Pernod Ricard India

Transforming Communities & Accelerating Local Development



Corporate Social Responsibility Program Report

FY 2025-2026

Pernod Ricard India





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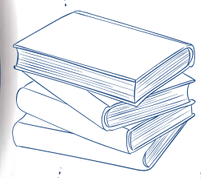
About Pernod Ricard India

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, 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 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 95% of domestically produced brands. Pernod Ricard India operates 24 manufacturing units across 18 states. The company's global footprint continues to expand, with Seagram's whisky portfolio present in 30+ markets. 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.









About Pernod Ricard India Foundation

Pernod Ricard India Foundation (PRIF), a Section 8 company incorporated under the Companies Act, 2013, is the wholly owned subsidiary of Pernod Ricard India Private Limited. Created to advance the company's commitment to social, economic, and environmental development. All CSR initiatives are implemented and designed with the aim of benefitting marginalised and disadvantaged communities while supporting national development projects.

The foundation aims to drive sustainable, inclusive, and measurable change by combining innovation, community engagement, and ecosystem partnerships across India.



Message from the CEO

Leadership Messaging

Jean Touboul

Chief Executive Officer, Pernod Ricard India

Growing Responsibly, Together

Our global framework, Good Times from a Good Place, gives us our compass. Its four pillars, Nurturing Terroir, Valuing People, Circular Making and Responsible Hosting, are not values we talk about at annual reviews. They are the architecture of our daily choices and how we implement local programmes that focus on protecting ecosystems, enabling livelihoods and creating impact that we can be proud of.

This report is an account of the work carried out by Pernod Ricard India Foundation (PRIF) through various CSR projects in the financial year 25-26. The Foundation supports community development programmes on four key verticals:

Water, Agriculture and Livelihoods and Environmental Conservation pillar strengthens water-resilient communities, promotes regenerative farming, preserves biodiversity, and enhances livelihoods.

Quality Healthcare and Water, Sanitation and Hygiene (WASH) pillar focuses on mobile health services to serve medical needs in rural areas, and hygiene education. The goal is to improve access to healthcare, sanitation, and menstrual health facilities, particularly for women and children.

Diversity and Inclusion pillar: Which focuses on bridging inclusion gaps through education, skilling and livelihood programmes and sports programmes for tribal youth.

Social Innovation & Transformation, PRIF fosters climate-smart agriculture, circular economy solutions, and plastic innovation, partnering with institutes like IIMs and IITs to incubate startups delivering sustainable, future-ready solutions.

We are grateful to our partners and employees who make this work possible, particularly our implementation collaborators, whose local knowledge, community trust and commitment are critical to our efforts.

Anantika Singh

Senior Director, CSR,
Pernod Ricard India Foundation

Building Trust, and Small Shifts, towards Impact



Message from the Senior Director

At Pernod Ricard India Foundation (PRIF), our CSR initiatives take a community-first approach. In practice, this simply means we do not arrive in a community with a ready-made solution. We work with mission based NGOs, specialists, and the local community. And, we work with them, not for them, to find solutions that belong to them rather than to us. This takes time. It takes consistency.

Over the past year, I have seen what happens when that trust genuinely takes root.

When we work with farmers on the interconnectedness of water stewardship, regenerative agriculture, and market linkages, we leave our watersheds healthier than we found them. When menstrual health is spoken about openly rather than managed in silence, girls and women gain something that goes beyond hygiene: they gain a sense of their own dignity and entitlement. When differently-abled women who had never used a computer walk into jobs, when tribal girls win medals at athletics competitions, when young men from SC/ST communities graduate into careers in Manufacturing, consulting, teaching, etc. shifts that is not easily captured in a data point. Expectations change. And when expectations change, the future changes with them.

None of this is possible without the partners we work with. Grassroots organisations, academic institutions, local governments, all play their role in the communities we serve.

Looking ahead, I feel both the weight and the privilege of what we are trying to do. The challenges are real and they are large. But I have seen enough to know that communities are not fragile. Given the right support, the right resources, and above all the right respect, they are extraordinarily capable of shaping their own futures. Our job is to create the conditions for that to happen, and then to get out of the way.



Impact Footprint

FY 25-26



1,66,669
Lives Impacted

46
Programmes



WASH & Healthcare
1,27,463



(WAL) Water, Agriculture Livelihoods
24,264

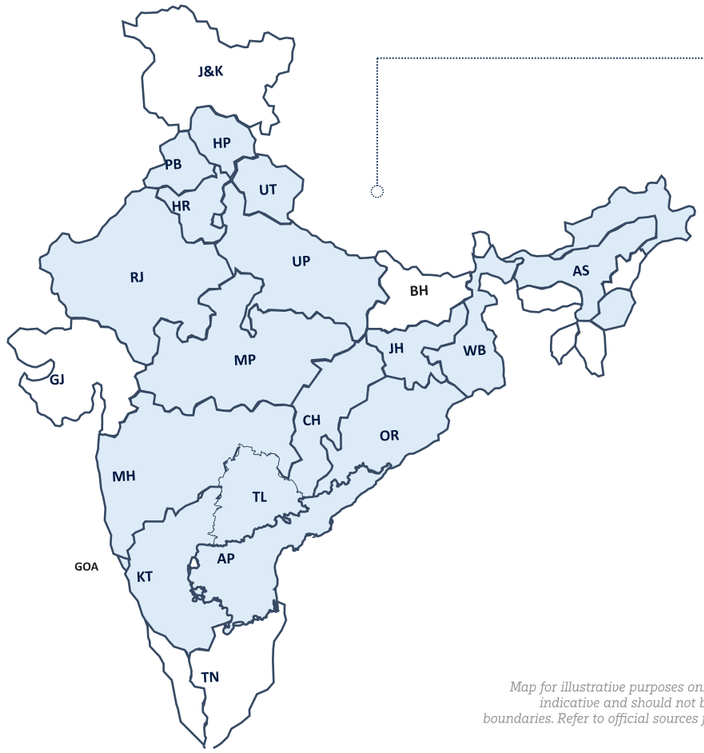
Diversity & Inclusion (D&I)
11,974

Social Innovation & Transformation (SI&T)
2,968





Geographic Footprint



17 States

2 UTs

Map for illustrative purposes only. Not to scale. Boundaries and territorial depictions are indicative and should not be construed as a representation of political or territorial boundaries. Refer to official sources for authoritative geographic and boundary information.

Aligning With National And Global Priorities

India's development agenda is guided by national priorities focused on water security, healthcare access, livelihood generation, environmental sustainability, social inclusion, and climate resilience. At the global level, the Sustainable Development Goals provide a shared framework for addressing these interconnected challenges.

Pernod Ricard India Foundation contributes to the Sustainable Development Goals through interventions across Water, Agriculture & Livelihoods, Healthcare & WASH, Diversity & Inclusion, and Social Innovation & Transformation.

Water, Agriculture & Livelihoods

01 NO POVERTY · 02 ZERO HUNGER · 06 CLEAN WATER AND SANITATION · 13 CLIMATE ACTION · 15 LIFE ON LAND

Quality Healthcare & WASH

03 GOOD HEALTH AND WELL-BEING · 06 CLEAN WATER AND SANITATION

Diversity & Inclusion

04 QUALITY EDUCATION · 05 GENDER EQUALITY · 08 DECENT WORK AND ECONOMIC GROWTH · 10 REDUCED INEQUALITIES

Social Innovation & Transformation

09 INDUSTRY, INNOVATION AND INFRASTRUCTURE · 11 SUSTAINABLE CITIES AND COMMUNITIES · 12 RESPONSIBLE CONSUMPTION AND PRODUCTION · 13 CLIMATE ACTION

VISION 2030

Transforming Communities and Accelerating Local Development

Communities across India continue to face evolving challenges related to water security, healthcare access, livelihood opportunities, environmental sustainability, and social inclusion. Addressing these challenges requires long-term, collaborative approaches that strengthen local systems and create opportunities for sustainable growth.

Guided by its Vision 2030, Pernod Ricard India Foundation focuses on creating positive and lasting outcomes for people, communities, and the environment. Through PRavah, the Foundation's unified CSR platform, efforts are directed towards positively impacting communities while contributing to broader development priorities and sustainable community outcomes focused on four thematic areas



Water, Agriculture, Livelihoods (WAL)

Strengthening water security, regenerative farming, biodiversity, and farmer incomes.

Quality Healthcare & WASH

Expanding healthcare, sanitation, hygiene, and preventive care for healthier, resilient communities.

Diversity & Inclusion

Empowering diverse communities through livelihoods, education, sports, and culture.

Social Innovation & Transformation

Driving climate-smart agriculture, circularity, recycling, and safer waste ecosystems.

Women remain a key focus across thematic and programme areas, with interventions designed to expand economic participation, access to opportunities, and community leadership.

PRavah

The Wave Of Change



PRavah is the unified CSR platform of Pernod Ricard India Foundation, bringing together its community development initiatives under a shared vision of sustainable and inclusive growth.

Derived from the Sanskrit word meaning "flow", PRavah reflects the continuous flow of opportunities, resources, knowledge, and partnerships that contribute to community development.

PRavah serves as the platform through which the Foundation's vision translates into action. It connects interventions across Water, Agriculture & Livelihoods, Healthcare & WASH, Diversity & Inclusion, Environment & Biodiversity, Education, Skill Development, and Social Innovation & Transformation under a common framework for sustainable impact.

By bringing together communities, implementation partners, institutions, and government stakeholders, PRavah aims to support measurable, scalable, and locally relevant development outcomes that contribute to stronger communities and more resilient ecosystems.

CSR Philosophy

For Pernod Ricard India, CSR isn't just about compliance, it is about creating strategic impact for our extended communities.

We plan with purpose

Every initiative starts by identifying the right problem to create meaningful, measurable, and sustainable impact.

We hold ourselves accountable

We set clear goals, measure progress, and adapt to deliver accountable, impactful outcomes.

We stay to build, not just to begin:

We focus on lasting impact by building local capacity and ownership that sustains communities beyond the project.

We measure what truly matters

We focus on meaningful, lasting impact — not just activities—by listening, measuring outcomes, and learning from evidence.

We listen before we lead

We measure what matters, track progress, and adapt to ensure accountability and lasting impact.

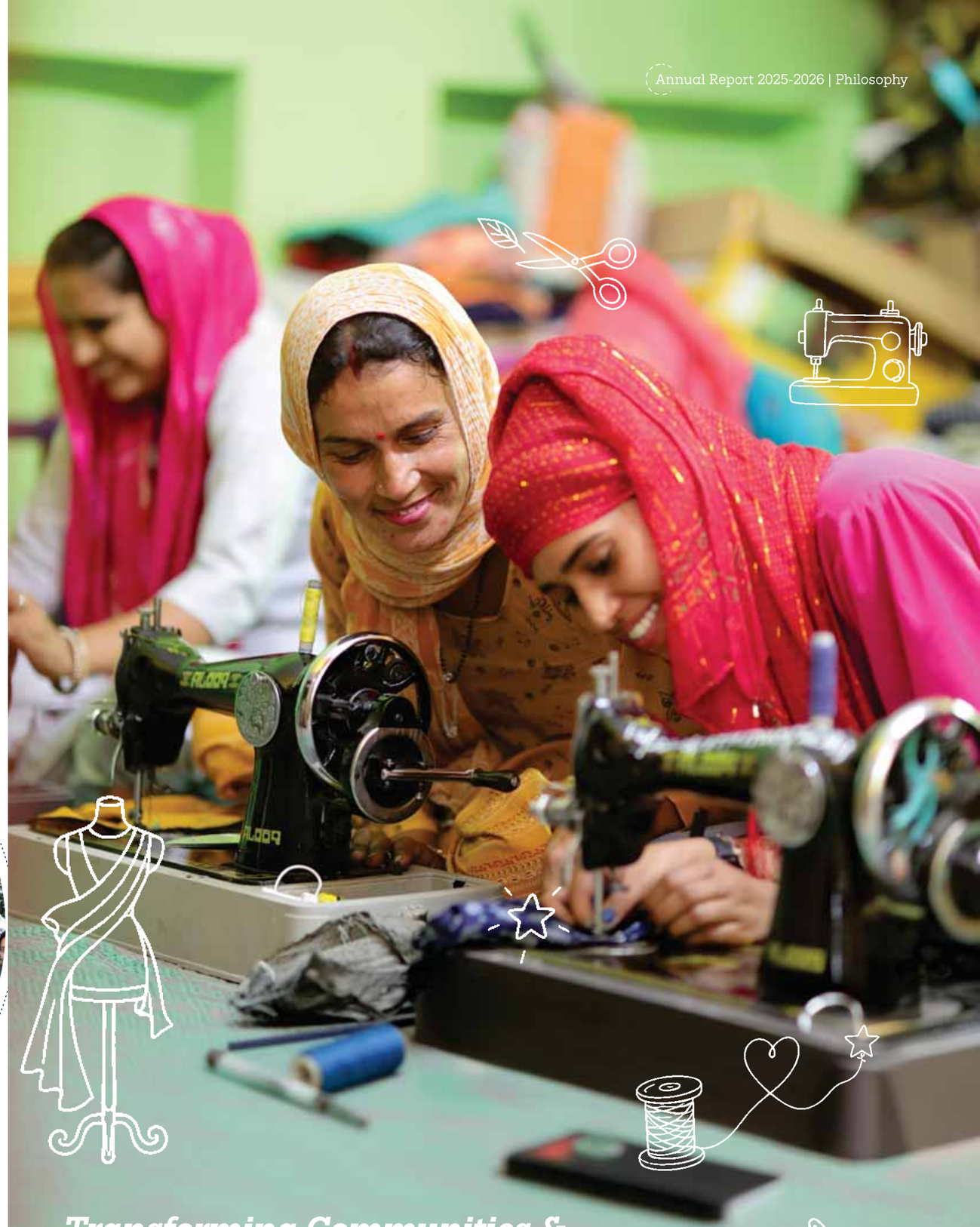
We align with India's future

We align our social programs with national priorities and local needs to drive inclusive, sustainable impact for generations to come.









Transforming Communities & Accelerating Local Development

WATER, AGRICULTURE, LIVELIHOOD

Strengthening Water Security & Sustainable Livelihoods

During the year, WAL reached 163 villages across 6 states & 9 districts through 11 programs.

To strengthen community ownership and long-term sustainability of these assets , 64 Water User Committees (WUCs) were formed, and trained on water resource management. Improved water table enabled many farmers to undertake an additional crop cycle, demonstrating the direct link between water security and enhanced agricultural livelihoods.

Further, Regenerative Agriculture practices were promoted through various agricultural interventions, farmer trainings and crop advisory initiatives.

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 women through financial literacy, entrepreneurship, and digital inclusion.

Collectively, the lives of 23,000 farmers were impacted through all the initiatives.

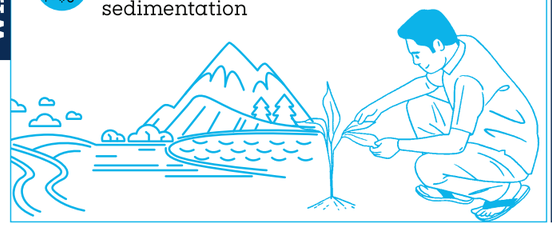
Water, Agriculture, Livelihood Strategy

Objective — **Drive water stewardship, sustainable agriculture, and empower communities to thrive**

WHY

Water

- 60-80% flow decline in Ganga- Yamuna & sub-basins due to increased extraction & reduced rainfall (since 1970)
- Storage in 155 major reservoirs fell to 55% of capacity due to lack of rains & sedimentation



Agriculture & Livelihood

- Storage in 155 major reservoirs fell to 55% of capacity due to lack of rains & sedimentation
- Agri growth slowed to 3.1% (FY25) vs. 6% GDP, profit margins shrinking
- Flood irrigation wastes 50-60% via evaporation/seepage
- 8-12% net irrigated area uses drip/sprinklers despite 30-50% water savings
- 120 million hectares affected by salinity/erosion; micronutrient deficiencies cut yields 20-50% across 45% farmland

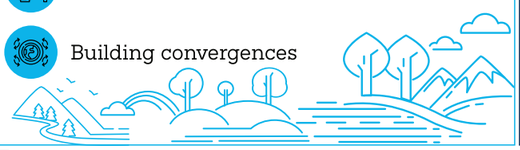
WHAT

Stewarding watershed level collective action & restoring ecosystems through regenerative & sustainable agriculture

HOW

Water

- Comprehensive Water Stewardship Plan
- Construction & Rejuvenation of Water Structures
- Promote water governance: Water budgeting
- Water User Committee's
- Building convergences



Agriculture & Livelihood

- Promoting Climate resilient, Regenerative farming practices
- Capacitating Farmers
- Empowering farmers through business development, entrepreneurship
- Strengthening community institutions across value chains
- Collectivizing women & farmers & establishing better market linkages through Farmer Producer Organisations (FPO)



Impact highlights

- Water Potential (Litres) **1,32,000,000**
- Acres Under Regenerative Agriculture **13,700+**
- Farmer Impacted **24,264**

6 States | **10** Districts | **163** Villages

64 Village Level Water Committees

2 AWS Gold Certified Sites











JAL JIVIKA JAGRUTI

In partnership with: WOTR

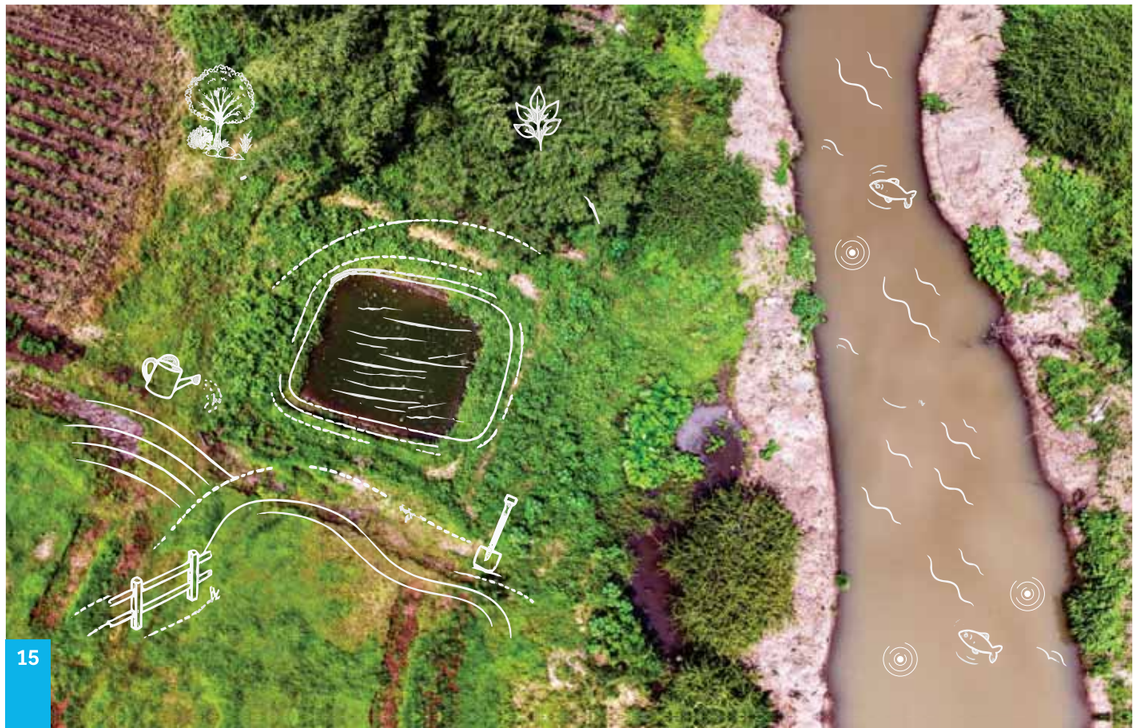
Launched this year, Jal Jivika Jagruti is a community-led watershed level initiative implemented by WOTR across 23 villages in Dindori block, Nashik. The program aims to strengthen water security, improve agricultural productivity, and build climate resilience through integrated watershed development and community-led water governance.

During the year, the project created and rejuvenated 39 water conservation structures, including recharge ponds, check dams, seasonal streams. These interventions, along with contour trenches and farm bunding, enhanced rainwater harvesting, groundwater recharge, and soil conservation.

To ensure long-term sustainability, Village Water Management Teams (VWMTs) were established in all 23 villages. A total of 246 VWMT members were trained on the governance framework, core vision of water stewardship and climate resilience, and the strategic "Ridge to Valley" approach. Scientific tools such as hydrogeological mapping, aquifer studies, and participatory watershed planning helped communities better understand and manage their water resources. These VWMTs are responsible for the upkeep of the water assets in their villages.

The program also focuses on climate-resilient agriculture by promoting water-efficient irrigation, soil and moisture conservation, and sustainable crop management practices that improve productivity while reducing resource use and cultivation costs.

Farmers are supported through organic farming demonstrations, capacity-building programs, and exposure visits. These efforts supported the adoption of sustainable agricultural practices by 4,175 farmers. By combining water conservation infrastructure, scientific planning, and community ownership, Jal Jivika Jagruti has laid the foundation for a sustainable water stewardship model that strengthens livelihoods, improves agricultural resilience, and secures water resources.



ANKUR UDAY

In partnership with: TNS India Foundation – Partners in Economic Transformation

Started in **2022**, the Ankur Uday program was envisioned as an initiative to strengthen the livelihoods of farming communities in Nashik's Dindori block through sustainable agriculture, collective action, and women's empowerment. Supported by the Pernod Ricard India Foundation and implemented by TNS India Foundation, the initiative successfully completed this year, reaching more than **1,689 farmers across 14 villages**.

At its core, the program promotes regenerative agricultural practices for key crops such as grapes and tomatoes, enabling farmers to improve productivity while reducing dependence on chemical inputs. Through demonstration plots, technical trainings, and continuous advisory support, farmers adopt sustainable soil management practices, including vermicomposting and bio-input application, resulting in healthier soils, improved resource efficiency, and greater resilience to changing climatic conditions.

Ankur Uday also invested in building farmer-owned enterprises. The program supported the growth of the **Shetisanjeevani Agro Farmer Producer Company (SAFPCL) FPO** created under program, which today has **570 shareholder members**. This FPO facilitates bulk procurement of quality inputs and strengthens market linkages, reducing inputs costs and improving price realization, and capture greater value from their agricultural produce.

Women's empowerment remained a central pillar throughout the program. Community Women participated in financial literacy and Farming-as-a-Business trainings, gaining greater confidence in managing household finances, tracking farm investments, and participating in key economic decisions. These efforts strengthened both economic inclusion and household resilience. As the program concludes, its legacy extends far beyond individual interventions. Ankur Uday has fostered a culture of profitable farming and collective entrepreneurship.



SHETKARI SAMRUDDHI

In partnership with: ISAP

Started in 2025, Shetkari Samruddhi is an integrated agriculture and agri-value chain development initiative implemented by ISAP India across 20 villages in Aurangabad and Jalna districts of Maharashtra. The program aims to help smallholder farmers transition from subsistence farming to resilient, market-oriented agriculture.

The programme mobilizes 8,800+ farmers, through training and capacity-building efforts. The trainings focus on sustainable farming practices, soil health management, water conservation, financial literacy, and improved crop management through field based demonstration plots.

The program established Shivmaka Farmer Producer Company Limited (FPCL), which has already enrolled 616 shareholder farmers and mobilized community share capital. The FPO has evolved into a functioning farmer-owned institution, providing access to quality inputs, mechanization services, soil testing facilities, and market linkages.

In addition, the launch of an input shop and Custom Hiring Centre from which farmers can hire farm equipment at subsidised costs has opened avenues for more income generation for FPO's, while improving access to modern agricultural services.

The project also leveraged partnerships and government convergence worth ₹18.34 lakh, enabling farmers to access additional resources and support systems.

Though still in its early stages, Shetkari Samruddhi is demonstrating how strong farmer institutions, improved agricultural practices, and collective market engagement can create a pathway toward higher incomes, sustainable farming, and long-term rural prosperity.



KRISHAK KRANTI

In partnership with: SUVIDHA

Started in 2024, Krishak Kranti is an integrated rural development initiative designed to address the growing challenges of groundwater depletion, rising cultivation costs, soil degradation, and limited livelihood opportunities in the villages of Dera Bassi, Punjab.

The programme contributed to local water security through the rejuvenation of 3 village ponds and the installation of a solar-powered drinking water system. Community ownership is reinforced through 20 Water User Groups and village-level water governance processes that encourage collective planning, water budgeting, and resource management.

The program also promotes a transition towards climate-resilient agriculture. Farmers adopt crop diversification, regenerative farming practices, and water-efficient irrigation systems that reduce dependence on conventional inputs while improving resource-use efficiency. Demonstration farms, exposure visits, and capacity-building initiatives enable farmers to adopt sustainable cultivation practices and make informed decisions on water and crop management.

To enhance livelihood security, the program supports vulnerable households with alternative income-generating activities like Poultry and Goatery and improved access to farm mechanization through a community-based Custom Hiring Centre.

Overall, the initiative reached more than 1,043 community members.



PRAGATI

In partnership with: ISAP Enterprise-Impact

Started in 2023, Project Pragati is implemented by ISAP India Foundation across 30 villages in Kotputli-Behror district, Rajasthan.

The program is designed to help smallholder farmers move beyond subsistence agriculture by improving productivity, strengthening farmer institutions, and creating new income opportunities.

Over its journey, the project reached 3,196 farmers, equipping them with practical knowledge on scientific and sustainable farming practices. Through farmer trainings and demonstration plots, farmers adopted improved cultivation techniques that contributes to productivity, reduce input costs, and strengthen resilience to changing climatic conditions.

program is strengthening the Smriddh Kisan WAL Farmer Producer Company (FPO), a community-owned platform for aggregation, value addition, and market access. The FPO grew to 615 shareholder members and achieved a business turnover of over ₹78 lakh during the year, demonstrating its potential as a sustainable rural enterprise.

The project also promotes livelihood diversification beyond traditional farming. Women farmers are supported through mushroom cultivation, dairy, bakery, and value-added food enterprises, creating additional income streams and reducing dependence on seasonal agriculture.

As Project Pragati concludes, it leaves behind stronger farmer institutions, diversified livelihood opportunities, and a more entrepreneurial farming ecosystem.



ABHIVRIDDHI

In partnership with: SEHGAL FOUNDATION

Launched this year, Abhivriddhi is an initiative building water security and climate resilient agriculture in 17 villages of Kotputli-Behror district, Rajasthan. Through an integrated approach combining water conservation, sustainable agriculture, livestock management, and institution building, the program is creating pathways towards resilient and self-reliant rural communities.

During the year, a community pond was rejuvenated to strengthen irrigation and improve groundwater recharge. Community ownership is reinforced through the formation of a Water User Group and active engagement of Village Development Committees, to ensure water resources are managed by the local communities.

The program also focused on improving farm productivity through promotion scientific agriculture practices and technologies. Farmers are trained on soil health, nutrient management, and efficient farming practices.

In addition, introduction of solar-powered agriculture equipment reduced cultivation costs and improved operational efficiency.

Livestock-based livelihoods are aided through animal health services and nutrition support, helping farming households improve animal productivity and income security.

Collectively, the initiative helped strengthen the livelihoods of 1,400+ farmers.



NEER SANRAKSHAN REJUVENATION

In partnership with: SEHGAL FOUNDATION

Implemented by S M Sehgal Foundation, Neer Sanrakshan is designed to address growing water scarcity and groundwater depletion in Chomu, Jaipur district, Rajasthan. The project focusses on restoring local water resources while building community ownership for sustainable water management.

During the year, the programme rejuvenated Bishanpura pond through desilting, deepening, and structural repairs. This helped improve rainwater harvesting, groundwater recharge, and water availability for agriculture and household needs.

The restored pond is expected to strengthen irrigation potential, improve soil moisture, and enhance resilience to droughts and erratic rainfall.

To ensure long-term sustainability, the project strengthened a Water User Group (WUG) and conducted capacity-building sessions on water governance, maintenance, and collective decision-making.

Community meetings and participatory planning processes further encourage local ownership and responsible resource management.



GRAM UTKARSH

In partnership with: SEHGAL FOUNDATION

Started in 2022, Gram Utkarsh IV was implemented by S M Sehgal Foundation across 20 villages in Akbarpur block of Kanpur Dehat, Uttar Pradesh. The program addresses the challenges of water scarcity, declining agricultural productivity, and weak rural institutions through an integrated approach combining water conservation, improved agriculture practices, and community-led development.

During the year, the program focused on the repair and maintenance of existing water structures. 8 village ponds were rejuvenated, contributing to improved water availability, reduced soil erosion.

The program also promoted climate-smart farming practices through farmer capacity building, demonstrations, and adoption of improved cultivation methods. These interventions supported farmers in crop management, input use, and reduced cultivation costs.

Institutional strengthening was another key pillar of the program. Water User Groups, Village Development Committees, and the local Farmer Producer Organisation are strengthened to support collective action, business planning, and improved market linkages.

The programme also invested in value-added enterprises like Cattle Feed Unit, Pellet Production systems and solar powered operations. These were linked to FPO and created pathways for long term income generation for the local farmer communities.

Over four years, Gram Utkarsh IV laid a strong foundation for water-secure and resilient rural communities. By restoring critical water assets, improving farming practices, and strengthening local institutions, the program has enabled communities to take ownership of their development.



SABLA

In partnership with:

Started in 2022, SABLA was implemented by HARITIKA across 15 villages in Kanpur Dehat, Uttar Pradesh.

The program was designed to strengthen rural livelihoods by promoting climate-resilient agriculture, women's economic empowerment, and sustainable community institutions.

Over four years, the initiative reached 1,800+ farming households and helped farmers adopt improved agricultural practices such as Direct Seeded Rice (DSR), System of Wheat Intensification (SWI), improved maize cultivation, and multi-layer vegetable farming. These interventions enhanced farm productivity, and reduced dependence on costly agricultural inputs.

A key highlight of the programme was the economic empowerment of rural women through the "Vegetable on Wheels" initiative.

By enabling women producers to directly access local markets through an e-kart, the program improved income opportunities, strengthened entrepreneurship, and increased women's participation in household and community decision-making.

SABLA also focused on building long-term community assets through the strengthening of the Vrishtigram WAL Farmer Producer Company (FPO), Bio-Input Resource Centres, and Krishi Sansadhan Kendras. These institutions continue to provide farmers with access to quality inputs, technical guidance, and market linkages.

As the program concludes, it leaves behind empowered farmers, better community institutions, and greater economic opportunities for women. SABLA helped how integrated rural development can create resilient livelihoods and foster inclusive, community-led growth.



NEER SANRAKSHAN KARNAL

In partnership with:

Under the Neer Sanrakshan initiative, BharatCares, undertook the restoration and maintenance of village ponds in Mukhala (Karnal) and Sandhali (Yamunanagar), Haryana.

The project aimed to revive these community water resources that had deteriorated due to siltation, invasive weeds, wastewater inflows, and inadequate maintenance.

The initiative focused on restoring the ecological health of the ponds through de-weeding, embankment strengthening, inlet channel repairs, wastewater diversion, fencing, and plantation of native tree species. These interventions improved water retention, and enhanced groundwater recharge potential.

A key focus of the project was strengthening community ownership. Village Water Committees, awareness campaigns, clean-up drives, and plantation activities encouraged farmers, women, youth, and local leaders to actively participate in the management and upkeep of these shared resources.



Pernod Ricard India

JALA VIKASA

In partnership with:

bala vikasa
Helping Communities Help Themselves

The Jala Vikasa Rejuvenation Project, implemented by Bala Vikasa Social Service Society addresses the growing challenge of water insecurity in Medchal, Telangana.

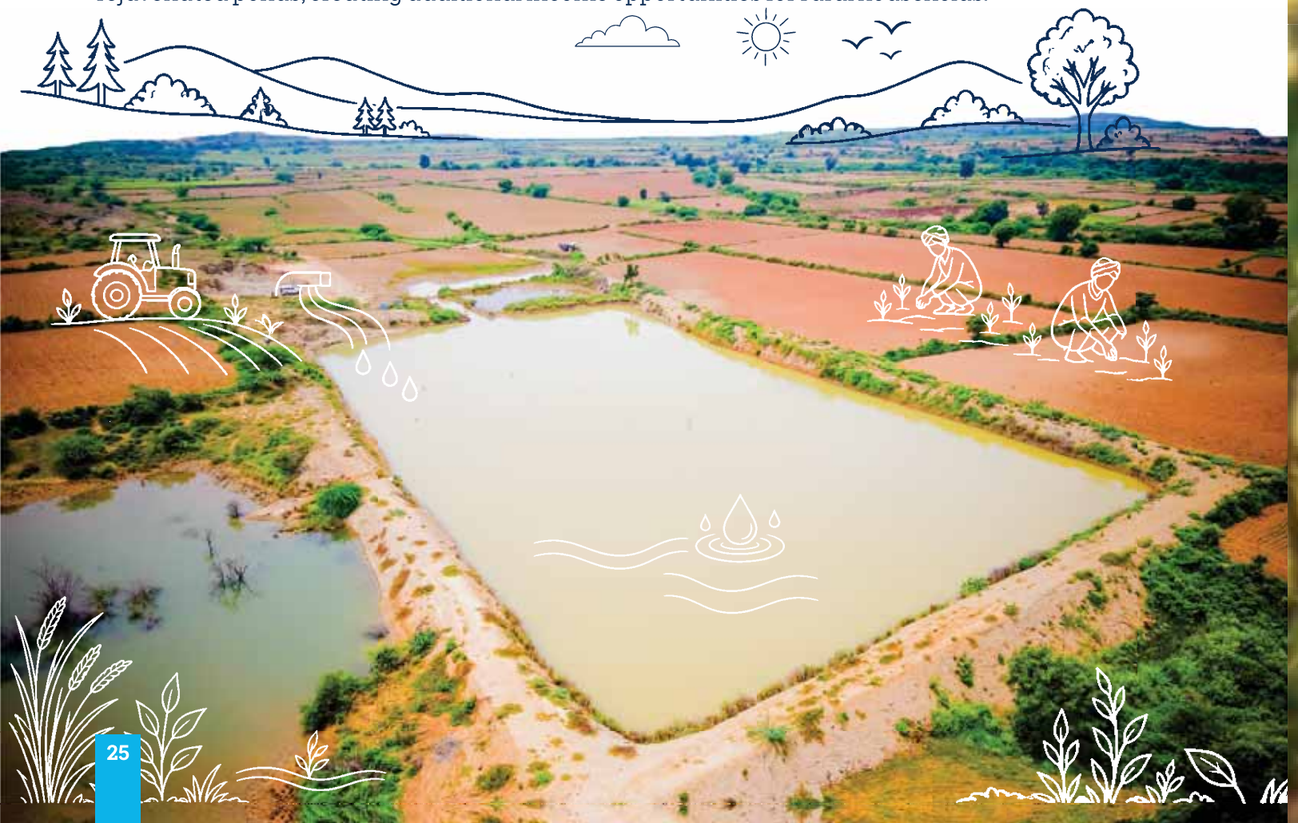
Despite receiving adequate rainfall, many farming communities continue to face declining groundwater levels due to over-extraction, inadequate recharge, and the deterioration of traditional water conservation structures.

To strengthen water security and agricultural resilience, the program focused on restoring existing water assets created in past across 11 villages. During the year, 50 farm ponds and 20 borewell recharge structures were rejuvenated through desilting, bund strengthening, catchment restoration, and repair works. These interventions restored water storage capacity, enhancing rainwater harvesting, groundwater recharge, and irrigation potential.

The initiative emphasised on community participation. Farmers, local institutions, and village leaders actively contributed to planning and implementation, fostering ownership and ensuring the long-term sustainability of the restored assets.

Capacity-building programs further strengthened community awareness on water conservation, maintenance practices, and efficient resource management.

The program also promoted livelihood diversification through activities such as fish rearing in rejuvenated ponds, creating additional income opportunities for rural households.



Story of change Kashinath Shivram Padavi

From Water Scarcity to Year-Round Prosperity: Kashinath Shivram Padavi Background

Location: Dindori, Nashik, Maharashtra

Kashinath Shivram Padavi is a progressive farmer from Kaudasar village who manages 2.8 hectares of farmland in Dindori, Nashik. As a local farmer, his farming was largely dependent on monsoons.

He had installed a borewell on his farm that provided critical irrigation post monsoons.
However, his village is in an undulating terrain, leading to fast run off of the monsoon rainwater. Due to this, he experienced severe water scarcity, limiting him to a single, uncertain crop.



Intervention

Under the Jal Jivika Jagruti program, the local farmers banded together and facilitated the construction of a community check dam and an individual recharge pond to capture surface runoff and recharge groundwater. This led to improved water access for 8-10 months in a year. In addition, access to drip irrigation system and training on water budgeting further enabled him to use the available water efficiently.

Transformation

The transformation of Kashinath's farm represents a shift from seasonal subsistence to year-round resilience. Before the intervention, rainwater was lost to runoff, resulting in poor soil moisture, an unreliable borewell, and a high risk of crop failure. Following the implementation of ridge-to-valley measures and efficient irrigation, he successfully transitioned from a single-crop system to a diversified three-crop rotation, cultivating bottle gourd, onion, gram, and wheat.

Kashinath's role has also evolved from an individual farmer to a community leader. As a member of the Village Water Management Team (VWMT), he actively supports the maintenance of shared water assets and encourages fellow farmers to adopt sustainable water management practices.

Outcomes

The program created a water storage capacity of **2,44,350 litres** (estimated) and helped rejuvenate **0.20 hectares (0.49 acres)** of land.

Improved groundwater recharge increased borewell water availability and enhanced soil moisture, enabling reliable cultivation across seasons. Once focused solely on managing water scarcity, he is now a local champion for climate-resilient agriculture, inspiring fellow farmers to conserve water and adopt improved farming practices.



Women at the Heart of Farming

Enabling women farmers with opportunities, knowledge and resources to grow with confidence.

Healthcare

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

Water Sanitation And Hygiene (WaSH)

Many rural communities continue to face persistent WaSH challenges, with limited access to safe, functional, and inclusive water, sanitation, and hygiene services impacting their health and overall quality of life.

These challenges are further intensified by inadequate systems for water safety at the village level, increasing the risk of unsafe drinking water and waterborne diseases.

At the same time, Gram Panchayats and local stakeholders often require greater technical and institutional support to plan, manage, and sustain WaSH infrastructure and services.

Low awareness, persistent misconceptions, limited behaviour change efforts, and inadequate community participation also continue to affect the adoption of safe hygiene and sanitation practices, underscoring the need for stronger community engagement and sustainable capacity-building initiatives.

Water Sanitation and Hygiene strategy

Objective

Promoting Access to Quality Healthcare and sanitation practices in communities



WHY

QUALITY HEALTHCARE

- Remote presence of govt. Healthcare Facilities/ PHC and CHC's
- 31% population travel more than 30 km to access services
- 6.8% PHC's don't have availability of Doctors

WaSH (Water Sanitation and Hygiene)

- 70% of groundwater is contaminated affecting ~200 million population
- 23 million girls drop out of school annually
- Only 77.3% of women (Age: 15-24) use hygienic menstrual products

WHAT

QUALITY HEALTHCARE

Accessible and affordable primary healthcare



WaSH (Water Sanitation and Hygiene)

Safe water access, sanitation & hygiene, and menstrual health awareness



HOW

QUALITY HEALTHCARE

- Mobile Medical Units
- Primary Health care centre with specialized healthcare infrastructure
- Residential facility for cancer patients and their caregivers
- Disaster management relief activities (if needed)



WaSH (Water Sanitation and Hygiene)

- Comprehensive WaSH initiatives as per SBM 2.0
- Water Safety Plan (WSP
- Menstrual Hygiene & Health Management
- Strengthening rural VWSC
- Solid waste management
- Sensitization and Knowledge sessions

Impact highlights



- **Patients Treated: 94,104**
- Community members impacted : **12,369**
- **Women & Girls Reached: 25,183**
- Structures Built: **2** new community toilets
- **Structures Renovated: 8** WaSH infrastructure units refurbished/renovated







HEALTHCARE AND WASH

Arogyam & Smile on: Wheels MMU

In partnership with:

Child Survival India

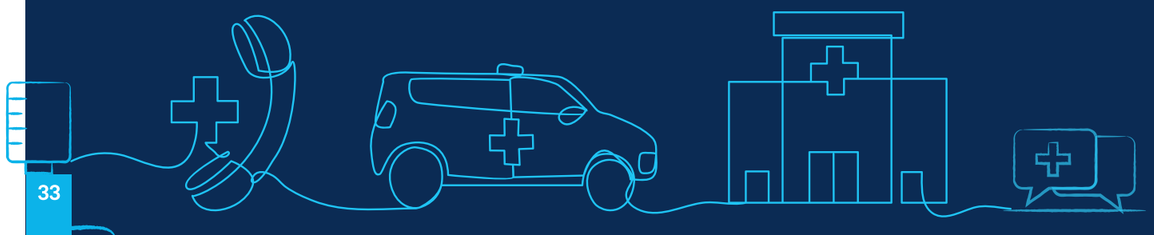
Pernod Ricard India Foundation, in partnership with Child Survival India and Smile Foundation operate 9 Mobile Medical Units (MMUs) across 8 states- Rajasthan, Uttar Pradesh, Maharashtra, Punjab, Assam, Telangana and Madhya Pradesh.

Each of the MMU is staffed with a Doctor (MBBS), a nurse and a Community Mobilizer/ Health Educator In addition to the trained medical professionals, the MMUs are also equipped to provide basic diagnostic services, treatment for common ailments, and organize health awareness campaigns.

The aim of the Mobile Medical Unit is to bridge access gaps to basic healthcare services and deliver these to rural communities, who may not be able to access to healthcare facilities due to limited healthcare infrastructure, shortage of medical professionals, and long travel distances.



The MMU's focus on regular outreach and focus on preventive healthcare. They organize specialized camps for common or emerging conditions such as hypertension, diabetes, anaemia, and malnutrition, at times leading to early detection and timely intervention. At PRIF, the MMUs tie up with local government healthcare systems and anypatient requiring more specialized care and treatment are referred to localgovernment hospitals. In this way, the MMUs complement public healthcaresystems by extending the reach of government services to hard-to-reachgeographies.



HEALTHCARE AND WASH

Awankhed Primary Health Center (PHC)

In partnership with:

WOCKHARDT FOUNDATION

PRIF has supported in the redesign and refurbishment of a Primary Health Centre in Awankhed, Nashik. This health centre operates as a full-service rural health center offering outpatient care, diagnostics, and health education in partnership with Wockhardt Foundation at Nashik, Maharashtra.



Just like the MMUs, the PHC focuses on prevention, early diagnosis, treatment, and continuity of care.

The PHC in Awankhed has several visiting specialists with a roster that is listed for the community to identify which specialist is visiting on which day. Based on the roster, outpatient consultations are managed.

The PHC charges a small fee between INR 10-50 for OPD consultations and diagnostic tests This subsidized fee lowers out-of-pocket healthcare expenditure for vulnerable households and ensures equitable access primary healthcare services.

HEALTHCARE AND WASH

Swasti Niwas

In partnership with:

PRIF, in partnership with Dr. Aabaji Thatte Seva aur Anusandhan Sanstha (DATSAS) aims to improve access to comprehensive cancer care in Nagpur, Maharashtra.

Swasti Niwas is a residential cancer treatment facility for cancerpatients who require prolonged treatment.

PRIF is helping construct a long-termmedical care facility, especially for patients travelling from remote areas. It offersaffordable and safe accommodation for cancer patients and their caregivers.

The facility offers safe, affordable, and patient-friendly lodging equipped withessential amenities, enabling patients and caregivers to remain close to treatmentcentres throughout the course of care.

By addressing accommodation-relatedchallenges, Swasti Niwas will help reduce the financial stress associated withrepeated travel and extended hospital visits, thereby supporting continuity oftreatment and improving treatment adherence.

Special attention will be given to the needs of children undergoing treatmentthrough the provision of child-friendly spaces that offer comfort and psychosocialsupport to paediatric cancer patients and their caregivers.



HEALTHCARE AND WASH

UDAAN

In partnership with:

In the Kotputli Behror and Khairtal Tijara districts of Rajasthan, [PRIF and its partner, Child Survival India implement project UDAAN.

The programme is aligned with national sanitation priorities under the Swachh Bharat Mission (Grameen) Phase II, which emphasizes sustaining open defecation free status, improving rural sanitation infrastructure, and promoting behaviour change for hygiene practices.

The project integrates awareness, access, and infrastructure in rural communities. The project also strengthens access to menstrual hygiene infrastructure and products to address the challenge of, “period poverty”.

During the year, the programme focused on behaviour-change sessions in schools and communities through global-day campaigns and WaSH Melas featuring competitions, stalls promoting eco-friendly products, street plays, and other engagement activities.It also strengthened Village Water and Sanitation Committees through initiatives on compost pits and eco-friendly practices, while building student WaSH clubs to support the monitoring and maintenance of school WaSH facilities.

These efforts aim to improve hygiene and sanitation practices and increase student and community participation.



HEALTHCARE AND WASH

SAJAG – Promoting Healthier Lives through Clear Vision

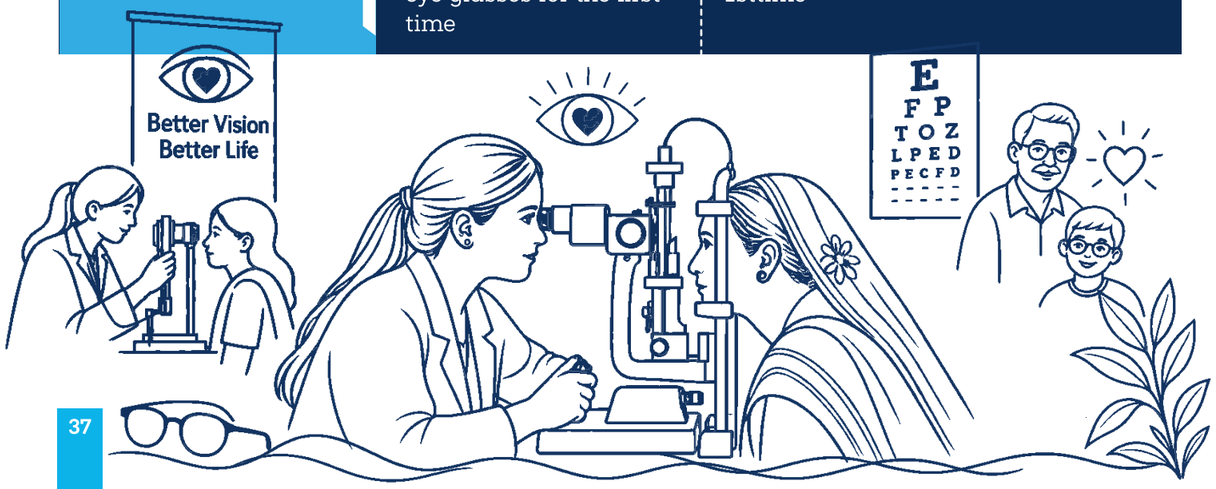
In partnership with: VisionSpring Foundation India

Good vision is fundamental to health, independence, productivity, and safety. Yet, for many, routine eye care is often inaccessible.

Through SAJAG, periodic eye screening camps brought essential eye care services closer to communities and workplaces. By doing so, 4,193 community members were screened for vision related concerns some were given corrective eyeglasses, and others were connected to district hospitals and specialists for further treatment.

Overall Reach: **4,193** individuals screened across **25** eye screening camps

	Uttarakhand	Telangana
Target Group	Elderly community members in remote villages	Drivers, hamali workers, and depotstaff at Indian Made Foreign Liquor(IMFL) depots
Coverage	10 villages	15 IMFL depots
Individuals Reached	2,200	1,993
Corrective Eyeglasses Provided	1,635	1,340
Referrals for Specialized Eye Care	271	44
Highlight	84% of spectacle recipient wore eye glasses for the first time	100% of participants experienced 1sttime



HEALTHCARE AND WASH

SSHEAT - Steering Safety and Healthcare Access for Truckers Population

In partnership with: Ambuja Foundation

The SSHEAT project, implemented by Ambuja Foundation in Derabassi, Chandigarh, supports truck drivers and transport workers in availing basic health checks.

Constantly on the move, this workforce often doesn't have the time to access a health facility, leading to untreated health conditions that can also affect road safety.

The programme brings healthcare services closer to truck drivers by conducting periodic healthcare camps at truck unions. During the year, the programme provided Out Patient Department (OPD) services to 12 truck hubs, where medical consultations, eye screenings, and preventive health check-ups were provided.

The initiative also promotes greater awareness among truck drivers about preventive healthcare and the importance of timely medical attention.

By making essential health services more accessible at their workplaces, the programme encourages healthier practices and supports the overall well-being of this mobile workforce.Overall, the project reached over 3,300 truck drivers through accessible healthcare services and awareness initiatives.







HEALTHCARE AND WASH

SAJAG – Healthcare

In partnership with: Ambuja FOUNDATION

SAJAG is a healthcare initiative implemented by Ambuja Foundation to improve access to preventive and primary healthcare services for communities living around truck union hubs in Punjab and Chandigarh.

During FY 2025–26, the programme focused on laying the foundation for a community-based healthcare ecosystem by undertaking a baseline assessment to understand local health needs, building awareness around preventive and primary healthcare, and strengthening linkages with the public health system.

Implemented across 14 villages in Punjab and 6 villages in Chandigarh, the programme conducted health camps that provided general health consultations, blood pressure and diabetes screening, eye check-ups, health awareness sessions, and nutrition and hygiene counselling. Any cases where specialized treatment was required were referred to the district health centres for further medical support.

The initiative also promoted early detection and timely treatment of common health conditions, while encouraging community members to adopt healthier lifestyles. Awareness sessions helped strengthen understanding around nutrition, hygiene, regular health check-ups, and disease prevention. By connecting communities with public healthcare facilities, SAJAG is helping create stronger pathways for continued care and support.

Through these interventions, the programme supported 2,831 community members.



HEALTHCARE AND WASH

Swachhata Setu

In partnership with: ECOSAN SERVICES FOUNDATION

In Nashik, Maharashtra, PRIF, in partnership with Ecosan Services Foundation, implements Swachhata Setu, a comprehensive Water, Sanitation and Hygiene (WaSH) programme aimed at addressing critical gaps in sanitation, menstrual hygiene management, and access to safe drinking water in rural communities.

The programme follows an integrated, community-led approach, working with communities, schools, village institutions, and Gram Panchayats to strengthen WaSH outcomes. Recognizing that infrastructure alone is not enough, Swachhata Setu places equal emphasis on behaviour change and community capacity building.

Through awareness sessions, training programmes, and participatory engagement, the initiative encourages adolescents, and community members to adopt safe sanitation and hygiene practices.

During the year, the programme focused on ways to improve water safety, by facilitating village-level water safety planning processes.

These efforts supported communities in identifying potential risks to drinking water sources, and promoted safe water handling, storage, and usage practices.

The project aims to build a bridge between communities, schools, Gram Panchayats, and technical systems. The programme aims to create a sustainable WaSH ecosystem.



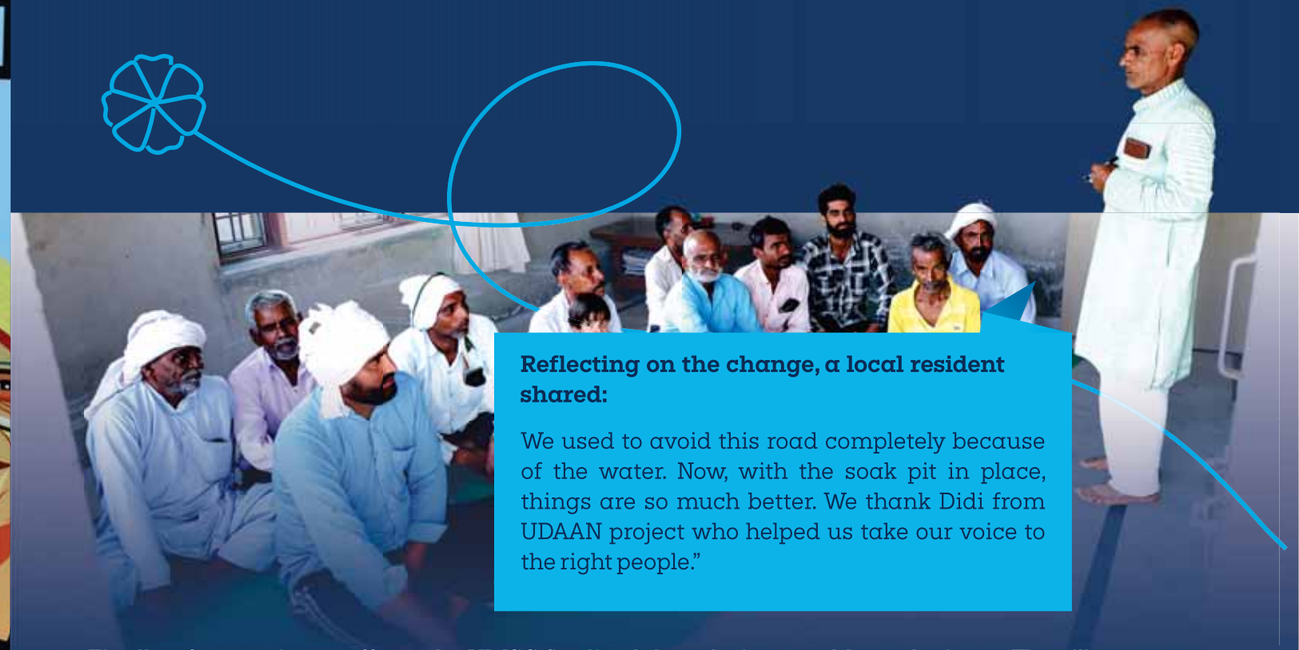
Story of change

Clearing the Path, Ensuring Health: Resolving Waterlogging in Gujarwas Village, Behror, Rajasthan

Location: Behror, Rajasthan

In Gujarwas village in Behror, Rajasthan, a persistent problem had been troubling the community. A stretch of the main road remained waterlogged throughout the year. Stagnant water not only made movement difficult, especially for children and the elderly, but also became a breeding ground for mosquitoes, increasing the risk of diseases like Dengue and malaria.

One of the key activities that UDAAN promotes is bringing together different stakeholders from the village around the Village Water Sanitation Committees (VWSC). These meetings are attended by village stakeholders, Health officers, SBM (Swachh Bharat Mission) coordinators, etc. The villages are trained on raising key issues pertaining to local WASH challenges. In several of these meetings, the issue of waterlogging was brought up by concerned members which in turn leads to contamination of water and rise in diseases like malaria, dengue etc., after several rounds of discussions, where the SBM coordinator, VWSC members and UDAAN facilitators jointly presented the challenges caused by the waterlogging. Through continuous follow-up and collective advocacy, SBM coordinator acknowledged the urgency of the issue.



Reflecting on the change, a local resident shared:

We used to avoid this road completely because of the water. Now, with the soak pit in place, things are so much better. We thank Didi from UDAAN project who helped us take our voice to the right people."

Finally, after persistent efforts, the VWSC finalized the solution to address the issue. The villagers were instructed to construct a soak pit near the affected area to manage the excess water. The soak pit was sanctioned and constructed in collaboration with SBM & the Gram Panchayat.Today, the road in Gujarwas is cleared of stagnant water, and villagers move freely without concern. Children walk to school safely, and in future it will bring down the incidence of waterborne illnesses.

DIVERSITY AND INCLUSION

Embracing diverse perspectives strengthens our communities and inspires meaningful change.Together, we build an inclusive future where everyone belongs.



Diversity & Inclusion Strategy

Objective

Increase participation of underrepresented groups by enabling access, opportunity, and inclusion across education, wellbeing, skilling, and livelihoods.

WHY

Education

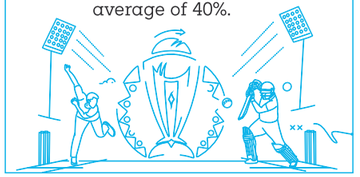
- only ~27% of eligible youth enrolled in higher education, and persistently lower participation among SC, ST, PwDs and rural learners. (AISHE, Ministry of Education).
- Without intentional inclusion, education systems risk reproducing inequity, constraining workforce diversity, productivity and long-term economic participation.

Skilling & Employability

- Female Labour Force Participation in India remains ~37% (PLFS, MoSPI)
- SC/ST communities face higher unemployment & informal work dependency (PLFS, NITI Aayog)
- PwD labour participation is <25% in most states (Census, DEPwD)
- Elders (above 50–55 yrs) lack structured access to skills, market linkages, and decent work options.

Sports

- Less than 20% of schools in India have adequate sports facilities, restricting opportunities for regular practice and competitive exposure.
- Only 1% of Indian youth under 35 have access to organised sports, and women's participation is just 29%, below the global average of 40%.



WHAT

Education

Support under-represented learners transitioning to education, skilling, or jobs.

Skilling & employability

Enable under-represented individuals to access livelihoods transitioning to income pathways.

Sports

Empower girls and tribal youth through sports to build foundational life skills, confidence and excellence.

HOW

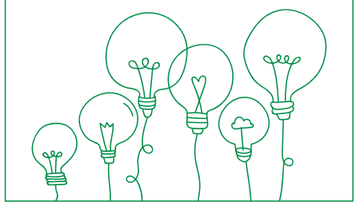
Education

- Financial Support
- Mentorship & Academic Guidance
- Specialized & Therapeutic Care
- Inclusive Learning Environments



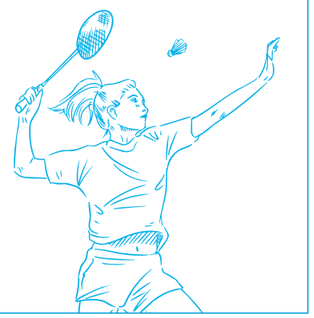
Skilling & Employability

- Skill Development & Employability
- Livelihood Enhancement & Entrepreneurship Support
- Accessibility & Inclusion Interventions



Sports

- Athlete Identification & Development
- Holistic Growth & Life Skills



Impact highlights

- Quality Education : **4,824**
- Skilling and Employability : **3,806**
- Sports : **256**









QUALITY EDUCATION

PRIF Scholarship Program

In partnership with: YOUTH DREAMERS FOUNDATION

For many young people, access to higher education continues to be influenced by a range of financial, social, and structural factors. Students and their families, particularly those of first-generation learners, face challenges such as financial constraints, limited awareness of scholarship opportunities, and inadequate means to access the limited opportunities that exist.

To address these challenges, PRIF, in partnership with Youth Dreamers Foundation, implements a comprehensive scholarship support programme designed to help students pursue and sustain higher education. The programme adopts a multi-dimensional approach that combines direct scholarship assistance with scholarship facilitation and mentoring.

In addition to providing financial support, the programme assists students in identifying and applying for relevant government and private scholarship schemes. Students receive guidance on scholarship eligibility, application procedures, documentation requirements, and digital application processes, helping them navigate systems that may otherwise be difficult to access.

Regular mentoring and counselling sessions provide students with opportunities to discuss academic aspirations, explore career pathways, and make informed educational and professional decisions. These engagements also seek to strengthen students' confidence, aspirations, and preparedness for future opportunities.

FY 2025-26: Impact at a Glance



3,479 Students Accessed Scholarship Opportunities

657 Students Received Direct Scholarship Support

686 Students Benefited from Digital Learning Resource Centres

3 Locations : Nashik, Derabassi & Behror

To further enhance access to learning resources, the programme sets up Digital Learning Resource Centres (DLRCs). These centres serve as inclusive community learning spaces where students can access computers, internet connectivity, educational content, mentoring support, and career guidance services.

Importantly, the centres are accessible not only to scholarship beneficiaries but also to the wider student community, thereby expanding access to digital and educational resources that may otherwise be limited in underserved areas.

Through this integrated approach, the programme aims to support students in accessing educational opportunities and strengthening their pathways to higher education and future livelihoods.

QUALITY EDUCATION

PRIF Scholarship for Women in STEAM

In partnership with: BENNETT UNIVERSITY TIMES OF INDIA GROUP

For many young women the dream of pursuing higher education in professional fields such as Science, Technology, Engineering, Arts, and Mathematics (STEAM) often remains out of reach.

Even if they have strong academic potential, financial constraints, limited exposure, lack of role models, and social barriers prevent talented students from realizing their aspirations.

The STEAM Education Scholarship Programme aims to create equitable opportunities for deserving students from economically disadvantaged and first-generation learner backgrounds by enabling access to world-class higher education at Bennett University, Noida UP.

The programme primarily supports scholars from Uttar Pradesh and neighbouring regions. While these students have demonstrated strong academic potential and merit, they ability to pursue higher education at premier institutions is restricted.

The programme bridges this gap by training teachers on how to engage with these students for instance, provide them extra support in English language or permit them to complete their assignments in Hindi. Structured faculty engagement and wellbeing check-ins are also part of the programme.



To help students adjust to experience of living and studying in a highly diverse, residential, and technology-driven academic environment, each student is connected with a senior student mentor.

The mentor guides the students on academics, campus life, examinations, assignments, and personal development. These relationships help students build confidence, navigate challenges, and develop a stronger sense of belonging within the university community.

Under the programme 16 students, including 15 girls and one student with disability, are being currently supported to continue their higher education across disciplines such as Computer Science Engineering, Biotechnology, Business Administration, Computer Applications, and Design.



QUALITY EDUCATION

AARAMBH

In partnership with: Aastha's Centre of Excellence

Creating Inclusive Learning and Development Pathways

Supporting Neurodivergent Children Through Counselling and Therapy & Creating Inclusive Learning and Development Pathways



Neurodivergent children often face challenges in communication, learning, and social interactions. Many struggle with emotional regulation and daily living skills do not come easily to them.

Many families, especially those with limited means, find it difficult to access specialised counselling and therapy services, which can affect a child's overall development and participation in school and community life.

Through the ARAMBH initiative, in partnership with Aastha Foundation PRIF supports counselling and therapy support tailored to the individual needs of neurodivergent children. The programme focuses on improving communication, emotional well-being, developing better social skills, through regular counselling and therapeutic sessions.

The programme is also supporting parents and caregivers through counselling and guidance sessions. These sessions help families understand their child's unique needs and tries to equip them with practical strategies to support learning and emotional development at home.
In FY 25-26, 170 neurodivergent children received counselling and therapy support through the programme.

SKILLING AND LIVELIHOODS

Project JEET

In partnership with: sarthak Educational Trust

Livelihood Training for Women with Disabilities

Project JEET aims to train women with disabilities to access livelihood opportunities in partnership with Sarthak Education Trust. Based on a structured skilling pathway that combines foundational life skills, vocational training, and placement support.

The programme is implemented across Delhi NCR, Haryana, Maharashtra, West Bengal, and Andhra Pradesh.

Given the multiple barriers that women with disabilities often face in accessing education, training, and employment, the programme begins by strengthening foundational competencies such as communication, self-confidence, workplace readiness, financial literacy, and personal well-being.

Once participants build these essential skills, based on their interests and eligibility, they are enrolled in sector-specific vocational trainings, including IT services, retail, and front office operations. This phased approach helps participants transition into employment and sustainable livelihoods.

In FY 25-26, 350 500 participants were trained, of which women secured employment or self-employment opportunities across sectors such as retail, hospitality, IT services, logistics, and office administration, with employers including Vishal Mega Mart, Blue Dart, Datasol Cafe Pvt. Ltd., and Vidhya E Info Media.



SKILLING AND LIVELIHOOD

Navchetna

In partnership with:

TeamLease™ EDUCATION FOUNDATION

Navchetna is implemented by TeamLease Foundation, in Butibori, Maharashtra, Programme Navchetna aims to improve access to vocational training and employment opportunities for youth from low-income households.

The programme builds industry-relevant skills and connects young people to formal employment opportunities through training, certification, and placement support.

The youth undergo training aligned with local industry demand, such as Assistant Electrician, Fitter Mechanical, Retail Sales Associate, and Business Development Executive.

The programme combined technical training with workplace readiness, career guidance, and employer engagement to support participants in their transition from training to employment.



During FY 2025–26, a total of 266 participants completed certification, and 83 candidates secured formal employment opportunities across sectors, with employers including Avaada Ventures, CEAT, Johnson Lifts, KEC International, HDB Financial Services, JioMart, and AIIMS Nagpur.

SKILLING AND LIVELIHOOD

Digital Empowerment for Youth in Alternative Care Settings

In partnership with:

DON BOSCO ASHALAYAM

For children growing up in orphanages, shelter homes, and other alternative care settings, access to digital learning opportunities and mentorship can play an important role in shaping educational and career aspirations.

In partnership with Don Bosco Ashalayam, PRIF has established a Digital Learning Centre that provides year-round access to computers, digital learning resources, and mentoring for children and young adults.

During FY 2025–26, the centre provided structured digital learning support to senior students pursuing higher secondary and university education. In addition, children residing across Don Bosco Ashalayam homes regularly accessed the computer laboratory to build foundational digital skills.



To expand the reach of the Digital Learning Centre, periodic digital learning camps are organised for children from neighbouring orphanages and child care institutions. These camps provide access to digital learning resources and help participants develop foundational digital skills.

This year a total of 137 children benefited from these camps.

SKILLING AND LIVELIHOOD

Weaving Dreams

In partnership with: UNITED WAY Hyderabad

Empowering Livelihoods Through Inclusion

Weaving Dreams in Partnership with United Way Hyderabad] is a multi-year programme that supports women from **Yadadri Bhuvanagiri and Jangaon districts of Telangana**. While women have traditionally contributed to weaving households, they have often been excluded from core activities such as design marking and loom weaving, as these are considered core economic value creation activities.

The programme tries to address this gap by building women's technical skills, improving access to equipment, strengthening market exposure, and facilitating access to government entitlements, enabling them to participate more actively across the Ikkat weaving value chain.

During FY 2025–26, the programme trained 70 women in pre-loom and weaving skills, to participate in the skilled stages of the Ikkat weaving process. In addition, 81 women, including elderly, single women, and women with disabilities, received assistive tools such as specially designed Modha pedal lifting machines and Asu and weft winding machines, reducing physical strain and making it easier to undertake weaving and pre-loom work, including from home.

As weaving involves prolonged close-up work and attention to fine patterns, good vision is essential for both productivity and quality. To support this, the programme organised eye screening camps in collaboration with local institutions, benefiting 550 individuals. Alongside technical training and equipment support.

As the programme progresses, the focus will be towards strengthening market linkages, promoting design innovation along with natural dyeing practices. Including access to government schemes and social entitlements.

The programme will continue to work closely with local weaving cooperatives and community institutions to ensure that women can sustain their practice, and generate income beyond the project period.



SKILLING AND LIVELIHOOD

JEET

In partnership with: OneStage

Empowering Persons with Disabilities through Inclusive Livelihoods

The JEET – Empowering Persons with Disabilities through Inclusive Livelihoods programme being implemented by One Stage (Charities aid Foundation) completed its baseline assessment during the year to inform programme implementation. Based on the findings, the programme will focus on :

Support 300 persons with disabilities through four integrated interventions:



- Facilitating UDID registration and convergence with government welfare schemes,
- Providing mobility and assistive devices to approximately 250 beneficiaries in collaboration with ALIMCO and government agencies,
- Delivering NSDC-aligned skill development in IT, Back Office Operations and Data Entry for 120 participants,
- Forming industry partnerships to enable inclusive placements through career counselling, pre-placement training, and post-placement support.

By combining need based planning with government convergence, accessible skilling, mobility support, and private sector engagement, the programme aims to enable persons with disabilities to secure dignified livelihoods, improve economic independence, and participate more actively in the mainstream economy.

SKILLING AND LIVELIHOOD

Weaving Dreams

In partnership with: OneStage

Advancing Economic Inclusion of Tribal Artisans

Tribal artisans in the Bastar regions of Chhattisgarh possess generations of craftsmanship but face systemic challenges that exclude them from formal markets and economic value chains.

[The Weaving Dreams programme in partnership with **OneStage (Charities aid Foundation)** aims to strengthen the economic inclusion of tribal artisans by building the foundations required to access formal markets and livelihood opportunities.

During FY 2025–26, the programme engaged over 500 artisans, including 277 women, across 10 villages in the Bastar region. The initial phase focused on improving artisans' awareness of relevant government schemes and alternate markets while introducing foundational concepts in product pricing and financial literacy to prepare them for participation in organised and digital markets.

To strengthen the local ecosystem, local master trainers are engaged whose understanding of the local context helps build trust among the community, encourage participation, and strengthen community ownership.

During the year, the programme laid the foundation for artisans to engage with market-oriented interventions.

As the programme progresses, it will focus on artisans' design capabilities in line with evolving market demand, improve market linkages, and promote collective enterprise models, with the long-term objective of strengthening the economic inclusion of tribal artisan communities.



SKILLING AND LIVELIHOOD

Garima Transformation

In partnership with: tweet foundation

Strengthening Social and Economic Inclusion of the Transgender Community

[In partnership with TWEET Foundation, PRIF's Garima programme aims to strengthen the social and economic inclusion of transgender persons by improving access to identity documents, government entitlements, and livelihood opportunities. This is critical as transgenders face stigma and mistreatment due to which they face many barriers that restrict them from accessing essential services but also limit opportunities for education, employment, and financial independence.

To address this, the programme will establish a community-led Garima Kendra as a support centre to help transgender individuals improve access to government documentation, welfare schemes, and banking services. To start with, Garima Kendras aim to improve access to psychosocial care and gender-affirmative healthcare services, dedicated mental health counselling, a transgender helpline, and linkages with hospitals.

To enable economic independence, the programme will also focus on skill development and micro-entrepreneurship interventions to enable employment and supporting others to pursue self-employment.

In addition to employment, community leadership will be strengthened through the formation of three pilot Self-Help Groups (SHGs) and the development of 10 peer facilitators who will mobilise community members, provide information on available services and entitlements, facilitate referrals, and connect individuals with the Garima Kendra and other support systems.
Through this integrated approach, Programme Garima aims to reduce barriers to identity, public services, and livelihoods, while strengthening community leadership and enabling the long-term social and economic inclusion of transgender persons.



SKILLING AND LIVELIHOOD

Project Samarthya

In partnership with:

Strengthening Financial Inclusion and Livelihoods for Young Women

In Partnership with MAMTA Health Institute for Mother and Child (MAMTA-HIMC) launched in 2022, Project Samarthya is a multi-year initiative working across 85 villages in Behror, Rajasthan, to strengthen the financial literacy, employability, and economic participation of young women.

The programme focuses on life skills and skill development workshops to strengthen their employability prospects for women. In addition, the programme also strengthens financial inclusion by facilitating the enrolment of women into government savings schemes and promoting the use of formal financial services.

FY 25-26 marked the closure of the financial literacy programme, with 1,729 women completing the training. Of these, 147 women transitioned into self-employment opportunities in tailoring and salon/parlour services, while 103 women secured employment. Additionally, 300 women accessed savings and investment schemes such as Sukanya Samriddhi Yojana, RD, FD, and PPF.







SKILLING AND LIVELIHOOD

We LAMPS

In partnership with:

Strengthening Community Institutions for Tribal Empowerment



Strong community institutions are critical for enabling access to livelihoods, financial services, government entitlements, and collective decision-making.

In Puulia and Bankura districts of West Bengal, the WE LAMPS programme aims to operationalize four LAMPS Large-sized Areai Multi-Purpose Cooperative Societies (LAMPS), tribal cooperative institutions that support access to financial, livelihood, and marketing services and their associated Self-Help Groups (SHGs).

[In partnership with **Caritas India** the programme aims to support the functioning of these institutions so that they can better support tribal communities. The initial focus is on strengthening SHGs through regular meetings, improved financial management, savings and internal lending practices, and greater participation of women in institutional processes. These efforts are intended to build stronger community institutions that can facilitate access to credit, government schemes, and livelihood opportunities.

Simultaneously, efforts will be made to enhance the governance and functioning of LAMPS, strengthen linkages with government departments and financial institutions, and gradually build the capacity of these institutions to support livelihoods, access to entitlements, and community-led development. By strengthening these community-owned institutions from the ground up, the programme aims to create sustainable systems that can drive long-term socio-economic development for tribal communities.

SKILLING AND LIVELIHOOD

Raga - Inspire India Project

In partnership with:



Raga – Inspire India Project in partnership with Shankar Mahadevan Academy created opportunities for children and youth from low-income communities to build confidence, develop life skills, and express themselves through music. Implemented through Centres of Excellence in Sion and Dombivli, Mumbai, the programme combined structured music education with mentorship and performance opportunities, helping participants strengthen communication, teamwork, discipline, and self-expression in a safe and supportive environment.

The programme provided platforms for students to perform as they leaned. More than 200 students participated in the Baithak Recital Series, while 100+ students performed at public recitals and cultural events, including SANGAM 2025 Bengaluru, Parampara at Nita Mukesh Ambani Cultural Centre (NMACC), Bachpan Festival, SMA Nirvana, and the Bollywood Music Project.

As part of the annual showcase, selected learners also shared the stage with Shankar Mahadevan, providing valuable exposure to professional performance environments.

The programme also engaged family members through these recitals and community events

During FY 2025–26, the programme engaged 500 children and youth, including 335 new learners and 165 continuing participants. To support talented learners, 19 students were selected for the Advanced Scholarship Programme, receiving intensive training, mentoring, and *Riyaz* sessions to prepare for careers in music.

SPORTS

RAFTAAR, Karnataka

In partnership with:

Accelerating Athletic Potential Through Structured Support

The partnership between PRIF and Bridges of Sports (BoS), aims to support tribal youth from Uttara Kannada, Karnataka, to access sports opportunities. Through the programme, 25 young athletes are supported through a holistic routine that combines coaching, sports science and education support. The programme focuses on:

Structured Training

The programme supports structured training sessions that includes personalised performance monitoring, sport-specific training, fitness and advanced sports techniques. In addition to personalized training, the programme also expanded access to international exposure for select athletes through an international training camp at Loughborough, UK.

Focus on Education

Education and life-skills development remain integral to the programme and each athlete's journey. Athletes maintained high average attendance rates and successfully completed their board examinations

Well-being and Athlete Support Systems

Along with sports and education, all athletes received nutrition guidance and physiotherapy assistance to manage training demands effectively.



SPORTS

RAFTAAR, Jharkhand

In partnership with: SPORTZ VILLAGE Foundation

Accelerating Athletic Potential Through Structured Support

Young athletes from tribal and rural communities in Jharkhand often face barriers to sports at a competitive level, due to limited access to coaching, sports infrastructure, and competitive exposure. [In partnership with Sports Village Foundation the Raftaar Athlete Development Programme seeks to address some of these gaps by supporting promising athletes through structured training, sports science inputs, equipment support, and opportunities to participate in competitions.

The programme screened more than 50 athletes from across Jharkhand and selected seven high-potential athletes representing sprinting, middle-distance running, hurdles, and field events. A key component of the programme was the provision of individualized support to strengthen athlete preparedness and performance. Athletes received access to professional coaching, sports equipment, strength and conditioning facilities, nutrition guidance, and consultations with experts. The programme brought together 183+ athlete participants, including atheletes, coaches, officials, and sports administrators, to participate in workshops on anti-doping awareness in collaboration with the National Anti-Doping Agency (NADA). These sessions aimed to strengthen awareness of ethical sporting practices and promote collaboration among athletes, coaches, institutions, and other stakeholders.



SPORTS

GATI Residential Hockey Programme

In partnership with: VicenteFerrer Rural Development Trust

Strengthening Social and Economic Inclusion of the Transgender Community



Through the GATI Residential Hockey Programme, implemented in partnership with Rural Development Trust (RDT) Anantapur Sports Academy, PRIF supports talented girls from rural Andhra Pradesh to develop their sporting potential and skills.

The programme addresses barriers that often limit girls' participation in sports, including inadequate access to coaching, limited sporting infrastructure, socio-cultural constraints, and lack of exposure. During this year, the programme supported 25 girls through full residential scholarships. These girls were selected from a pool of 80+ young athletes who participated in selection trials.

The athletes received 360 sessions on coaching and strength & conditioning to improve their technical, tactical, and physical capabilities. They participated in 10+ competitions. 18 out of 25 athletes represented the academy at district, state, and national-level competitions. 3 athletes progressed to the Sports Authority of India (SAI) Training Centre, in Madikeri district.

In addition to sporting development, the programme focused on holistic development, with emphasis on academics, life-skills and digital literacy sessions. Health, nutrition, and well-being remained integral components of each athlete's development journey.

Beyond individual athlete achievements, the programme helps transform community perceptions around girls' participation in sport. Regular engagement with parents and families has strengthened support systems around the athletes.

Through regular parent engagement meetings and ongoing community interactions, families become active partners in their daughters' development journey.

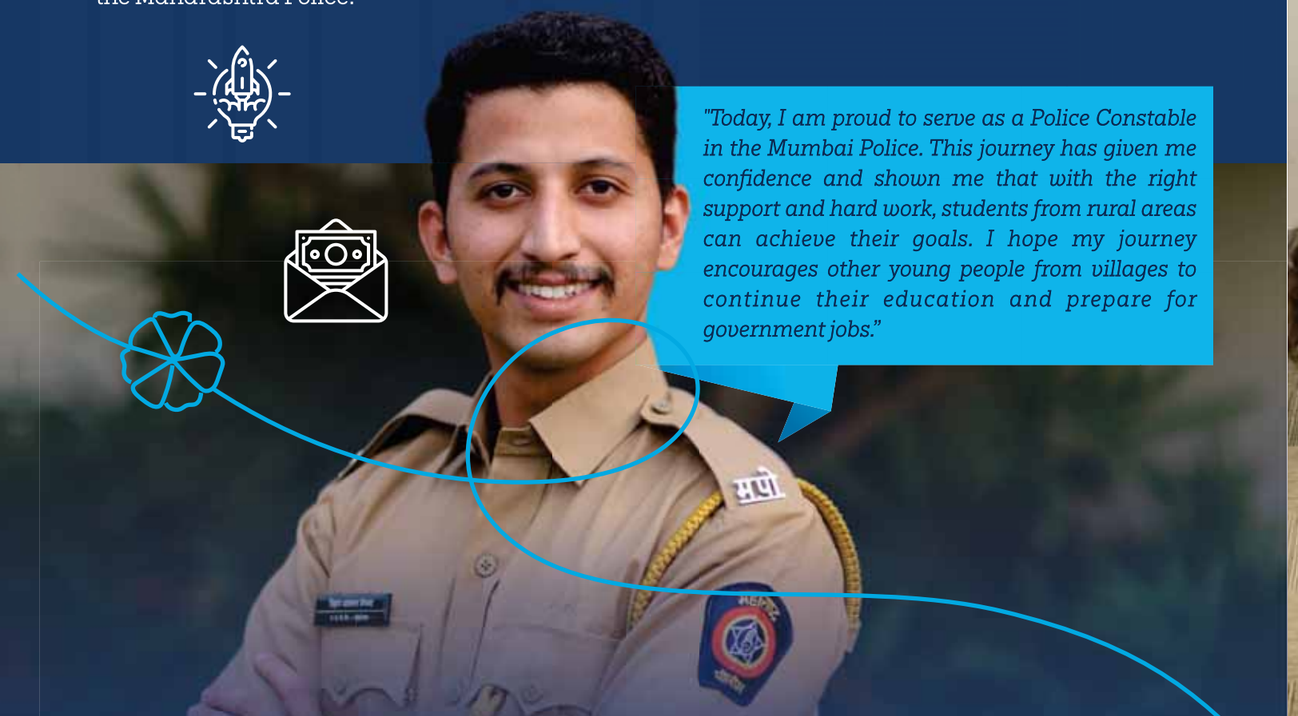
Story of change Rihan Sayyed, 26

Pernod Ricard India Foundation Scholarship Program

Location: Dindori, Nashik District, Maharashtra

Rihan Sayyed comes from Dindori in Nashik district, Maharashtra. He lives with his parents and younger brother. His father works as a tailor in a local shop, while his mother is a homemaker. With an annual family income of less than ₹1 lakh, it was difficult for the family to meet both household expenses and the educational needs of their children. In 2019, Rihan joined the Bachelor of Science programme at MVP's Arts, Commerce & Science College, Dindori. During his first year, he learnt about the Pernod Ricard India Foundation Scholarship Program through an orientation conducted by Youth Dreamers Foundation. He applied for the scholarship and was selected.

The scholarship supported Rihan for two academic years (2019–20 and 2020–21), helping him continue his education without adding to his family's financial burden. Along with financial assistance, he also received mentoring and career guidance, which encouraged him to stay focused on his goal of joining the Maharashtra Police.

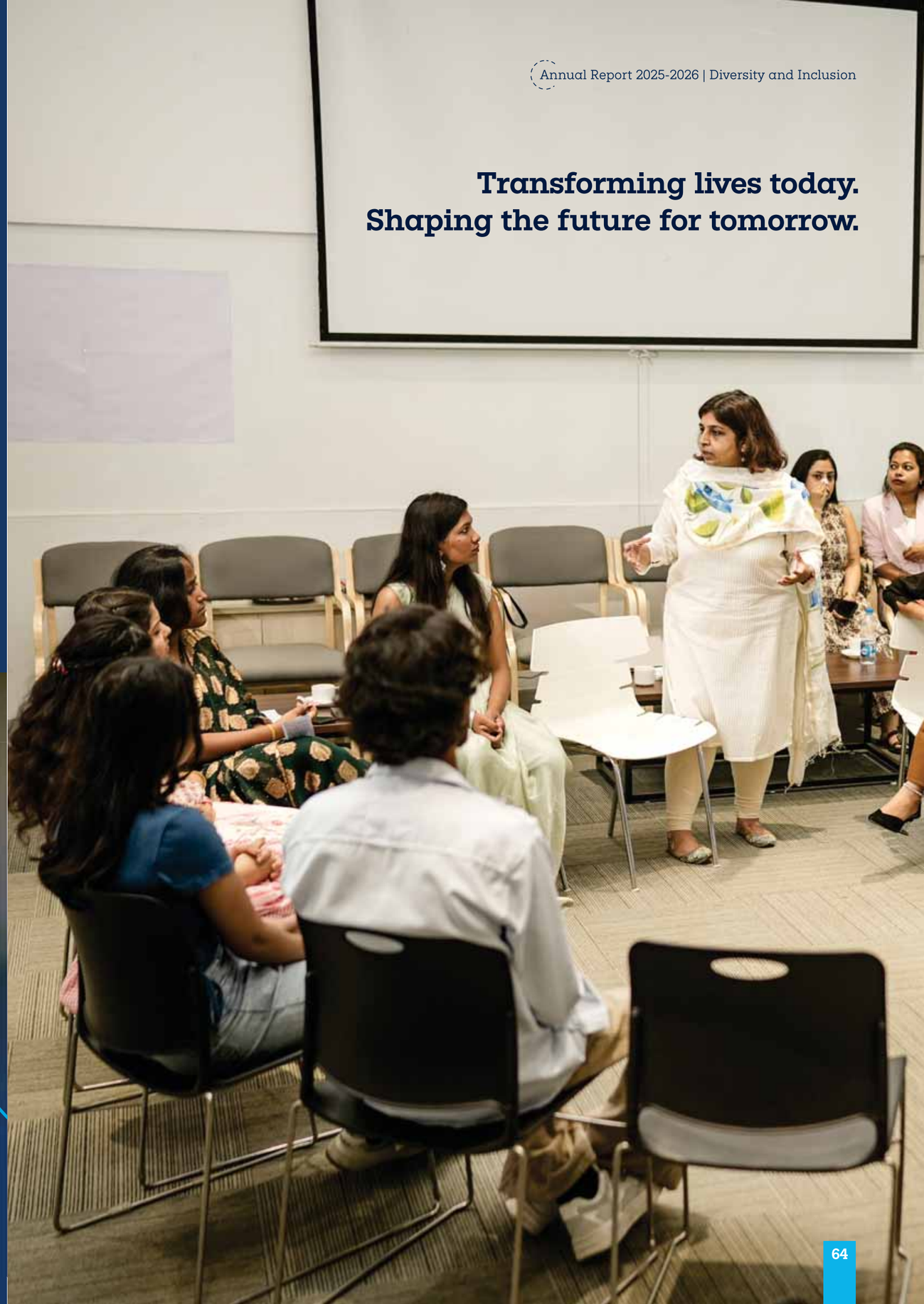


"Today, I am proud to serve as a Police Constable in the Mumbai Police. This journey has given me confidence and shown me that with the right support and hard work, students from rural areas can achieve their goals. I hope my journey encourages other young people from villages to continue their education and prepare for government jobs."

In 2023, Rihan successfully cleared the Maharashtra Police recruitment process and was appointed as a Police Constable. He is currently posted in Mumbai and earns an annual income of approximately ₹3.6 lakh. As the first government employee in his family, he now supports his household and contributes towards his younger brother's education.

Rihan's journey shows how timely financial support, combined with mentoring and encouragement, can help young people from low-income rural families complete their education and work towards stable employment.

Transforming lives today.
Shaping the future for tomorrow.



SOCIAL INNOVATION & TRANSFORMATION (SI&T)

The Social Innovation & Transformation (SI&T) Vertical at Pernod Ricard India Foundation focusses on innovation and circular economy solutions. The vertical supports:

- **Innovation:** by supporting entrepreneurs and startups working on scalable solutions on circularity, especially agri-tech, plastic and glass circularity
- On-ground initiatives that demonstrate practical models for waste management, resource recovery, livelihood enhancement, and community well-being.

The Social Transformation & Innovation (ST&I) Vertical combines entrepreneurship-led innovation with community-based circular economy initiatives.

Social Innovation & Transformation Strategy

Objective

Catalyzing social transformation through innovation, inclusion, and sustainable impact

Driving social transformation by nurturing circular innovation and strengthening inclusive waste management through strategic partnerships that create lasting value for communities, the environment and a more sustainable future

WHY

Entrepreneurship & Incubation

- $2.5T funding gap constrains circular innovation in developing economies.
- India's 3rd largest startup ecosystem presents a significant opportunity to scale circular solutions.
- Only 9% of plastic is recycled globally; India generates 3.3 million tonnes of plastic waste annually.
- Circular solutions could unlock $4.5T by 2030 while reducing emissions, energy use and resource consumption.

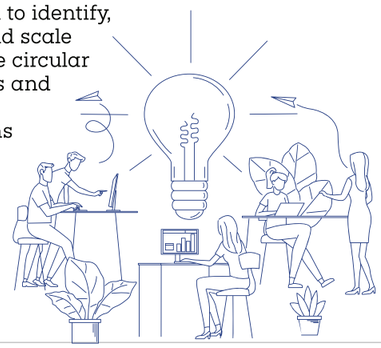
Inclusive & Circular Waste Management

- 70% increase in global waste projected by 2050.
- 40% of plastic produced is single-use; the beverage industry contributes 8+ million tonnes of plastic waste annually.
- Glass recycling saves up to 30% energy, advancing resource circularity.
- 1.5 million informal waste workers manage 80% of India's waste with limited access to social and economic security.

WHAT

Entrepreneurship & Incubation

A platform to identify, nurture and scale early-stage circular enterprises and grassroots innovations



Inclusive & Circular Waste Management

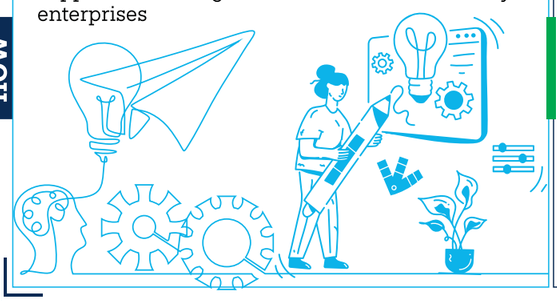
Building circular communities - responsible waste management- inclusive waste ecosystems.



HOW

Entrepreneurship & Incubation

Partnering with leading incubation ecosystems to provide grants, mentorship, technical guidance, market linkages, pilot opportunities and strategic support for scaling innovative circular economy enterprises



Inclusive & Circular Waste Management

Driving community participation in responsible waste management while strengthening collection, segregation and recycling systems & advancing the inclusion, safety and financial dignity of waste workers



Impact highlights



- Lives impacted: **2,922**
- Waste Workers Trained and Supported : **185**
- Waste Workers with Alternative Livelihood Opportunity : **10**
- Increase in Average monthly income of waste workers : (Rs.) **10,000**

- Total Waste Collected/Diverted from Landfills (Tonnes) : **2,391**
- Total Plastic waste recycled (Tonnes): **35**
- Total High Value Plastic recycled (Tonnes): **3.5**

- Startups Incubated: **29**
- Women Entrepreneurs Incubated : **12**
- Livelihood created: **615**







ENTREPRENEURSHIP AND INCUBATION

Circular Economy Incubation Program

In partnership with:

The Circular Economy Incubation programme was launched in FY23, and FY 26 was the 3rd year of the programme. Circular Economy Incubation supports startups working in plastic circularity, glass circularity and climate-smart agriculture. The programme funds early stage ventures and provides structured incubation support on business viability, market readiness and impact creation. Based on the venture's needs assessments, startups receive support in refining business models, developing go-to-market strategies, and industry connections.

Since the start of the programme in FY 23, the programme supported 57 startups. It achieved a 96% start-up survival rate, beyond incubation. In FY 25-26, the programme outcomes are as follows:

12 Startups Incubated

310 Livelihood Created

5 Women Entrepreneurs Incubated





ENTREPRENEURSHIP AND INCUBATION

Prakriti Incubation Launchpad

In partnership with:

Prakriti launched in 2025 supports sustainable and circular enterprises from the North-East India. The programme promotes indigenous innovations, local resource utilization and community-led enterprises. The programme supported 12 startups, improved their access to markets and funding opportunities, and enabled them to scale indigenous and localized solutions.

Through incubation funding, mentorship, and market access aiming on transforming locally available resources and waste materials such as bamboo, banana fibre, water hyacinth, kouna grass, jute, wood waste, fabric waste and food waste into value added products, while creating livelihood opportunities and promoting indigenous innovation.

12 Startups Incubated

615 Livelihood Created

6 Women Entrepreneurs Incubated





ENTREPRENEURSHIP AND INCUBATION

Advaya Plastic Circularity Launchpad

In partnership with:

STARTUP INCUBATION AND INNOVATION CENTRE IIT KANPUR

5 Startups Incubated

1 Woman Entrepreneur Incubated

Advaya is an incubation programme focused on solving plastic circularity challenges through innovation-led entrepreneurship.

The program focuses on innovations in plastic collection and segregation, recycling and upcycling technologies, alternative materials, reuse and refill models, pollution mitigation solutions and digital technologies that improve traceability and system efficiency.

The program combines incubation funding, technical support and ecosystem linkages to help startups test and further scale market ready solutions.

These interventions collectively will enable startups to improve plastic recovery, recycling efficiency, alternative material adoption by reducing plastic leakage, diverting waste from landfills.



INCLUSIVE AND CIRCULAR WASTE MANAGEMENT

Eco-Empower

In partnership with:

TSL FOUNDATION

Eco-Empower is a community-led circular economy initiative launched in 2025 in partnership with TSL Foundation. The programme is based in Dabua Mandi, one of the wholesale markets in Faridabad.

The aim of the programme is to strengthen plastic waste management and improve waste worker livelihoods, by combining waste management infrastructure, community awareness, behavior change initiatives, capacity building, and livelihood enhancement interventions. By engaging with the local community and key market stakeholders, the program integrated environmental sustainability with social inclusion. The initiative contributes to cleaner public spaces, reduced plastic pollution, improved health access for waste pickers, and greater economic resilience among vulnerable communities.



185
Waste Workers Trained and Supported

10
Waste Workers Provided Alternative Livelihood Opportunities

3,501
Total High Value Plastic recycled

Rs.10,000
Average Monthly Income Increase of Waste Workers

117,429
Tonnes
Total Waste Collected/ Diverted from Landfills

35,023
Tonnes
Total Plastic waste recycled

Promoting Green Enterprise and Inclusion Simultaneously

Story of change | Ekanbha, Meghalaya

Founder: Mr. Ferdinand Lyngdoh Marshillong
Location: Shillong, Meghalaya

Ekanbha is a social enterprise founded by Mr. Ferdinand Lyngdoh Marshillong, a person with hearing impairment from Meghalaya. The enterprise produces sustainable bags and lifestyle products using jute and other eco-friendly materials while creating livelihood opportunities for persons with disabilities in the region.

The venture aims to demonstrate that with the right opportunities and support, persons with disabilities can become successful entrepreneurs, artisans, and community leaders.



Need for Support

While Ekanbha had a strong social mission and skilled artisans, it needed support to scale and access larger markets. Key needs included a clear go-to-market strategy, stronger customer relationships, improved financial planning and pricing, greater brand visibility, and access to market linkages and institutional buyers to create more livelihood opportunities for persons with disabilities.







Support Through Prakriti Incubation Launchpad

Through the PRIF's Prakriti Incubation Launchpad in partnership with IIMCalcutta Innovation Park Ekanbha received grant support, business mentoring, and capacity-building assistance to strengthen its growth journey. The support focused on developing a clear go-to-market strategy, improving customer engagement, strengthening financial management and product pricing, enhancing business proposals and operational processes, and building digital presence and brand visibility. The programme also facilitated market linkages through exhibitions and connections with government departments and institutional buyers, helping the enterprise expand its reach and impact.

Impact: Business Growth

897% increase in revenue since joining the programme.

More than **1,000** **orders** generated.

35 direct livelihood created for specially abled people

New Website launched.

Expanded **market linkages** with government departments and other institutional buyers across Meghalaya.



Recognition and Market Access

- ★ Recipient of the National Award for Empowerment of Persons with Disabilities from the Honourable President of India.
- ★ Participated in the International Purple Fest, Goa (2025).

Ekanbha's journey shows how entrepreneurship can drive both environmental and social impact by promoting sustainable products and creating meaningful economic opportunities for persons with disabilities.

Awards and Accolades



Winners in the category of 'Water for Community – CSR Initiatives by Industry' at the ASSOCHAM National Water Awards for WAL Nashik



WaSH Program UDAAN wins IFCCI CSR Award (7th Edition) in the category- Good Health & Well- being



National Award for Excellence in CSR – Diversity & Inclusion



Outstanding CSR Impact, Spiritz Achievers' Awards



Winner at Business Innovation Award



Rotary National CSR Award in the WaSH category for Project UDAAN in Behror, Rajasthan



Changemaker Award by Making India Employable Conference & Awards (MIECA) forum

PRavah in Action

The Wave Of Change



Partnering with North-East start-ups to reach remote locations with indigenous circular solutions



Aligned with government vision, enabled by strong support



Collaborations & partnerships for greater impact



Celebrating the empowerment journey through products crafted by community women



Responsib' All Day engaging with sensitive cohorts



Enabling employees to give back and make a difference in the community.



Nurturing talent, building confidence, shaping the future through sports



Strengthening government partnerships for sustained stakeholder impact



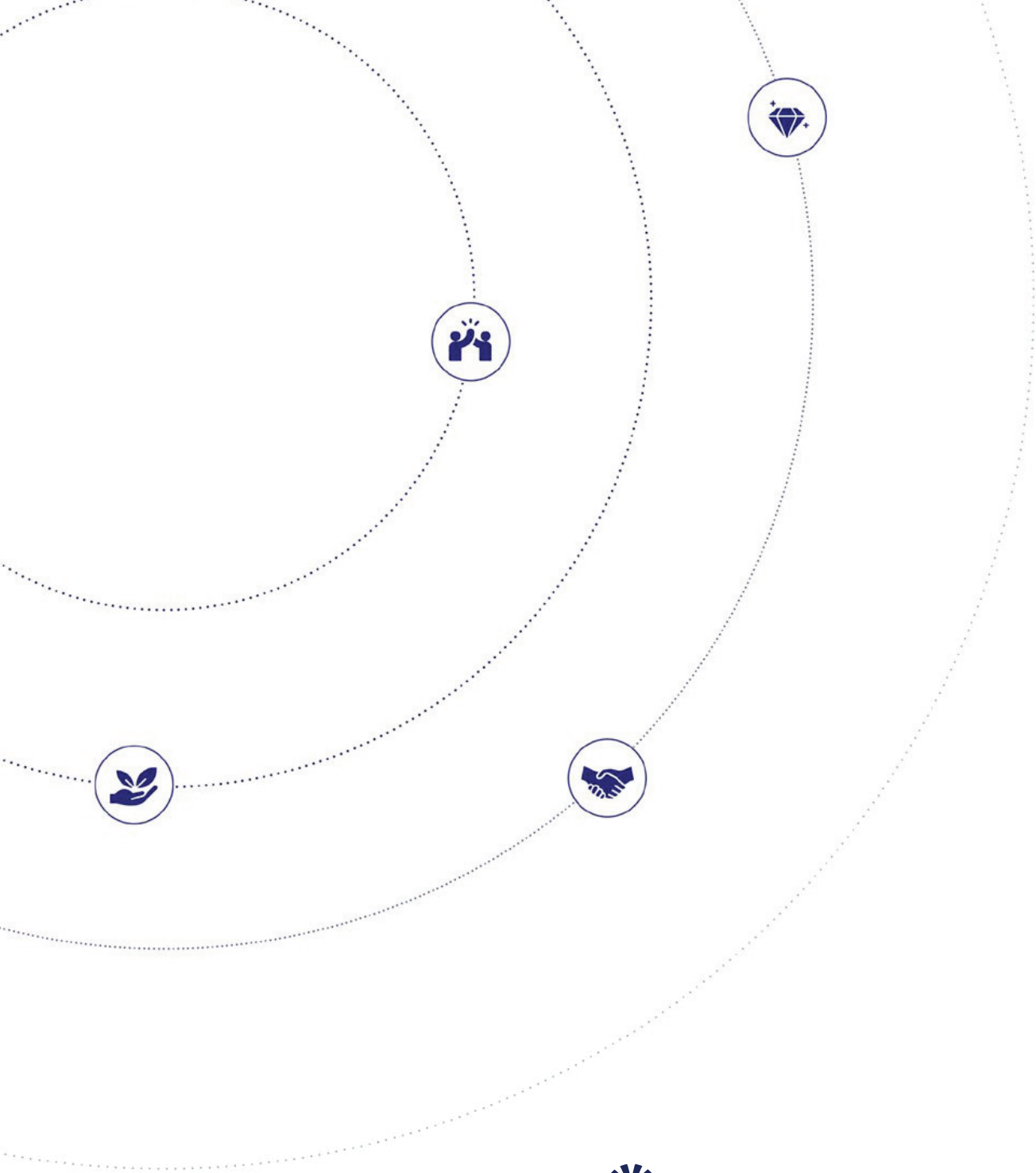
PRavah Launch — *Bringing government and community stakeholders together for collective impact*



Embracing diversity, fostering inclusion, creating a safe space where everyone belongs



Connecting global stakeholders with CSR initiatives and impact on the ground



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