (BFSI) struggle to find trained, job-ready talent.

The disconnect between demand and supply runs deep. Young people want work but don't know where to start, and companies want workers but can't find the right fit.

Implemented by TeamLease Foundation, the Nav Chetna program helps underserved youth in Nagpur's Butibori region build job-ready skills for careers in Retail and Banking, Financial Services, and Insurance (BFSI). The program focuses on

training, career guidance, and placement, especially for women and marginalized groups.

It is a bridge between aspiration and opportunity. Youth are mobilized through door-to-door outreach. Community meetings and sessions with families help to reduce resistance, especially around female participation. The program offers personalized career counselling, and training. By doing this, it not only equips young people for jobs but also fosters family and community support.

The program trained and placed young people who were previously disconnected from formal employment. It mobilised 173 youth and matched 64 to relevant skill-building programs, with women making up 64% of the total enrolments. Personalised counselling helped students choose the right path, while family sensitisation boosted support and retention. Employers benefited from more job-ready candidates.

Over the next three years, the program aims to maintain a placement rate of at least 70% and expand the inclusive skilling model to additional areas. The real result lies in changing expectations, as young people start to see careers as a possibility, and families begin to believe in them too.





WOMEN ENTREPRENEURSHIP PROGRAMME

(Goat Rearing & Beekeeping)

Rural women in Varanasi face deep-rooted barriers to entrepreneurship. In rural blocks like Arajiline, Pindra, and Sewapuri in Varanasi, Uttar Pradesh, many women from SC/OBC and EWS backgrounds do not own land and rarely access formal training or credit. Around 40% of households earn less than 5,000 a month, and female literacy rates lag behind those of men. Even those skilled in livestock or farm work have little exposure to markets or financial systems. These conditions limit women's potential to earn independently and contribute fully to their families' economic stability.

Recognising the importance of women's entrepreneurial roles, PRIF and the National Skill Development Corporation have implemented a program in Varanasi that trains rural women in goat rearing and beekeeping enterprises. This initiative combines traditional skills with modern techniques, enabling women to build sustainable, home-based businesses.

The program equips women with the training and support to turn goat rearing and beekeeping into viable businesses. It offers hands-on learning with live animals, provides demo kits, and tailors enterprise plans to local conditions. Women learn about feeding, tagging, veterinary care, and business planning.



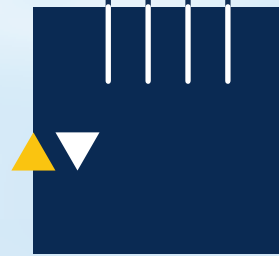
They are linked to subsidies, loans, and buyers, and this helps them overcome common barriers. Pashu Sakhis, experienced members of the team, are trained to become local mentors. By blending traditional knowledge with scientific practices and enterprise strategies, the program empowers women to earn steady incomes and gain financial independence.

Since its launch in 2023, the program has mobilized over 400 women and set up 270 goatery and 61 beekeeping enterprises. It trained 352 women in goat rearing, 61 in beekeeping, and developed 413 custom business plans.

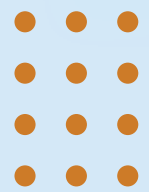


Through SHGs and government partnerships, 291 women secured loans, and over 150 enterprises received subsidies. Many participants now earn 40,000–60,000 annually, creating income stability for their families. In the long term, the program expects to scale across more villages, proving that women-led microenterprises can thrive with the right ecosystem.





SPORTS



Empowering Tribal Youth Through Sports

Tribal youth in rural Maharashtra face multiple layers of exclusion. Most schools lack physical education teachers, sports equipment, and the means to identify talent. Children with athletic potential rarely get the chance to train or compete. Girls are often the first to be pulled out of physical activity due to social expectations. This results in missed opportunities for holistic development, well-being, and confidence. Despite high natural stamina and resilience, tribal children remain invisible in mainstream sports and development narratives.

Here, PRIF joined hands with the Bridges of Sports Foundation to empower tribal youth in Dindori, Nashik, through structured athletic training. Raftaar creates a structured pathway for tribal youth to access professional sports. It identifies talent through fitness tests, trains over 500 children, half of them girls, and supports them with nutrition, gear, and coaching. Sessions focus not just on athletics but also on dignity and gender equity. Top athletes get high-performance training and access to state-

level competitions. The program builds local capacity by training community coaches, ensuring long-term sustainability. It also makes role models visible; young athletes become symbols of possibility in their villages. By focusing on inclusion, the program reclaims sport as a right and a platform for leadership among tribal youth.

In three years, the program reached over 1,600 tribal children and selected 531 for structured training. It trained nine local coaches, held over 300 sessions, and provided nutrition, gear, and mentorship. Athletes won 30 medals across competitions, up from just one the year before.

Girls made up 50% of the top performers, showing apparent shifts in participation and confidence. Stories of athletes like Samruddhi and Ashwini inspire entire communities.

In the long term, the program aims to send more youth to national academies, the armed forces, and sports careers.



ART AND CULTURE





WEAVING DREAMS:

Empowering Livelihoods through Inclusion

Weaving Dreams is a CSR initiative by PRIF that supports over 570 traditional artisans across Telangana and Chhattisgarh. Across artisan communities, skill wasn't the issue: Access was. Women were often excluded from core weaving roles.

Elderly artisans struggled to keep up with physically demanding workloads. In Telangana, for instance, most women were excluded from pre-loom processes such as dyeing or tying. In Chhattisgarh, over 80% of brass and handloom artisans had no exposure to modern design or digital tools.

Generational knowledge was fading because younger people saw no future in craft-based livelihoods.

In Telangana, 30 women were trained to lead pre-loom work, once off-limits to them, and 41 older or disabled artisans got Modha machines, cutting physical effort and extending their earning years. These are specially designed machines that

reduce physical strain, particularly on the knees and back.

In Chhattisgarh, 500 artisans (250+ women) are now being trained in digital design, quality control, and market readiness. Exposure visits, expert mentorship, and formal scheme enrolments are helping these artisans earn more and work with dignity. From identity cards to e-commerce linkages, the program rebuilt the support system around artisans who had long been left out.

In Telangana, women now contribute directly to income generation through pre-loom work. Forty-one artisans use adaptive looms at home, several earning 20–30% more per month. Confidence and respect within families have grown tangibly. In Chhattisgarh, with 500 artisans onboarded, the expected outcomes are improved designs, increased income through direct sales, and enhanced formal welfare coverage. The bigger win? Craft is no longer seen as a dead-end. For many young artisans, it's becoming a path to identity, economic freedom, and pride in community heritage.



RAGA – INSPIRE INDIA PROJECT

Implemented by the Shankar Mahadevan Academy, the Raga Inspire India project brings structured music education to underserved children and youth (ages 10–24) in the Sion and Dombivli areas of Mumbai.

In Mumbai, thousands of children from Dalit, tribal, and minority backgrounds grow up with zero access to structured music education. Schools lack programs and infrastructure, families can't afford classes, and instruments are out of reach. For many, creative expression isn't just absent; it's unheard of. Without access, talent goes unseen. Music remains a privilege instead of a tool for inclusion, healing, or aspiration.

The project trained over 1,100 students between 2022 and 2025 through 11 music courses spanning vocals, rhythm (Konnakol), and collaborative performance.

With just a ₹250 refundable fee, children from disadvantaged households could enrol, and 300+ students participated. Peer-led *riyaz* sessions built communities, while gender-aware

programming led to powerful outputs like *Woh Naari Hai*, a student-composed anthem on women's empowerment. Classes were adapted to linguistic and cultural contexts, ensuring even first-generation learners could thrive.

In 2024–25, 304 students were enrolled, 129 new, 175 continuing, showing strong retention. Twelve were honoured by Shankar Mahadevan for 100% attendance. Thirteen performed original work at SANGAM 2025 in Bengaluru.

Students from Shree Manav Seva Sangh won local music competitions. Advanced learners now mentor new ones, embedding leadership and continuity. For many, music went from inaccessible to essential, helping them build voice, emotional intelligence, and self-worth. In the long term, the project is expected to keep growing peer leadership, confidence, and pride in cultural identity among youth who have long been left out.





DIVERSITY





JEET



Empowering persons with disabilities (women)



India has over 26.8 million persons with disabilities. Even with a 3% job quota, just 0.54% of government jobs go to PwDs. In the private sector, this number is as low as 0.05%.

To address this, the PRIF and the Sarthak Educational Trust created JEET, a program that empowers women with disabilities across Delhi, Mumbai, Thane, Kolkata, and Guwahati. Through skill-building, mentoring, and placement support, the program helps them break systemic exclusion and step into dignified, independent lives.

JEET's baseline survey of 81 women showed that 81% wanted to work but lacked basic English and digital skills. They also lacked the confidence to use a computer. Social stigma and family hesitation added more barriers, and opportunities were limited.

The program reached 400 women with disabilities through community outreach, awareness camps, and NGO networks.

Of these, 200 were enrolled in structured training across the five centres. Sessions focussed on English speaking, computer literacy, workplace behaviour, and soft skills, including resume

writing and navigating interviews. Over 100 counselling sessions helped tailor guidance.

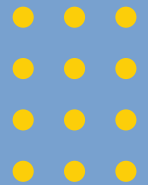
After training, 145 women were placed in jobs through dedicated placement drives and corporate mapping. Six career camps connected women with potential employers. The model also focused on trainer readiness and post-placement support, ensuring long-term adaptation and retention.

With 145 women with disabilities placed across sectors and 200 formally trained, the shift is fundamental. Women report better communication skills, self-worth, and a sense of purpose. Families that once discouraged work are now supportive. In addition to working with the women, the program also sensitized 110 employers and government partners.

This helped in laying the groundwork for more inclusive hiring ecosystems. Post-placement support helped women sustain jobs and navigate early challenges. In the long term, JEET aims to replicate this model at scale, creating systemic change where inclusion isn't an add-on, it's the default, especially for those who've been left out the longest.



RESPONSIBLE HOSTING



SSHEAT

Steering Safety and Healthcare Access for Truckers

Implemented by Ambuja Foundation in Derabassi and Ambala, Punjab, the SSHEAT programme focuses on truck drivers' safety, health, and behaviour change. It delivers healthcare through mobile clinics, builds awareness about alcohol use and road risks, and creates peer-led accountability networks across 12 truck unions.

The program brought medical care directly to drivers by setting up mobile OPDs and satellite health camps at 12 truck unions. Over 3,200 truckers received health screenings and vision care. Eight live mid-media shows, similar to puppet theatre and street plays, helped break down stigma and improve safety recall. Weekly sessions boosted compliance with road rules. Fifteen truckers were trained as peer educators, leading on-the-ground efforts to shift habits. With over 100 peer engagements and targeted behaviour communication, the program helped drivers understand and act on key safety and wellness issues.

Since rollout, 99% of drivers acknowledged the dangers of drunk driving, and 77% reported a clearer understanding of how alcohol affects their body and judgment. Ninety-four per cent improved their knowledge of road safety rules. Today, 90% consistently use seatbelts and over half report stepping in during unsafe situations.

Beyond numbers, this marks a shift from passive awareness to shared responsibility. As more drivers join through union outreach and peer-led circles, SSHEAT is expected to scale preventive care, reduce traffic fatalities, and build healthier trucking communities.





CASE STUDY

Kuldeep's Journey: Turning Miles into a Movement

Program: Responsible Hosting - Steering Safety and
Healthcare Access for Truckers (SSHEAT)

Location: Derabassi, Punjab



“

Kuldeep Singh

Kuldeep Singh had spent over 15 years behind the wheel as a long-distance truck driver—navigating highways, deadlines, and exhaustion. Like most in his truck union, he worked gruelling hours with no access to regular health check-ups and little awareness of the long-term impact of alcohol use. Peer pressure normalised risky behaviours: skipping seatbelts, driving under the influence, and ignoring fatigue. On the road, healthcare and guidance were distant luxuries.

That changed when SSHEAT identified Kuldeep as a potential peer educator—a driver who could lead change from within. With lived experience and trust among his peers, he was trained under SSHEAT's peer engagement module to promote safe driving and health practices.

Kuldeep dove into the training, learning about road safety laws, the health effects of alcohol, and how to conduct informal interventions. He began leading discussions at truck stops, initiating pledge ceremonies, and sharing his own story to encourage others. His authenticity made him relatable—and compelling.

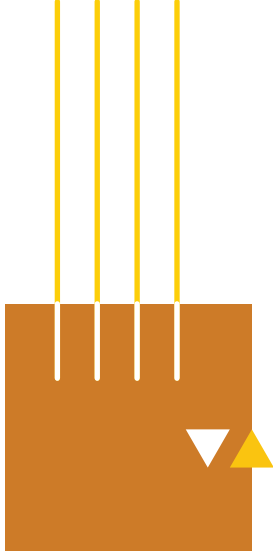
In just three months, Kuldeep helped over 100 truckers engage with the program. Ninety percent of his peers began using seatbelts consistently. Many started attending mobile OPDs for health check-ups. His leadership contributed to a broader program impact, with 3,200 truckers accessing healthcare and 55% intervening when they saw unsafe behaviour.

Kuldeep's journey is a testament to the power of peer-led change. From one trucker's transformation came a ripple effect of accountability, safety, and health across India's transport hubs.



SOCIAL TRANSFORMATION AND INNOVATION





India is at a critical inflexion point where economic growth must be harmonised with environmental resilience and social equity. With the country set to become the world's third-largest economy by 2030, the urgency to address challenges like climate change, resource scarcity, and rural economic stagnation has never been greater.

India is already the third-largest emitter of greenhouse gases, with agriculture, industrial waste, and plastics collectively contributing over 25% of national GHG emissions, as highlighted by the COP28 deliberations. The country also generates 3.4 million tonnes of plastic waste annually, of which only 30% is recycled, leaving the rest to burden landfills and water bodies.

Despite over 100 government-recognized incubators, only 11% of Indian startups work on green innovation, and even fewer operate in underserved regions like the North East or rural India, according to Startup India data from 2023.

Entrepreneurs and startups working on sustainable, circular, and climate-smart models are essential to reversing these

trends. However, early-stage ventures often lack critical support: structured incubation, sectoral mentorship, funding access, and scalable pilots.

To respond to this need, Pernod Ricard India Foundation (PRIF) has established a vertical on Social Transformation & Innovation. This vertical focuses on addressing solutions across the value chain – starting from addressing on-ground challenges of plastic collection, segregation and recycling to looking for long-term solutions through incubation. This includes nurturing high-impact ventures across climate-smart agriculture, circular economy, and plastic innovation, while also working on ground with government partnerships, to address root-causes of the problem and enhance the health, safety and livelihoods of waste workers.

Through strategic partnerships with India's premier incubators: IIM Calcutta Innovation Park, NSRCEL-IIM Bangalore, and FIRST-IIT Kanpur, PRIF is building a national pipeline of sustainable and scalable solutions capable of delivering triple-bottom-line impact.



INCUBATION



PRAKRITI INCUBATION LAUNCHPAD :

empowering sustainable and indigenous innovation in the North East India

Despite the North-East being rich in biodiversity, indigenous practices, and cultural heritage, the region has remained largely disconnected from India's mainstream startup and innovation ecosystem. Most national-level incubators have limited presence or engagement in the North-East, resulting in a lack of structured support, mentorship, and funding opportunities for early-stage entrepreneurs in these states.

This geographical and infrastructural exclusion, compounded by challenges such as poor market access, limited exposure to scalable models, and underrepresentation of women entrepreneurs, has restricted the region's ability to contribute to India's green economy.

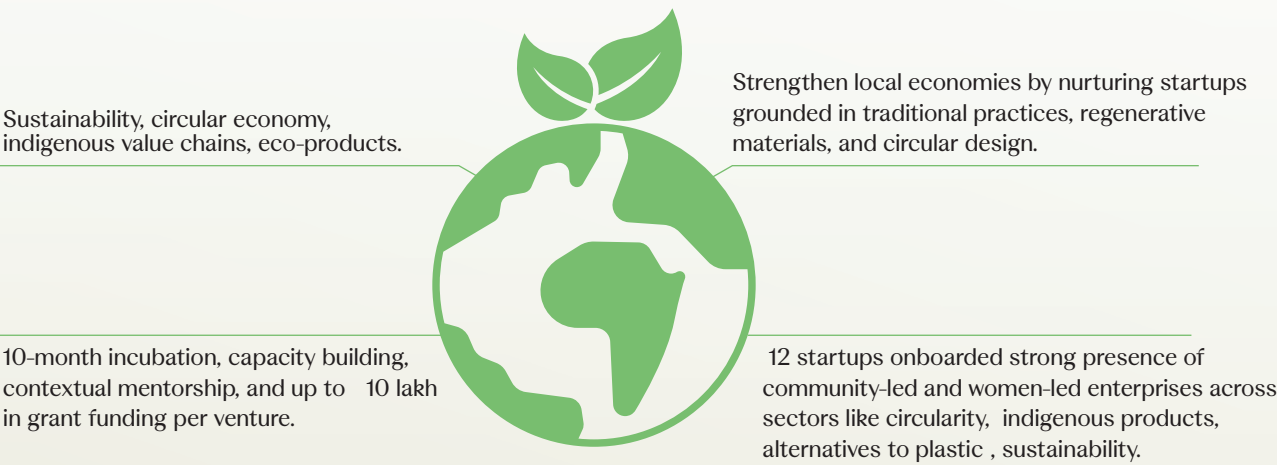
In partnership with IIM Calcutta Innovation Park, PRIF initiated Prakriti Incubation Launchpad. This initiative supports 12 early-stage green startups from North-East India. Focused on sustainability, circularity, and indigenous value chains, it offers incubation, capacity-building, and funding to empower grassroots enterprises, strengthen local ecosystems, and foster community-led innovation rooted in environmental responsibility and regional wisdom. Prakriti Incubation

Launchpad is offering a 10-month structured incubation journey for green startups in the region, which includes diagnostics, milestone tracking, business planning, legal and compliance training, investor readiness, and sustainability-focused mentorship.

It will provide contextual capacity building, networking, funding support, curated mentorship in circularity and indigenous enterprise, and support ventures in areas like sustainable packaging, waste processing, local alternatives to plastic, and enabling traditional and regional products.

It aims to cultivate a thriving green entrepreneurship ecosystem in North-East India by nurturing high-impact enterprises rooted in sustainability and indigenous knowledge.

The program prioritizes ventures that promote environmental responsibility and social inclusion.





CIRCULAR ECONOMY INCUBATOR

Mainstreaming Inclusive Circular Economy

The Circular Economy Incubator, in partnership with NSRCEL-IIM Bangalore, supports early-stage ventures in sustainability sectors like circular making, plastic circularity, climate-smart agri, alternate materials and climate tech. Focused on triple-bottom-line impact, it promotes circular economy solutions while enabling startups, to access funding, mentorship, and technical support.

The program, initiated in 2023-2024 and continuing in 2024-2025, has successfully incubated 26 startups in its second cohort, offering grant support of 10 lakhs to top 10 start-ups, while providing access to over 200 funders, 34 ecosystem stakeholders, and over 60 hours of mentoring. It provided 12+ capacity-building workshops and expert sessions on topics like climate-smart agriculture, plastic circularity, alternative materials and green tech, while also helping ventures with business planning, impact storytelling, and investor readiness.

Notably, nearly 50% of the incubated ventures had at least one woman founder or co-founder. This support ecosystem helped participating startups to refine their models, improve operational efficiency, and access growth capital. The program also enabled startups to develop products and services that could reduce environmental degradation, improve resource efficiency, and create green jobs.

The Circular Economy Incubator's first cohort resulted in a reported 80% increase in revenues among participating ventures and a 37% growth in the number of livelihoods supported.

The cohort collectively processed over 4.3 lakh kilograms of plastic waste and 2.8 lakh kg of agri-waste. Some ventures, like Sunbird Straws, gained international recognition by winning the silver at Mass Challenge Switzerland, while Revy won an award at the Sankalp Global Summit.

Looking ahead, the incubator will continue to support additional cohorts of innovative ventures, with expanded grant support to deepen its impact. The upcoming focus will include advanced interventions in areas such as plastic segregation, food waste-to-energy, glass recycling, supply chain traceability, and water reuse.

These efforts aim to strengthen India's position as a leader in circular entrepreneurship and climate-smart enterprise development, fostering scalable solutions that drive environmental sustainability and inclusive growth across sectors.

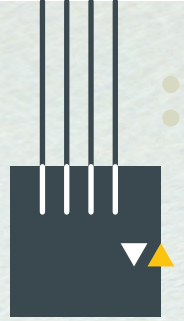
The start-ups supported under this program have achieved the following:

- ▶ Agri-waste valorization, green packaging, plastic recycling, sustainable fashion
- ▶ Average 80% increase in revenue, 37% increase in livelihoods
- ▶ 26 startups onboarded (2024-25) and 10 (2025-26)
- ▶ Over 4.3 lakh kg of plastic waste and 2.8 lakh kg of agri-waste managed by supported ventures
- ▶ Nearly 50% of incubated ventures led or co-led by women entrepreneurs





CASE STUDY



In a world grappling with the environmental cost of single-use plastics, Sunbird Straws emerged as a transformative force by reimagining waste as a resource. Harnessing fallen coconut leaves, abundantly found across India, this innovative start-up has pioneered the world's first multilayered eco-friendly drinking straw, offering a sustainable alternative to plastic while simultaneously empowering rural communities.

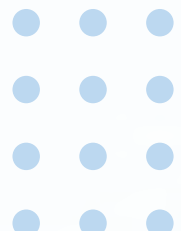
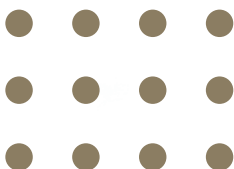
Through the Circular Economy Incubator, Sunbird Straws has rapidly scaled its operations and impact, exemplifying how purposeful innovation, when nurtured with the right support, can drive systemic change.

What once took over 50 seconds to manufacture—a single straw—now takes just 0.5 seconds, thanks to in-house technological innovation. This leap has drastically reduced costs and, more importantly, multiplied earning potential for the rural women behind every straw.

Sunbird's journey has been one of rapid and responsible growth. The company reached operational break-even, secured 27 lakhs in grant funding through NSRCEL, and gained visibility at international platforms like GITEX Dubai and GNAM. Strategic connections with FPOs, sustainability-focused institutions, and corporates such as ITC and JBF opened new markets, while investor interest was catalyzed through targeted referrals from the incubator.

Today, Sunbird Straws is proudly serving over 100 cafés and resorts—including global names like the United Nations and Taj Hotels—proving that a humble coconut leaf can travel far when paired with purpose and the right support system.

Sunbird's story is a testament to the power of circular innovation, and a shining example of how sustainable businesses can emerge, thrive, and lead with impact when nurtured with the right intent.





ADVAYA

PLASTIC CIRCULARITY INNOVATION LAUNCHPAD

Scaling Deep-Tech Solutions For A Waste-Free Future

In partnership with Foundation for Innovation & Research in Science & Technology (FIRST) –IIT Kanpur, this upcoming deep-tech incubator supports early-stage startups tackling plastic waste through scalable, tech-first solutions. The program offers structured and focused incubation, funding, and mentorship, aiming to advance early-stage tech-first scalable solutions in circularity, promote responsible consumption, and align with India's climate goals through innovation in recycling, waste valorization, and sustainable materials.

Most existing startups lack access to technical incubation support that integrate R&D infrastructure, commercialization pathways, and pilot testing capabilities. These gaps in technology readiness and innovation infrastructure have stalled meaningful progress in the plastic circularity space, particularly when it comes to building solutions with measurable climate impact.

The program is designed to address critical gaps in plastic waste management innovation. It will offer milestone-based grants of up to Rs. 20 lakhs, alongside access to IIT Kanpur's robust ecosystem—labs, research departments, and

institutions like CIPET. Beyond funding, startups will benefit from expert-led workshops, demo days, and hands-on mentorship.

The goal is to help ventures advance their technologies along the Technology Readiness Level (TRL) scale, moving closer to market deployment. Strategic networking will also connect startups to funding and pilot opportunities, bridging innovation with real-world implementation in circular economy solutions.

The program supports innovative startups working on plastic waste segregation, recycling, and alternative materials, with a strong potential for scalable impact. It aims to foster new technologies, promote skill development, and enable livelihood opportunities across circular value chains. Aligned with India's sustainability goals, the initiative aspires to become a national model for deep-tech incubation in the circular economy—demonstrating how targeted innovation can address environmental challenges while creating inclusive economic growth.

- ▶ Plastic segregation, food waste-to-energy, glass recycling, supply chain traceability
- ▶ 12-month incubation across 2 successive cohorts; milestone-based funding of 20 lakh per venture
- ▶ Targeting 10 new technologies/IPs to progress at least 1-2 TRL levels
- ▶ Create commercially viable circular businesses that scale from labs to landfills — while generating employment and reducing landfill dependency



ECO-EMPOWER

Turning Waste into Worth, and Lives into Livelihoods

The Eco-Empower Program, in partnership with The Social Lab, addresses the urgent plastic waste crisis in Dabua Mandi, Faridabad, where rapid urbanization and inadequate waste infrastructure contribute to severe environmental and public health challenges. Haryana generates over 179,000 tons of plastic waste annually, a 38% rise from the previous year, with Faridabad producing 900–1,000 MT of solid waste daily, of which only 10% is processed. Illegal dumping near the Bandhwari landfill, limited segregation, and low awareness levels further compound the issue. Further, informal waste collectors, who form the backbone of the collection system—operate without safety gear, training, or recognition, facing both health and livelihood risks.

The program focuses on four core objectives: strengthening plastic collection and segregation systems, engaging authorities and communities for awareness, enabling recycling into public utility products, and empowering informal waste collectors. With support from local stakeholders, the initiative ensures door-to-door collection from 1,000 shopkeepers through dedicated manpower, vans, and distribution of dustbins. It sensitizes over 5,000 community members on plastic waste management and promotes responsible disposal practices, leading to visible shifts in local behavior.

The program aims to reach a total of 200 waste workers, engage

and train them in waste handling, segregation, and financial literacy, leading to safer working conditions and improved practices. These workers will experience an increase in monthly income by approximately 1,500, enhancing their economic security. Ten women from the community will be empowered through skill development in alternative livelihoods such as hospitality, opening up opportunities to earn 10,000–12,000 per month.

The program also ensures health and safety through regular medical camps, provision of protective gear, and hygiene awareness sessions, contributing to improved physical well-being and work dignity for the waste workforce.

The initiative promotes plastic circularity by collecting, segregating, and sending plastic waste for recycling, where it is transformed into public utility items such as benches, bins, and tables. These items are then redeployed in the same locality, directly benefiting the community and reinforcing a closed-loop system. Environmentally, the program helps avoid an estimated 15–84 tonnes of CO₂e emissions annually. With at least 15% of the local population adopting better waste practices, Eco-Empower stands as a replicable model of how sustainable waste solutions can drive both environmental impact and community empowerment.





(Chief Minister's Good Governance Associates Program)

Transforming Governance Through Scalable Solutions

Under the banner of Transformative Good Governance, a public-private partnership model between Chief Minister Good Governance Associate (CMGGA) Program of Haryana Government, PRIF and Ashoka University aimed to improve public service delivery in the state of Haryana. By deploying young professionals (CMGGAs) across four districts, it enhances outcomes in women's safety, nutrition, digital education, and skill-building through on-ground innovation and systemic engagement with district administrations.

Despite advances in digital governance, a persistent gap between policy design and local implementation hampers effective service delivery, particularly for underserved communities. Challenges include delayed entitlements, poor healthcare access, and underused welfare schemes. To address this, skilled governance fellows were deployed at the grassroots level to drive real-time implementation, troubleshoot systemic issues, and improve accountability. This hands-on, data-driven approach aims to enhance citizen outcomes by fostering responsive, inclusive, and collaborative public systems that translate policy into tangible community impact.

The associates deployed in the districts tackled a wide range of issues like improving access to child and maternal nutrition, strengthening the implementation of safety protocols for

women, and enabling more efficient delivery of government schemes. These associates acted as innovation integrators, using insights from civil society, academia, and corporate partners to improve system performance from within. They also conducted community engagement, tracked real-time progress, and supported bureaucratic decision-making with grassroots-level insights — thus closing the loop between citizen feedback and administrative action.

The initiative significantly improved public service delivery across multiple districts, showcasing how targeted interventions, capacity building, and embedded innovation can make systems more inclusive and agile.

With plans to expand to other regions, it aims to build a network of governance professionals driving data-informed policy and social equity.





THE WAY AHEAD

PRavah - the wave of change.



The Pernod Ricard India Foundation (PRIF) CSR focus is clear: supporting communities that are often left behind through improved water access, sustainable farming, local job opportunities, education, healthcare, and more.

For years, their CSR programs were active across different regions, but they were not connected. Each had a different name, partner, or purpose. While the results were encouraging, the bigger picture was missing. It was difficult to identify how everything fit together.

PRavah was created to change that. It brings all efforts under a single identity. Now, the story is clearer: this is how change is unfolding, this is who is driving it, and this is why it matters. It helps communities connect the dots and makes the company's role more visible.

Pravah, the company's approach to purposeful and consistent community development, concentrates on key areas: water, agriculture, livelihoods, education, inclusion, and healthcare.

Programs are shaped by the expressed needs of local communities and executed by experienced partners. Employees also participate through volunteering, field visits,

and stepping up as CSR Champions. The goal is to transform communities and impact one million lives by 2030. At its core, PRavah is guided by four principles: value people, care for the land, build sustainably, and act responsibly. These values define how every project is implemented.

Looking ahead, PRavah will engage employees at plant locations such as Nashik, Derabassi, Behror, and Kanpur. It will involve community members, local leaders, PRI teams, and implementation partners to assess current needs and evaluate progress. CSR Champions will serve as vital links between centralized planning and local action.

PRavah is a seamless driver of lasting and meaningful change. It offers a cohesive and holistic view of everything PRIF strives to achieve through CSR. Because it operates under one umbrella, the impact is more visible and scalability becomes truly possible.





Noteworthy Project in
Water Management in
'Beyond the Fence'
category by CII
(Confederation of Indian
Industry).

INDIAN CSR AWARD 2024
Best
Water preservation initiative
of the Year
Program: W.A.L. Pan-India



IFCCI CSR Awards 2024
(6th Edition), in the
Vocational Skills category
for an exceptional project.

TEAM IN ACTION



Bootcamp and grant distribution for Women Entrepreneurship incubation



Interaction with rural women on program deliverable



Celebration of menstrual Hygiene day at community



Interaction with farmers on sustainable and regenerative agriculture

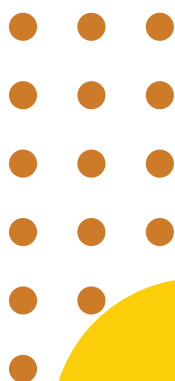


Launch of Prakriti Incubation Launchpad in North-east India



Interaction with truck drivers in road safety awareness activity





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Pernod Ricard India

**TRANSFORMING COMMUNITIES AND
ACCELERATING LOCAL DEVELOPMENT**



**ANNUAL REPORT
2024-2025**