



Pernod Ricard India

Leaving No One Behind

Transforming
Our Communities
& Accelerating
Local Development

CORPORATE SOCIAL RESPONSIBILITY

PROGRAM REPORT
2022-2023



Pernod Ricard India Private Limited
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The Navigation Tiles



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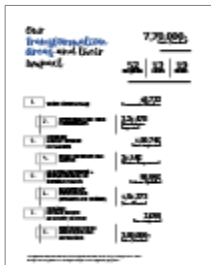
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about Pernod Ricard India



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

Impressive Brand Portfolio

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

Global yet committed to 'Make in India'

India continues to be a priority market and central to Pernod Ricard's operations globally. Being one of the fastest growing businesses for Pernod Ricard globally, the Group's commitment to the "Make in India" initiative is reflected in its sales portfolio within India, which comprises over 97% of domestically produced brands. With six overseas manufacturing locations including Myanmar, Indonesia, Vietnam, China, Nigeria, and Cameroon, and a global footprint in 50+ countries, Seagram's whiskies are being exported to 33 countries across the world.

With over 25 years of rich legacy and operations in India, the company operates through its two distilleries in Nashik (Maharashtra) and Behror (Rajasthan) apart from 29 bottling sites across the country. The company also has a state-of-the-art distillery and winery at Nashik (Maharashtra), one-of-its-kind integrated risk management and zero pollution facility. The two units – Nashik and Rocky, have also become the first winery and the first Alco-Bev units, respectively, to receive the FSSC 22000 certification.

CSR Policy: Pernod Ricard India

Our CSR Policy has been developed in consonance with Section 135 of The Companies Act 2013 ("Act") the CSR Rules notified by the Ministry of Corporate Affairs, Government of India. All CSR Projects / Programs undertaken by the Company are as per activities listed in Schedule VII of the Act as amended from time to time, within the geographical limits of India, towards the benefit of marginalized and disadvantaged sections of the communities and in the geography of PRIPL's areas of operation. The CSR focus areas has been formulated based on an in-depth evaluation of the United Nations Sustainable Development Goals (SDGs), national priorities, CSR landscape and community needs, for the sustainable development of society.

The strategic programs under the focus areas are specifically categorized under the following sectors:

- Water-Agriculture-Livelihoods
- Education & Non-Agri Livelihoods
- Water Sanitation & Hygiene Healthcare
- Environmental Preservation
- Social Impact Incubation
- Responsible Consumption
- Other areas as per Schedule VII of the Companies Act, 2013 based on need, merit and impact.

To know more about our CSR Policy, please visit:

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



[LinkedIn](#)



[Instagram](#)

Pernod Ricard India

Foundation

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

prifoundation.com



Transforming Our communities and becoming their “partner of choice”

“At the core of our vision of Transforming Communities and Accelerating Local Development, we strive to create meaningful impact and become a partner of choice for the communities.

We recognize that our success is tied to the success of the communities we operate in, and we will continue to work tirelessly towards realizing our shared goals.

Our approach to CSR is grounded in the principles of sustainability, inclusivity, and empowerment. We are dedicated to creating long-term, sustainable solutions that go beyond immediate relief, aiming to create lasting positive change. We endeavor to empower individuals, and communities to build brighter futures while leaving no one behind”

Jean Touboul

**MD & CEO
PERNOD RICARD INDIA**

OUR CSR VISION 2030

Transforming Our Communities & Accelerating Local Development

As India is redefining growth and emerging into one of the most powerful nations, it still faces one of the largest developmental challenges. For which it is essential to bring ecosystem stakeholders together to strengthen community resilience. Given the cascading effect of climate change, and the lingering effects of the pandemic, individuals and communities are vulnerable. This calls for collaborative action from the CSR ecosystem to nurture community resilience.

In the journey of community transformation, it is imperative to bridge the gaps between community needs and sustainable impact. Pernod Ricard India, through the CSR initiatives, plays a catalytic role in building bridges at the intersection of government, business, foundation, and communities for building a transformed and resilient nation where no one is left behind.

OUR CSR VISION 2030

Transforming Our Communities & Accelerating Local Development

- 1. WATER STEWARDSHIP :** Foster resilience and safeguard availability and quality of groundwater.
- 2. DEVELOPMENT OF OUR RURAL COMMUNITIES :** Mediated by developmentalist configuration in local communities through holistic approach of agri-enhancement, basic right to safe drinking water, last mile access to healthcare, and sanitation.
- 3. ENSURING HOLISTIC WELFARE OF CHILDREN:** Providing integrated support to children for their growth, safety and development
- 4. BEING DIVERSE AND INCLUSIVE:** Empowering all genders, rural women, and differently abled persons
- 5. SKILL ENHANCEMENT AND TRANSFORMATION FOR YOUNG TALENTED COHORTS:** Safeguarding professional development and employment opportunities to secure a better future for talented, yet vulnerable cohorts.
- 6. BEING A BUSINESS FOR NATURE WITH BIODIVERSITY PRESERVATION:** Protect and conserve India's rich Biodiversity in key landscapes.
- 7. FIGHTING ALCOHOL MISUSE IN SOCIETY, AT SCALE**
Inculcate positive attitudes and behaviors for Responsible Consumption and prevent underage drinking with at-risk cohorts.
- 8. NURTURING SOCIAL INNOVATION AND INCUBATION:** Augment the national agenda to incubate, guide, groom and engage 'Social purpose organizations' with scalable ideas.

Our Transformation Areas and their Impact

7,70,000+
Lives Touched*

52
Programs

13
States

19
Plants

1. Water Stewardship

18,722
Community Members

2. Developing our rural communities

3,21,478
Beneficiaries Impacted

3. Ensuring holistic welfare of children

1,00,746
Lives impacted

4. Being Inclusive and Diverse

31,546
Women Empowered

5. Skill enhancement & transformation for talented cohorts

98,996
Cohorts Upskilled

6. Biodiversity Preservation (Business For Nature)

1,81,373
Trees Planted

7. Fighting alcohol misuse in society, at scale

2,698
Lives impacted

8. Nurturing social innovation and incubation

3,00,000+
Lives Touched

**Footprint numbers mentioned in the report are not to claim unique beneficiaries. Some beneficiaries might receive multiple benefits across different programs*

A photograph of an elderly woman with a warm smile, wearing a vibrant green sari with a blue and gold floral border and a red long-sleeved blouse. She is seated outdoors, with her hands resting in her lap. The background is softly blurred, showing trees and a building. The text 'Communities at the core of Our Programs' is overlaid on the left side of the image in a white, cursive font.

*Communities
at the core of
Our Programs*

Communities

at the core of Our Programs

OUR KEY STAKEHOLDERS : THE CHAMPIONS OF CHANGE

EMPLOYEES

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

PLANET

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

PARTNERS

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

GOVERNMENT

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

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

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

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

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

Strategic Value Creation Process for our Programs

Our CSR strategy has been formulated based on an in-depth evaluation of the CSR landscape in India, national priorities as per SDG goals, community needs, and the company's priorities.

Our aim is to address social, economic, and environment sustainability by:

- Delivering on corporate social commitments
- Partnering in India's development initiatives
- Aligning our CSR initiatives more closely with our core business

The factors critical to the success of our strategy are strong community engagement, effective implementation and robust monitoring & evaluation mechanisms. A 6-step approach that does not only keep us responsible during the lifecycle of the project, but well beyond it.

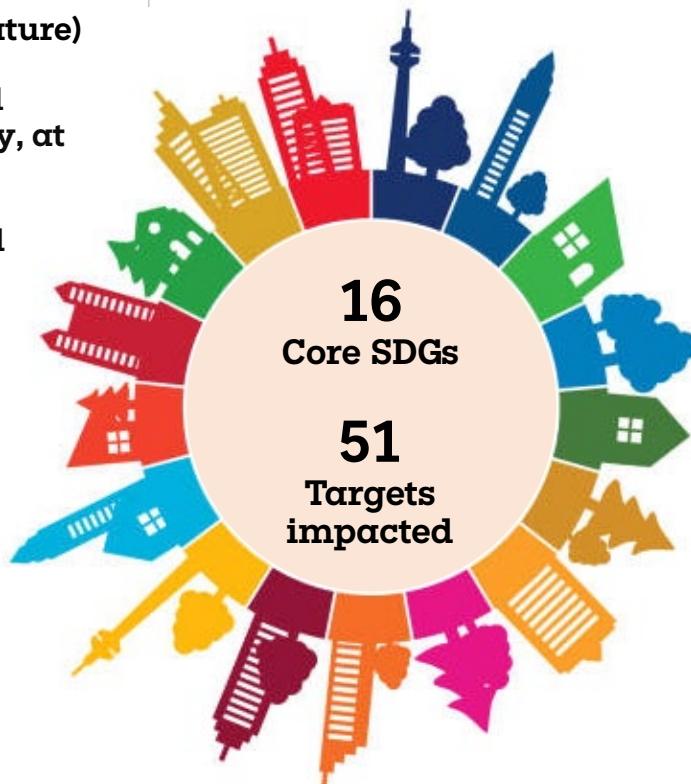
1. **CSR STRATEGY** | Strategic approach to CSR : Compliance, social, business and stakeholder engagement
2. **NEED ASSESSMENT** | A Scientific assessment to understand the needs and priorities of the community living nearby plants for planning appropriate interventions and creating ownership in the community
3. **PARTNER EVALUATION** | Scrutinising partners based upon programmatic parameters as well as the legal due diligence in accordance with the CSR policy
4. **PROGRAM AND PARTNER ONBOARDING** | A systemic and uniform partner onboarding process for better alignment with partners to be able to create collective impact
5. **PROGRAM MANAGEMENT, MONITORING & EVALUATION** | Availability and transparency of key financial, performance and social parameters are critical to the effective use of CSR funds.
6. **SOCIAL IMPACT MEASUREMENT** | Being statutorily compliant and going beyond compliance in measuring the impact and value created by programs in a structured manner for driving efficiencies

Our Focus sectors & SDGs

Our 8 core transformation areas contributing to India's SDG Roadmap, and the Global 2030 agenda.

1. **Water Stewardship**
2. **Developing Our Rural communities**
3. **Ensuring holistic welfare of children**
4. **Being Inclusive and Diverse**
5. **Skill enhancement & transformation for talented cohorts**
6. **Biodiversity Preservation (Business For Nature)**
7. **Fighting alcohol misuse in society, at scale**
8. **Nurturing social innovation and incubation**

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



SECTION 1.

Stewarding Watershed Level collective action

Safeguarding year-round
access to water for
communities



Water Stewardship

Water stewardship has long been one of Pernod Ricard India's top priorities.

With our Water Development Program : W.A.L. (Water, Agriculture, and Livelihoods), communities in water-stressed areas have adopted a circular approach and eventually have become more resilient in their approach to water use.

In order to achieve this, PRI has adopted an approach to watershed management that includes improving water-use efficiency, replenishing water and improving the health of the local watersheds that are most stressed.

As a responsible corporate citizen, PRI is acutely aware of the critical role water plays as resource not just for communities but also for the planet. We work to understand the water-related challenges at a local level and support collaborative solutions that address the specific needs of the watershed and the communities that depend on it.

Rapidly degrading water quality and depleting ground water levels at alarming rate has raised concerns all across the country over the past few years. For addressing these concerns, PRI is consistently working towards water stewardship to save, store and replenish water, especially in rural locations, with a stakeholder inclusive approach.

33

Programs

260

Villages

18,722

**Community members
impacted**

Stewarding Watershed level collective action

Surface water storage and groundwater recharge in the community watershed by Scientifically understanding the water risk and planning mitigation strategies contextually

3,392

Million liters
water potential created since 2019

1,391

Water Storage
& Recharge Structures till date

360

Million Liters
water savings through
200 structures

**Harnessing Water,
Using Water
More Efficiently,
Effectively**

Recharge Ground Water :

Creating structures for aquifer recharge such as Check Dams & Recharge Wells

Create Surface

Storage: Building structures to store water through Ponds & Water Tanks

Water Saving Irrigation:

Promoting micro irrigation techniques in agriculture to save water



1.1

Stewarding Watershed Level Collective Action

Safeguarding year-round access to Water for communities

India has 18 percent of the world's population, but only 4 percent of its water resources, making it among the most water-stressed in the world. As per NITI Ayog, large number of Indians face high to extreme water stress. India's dependence on an increasingly erratic monsoon for its water requirements increases this challenge. Climate change is likely to exacerbate this pressure on water resources, even as the frequency and intensity on floods and droughts in the country increases. Hence, stewarding watershed level collective action is crucial for sustainable development and effective management of water resources.

Pernod Ricard India (PRI) upholds water stewardship at the core of its strategic planning for benefiting both – people and planet. PRI has mapped water-stress by domain experts and this has enabled the development of contextual programs centered around fostering water resilience with communities, aiming to create surface storage and natural harvesting structures and embedding deep aquifer recharge channels for groundwater replenishment.

Water replenishment and resource governance

PRI is consistently working towards water stewardship to save, store and replenish water, with a stakeholder inclusive approach and replenishment strategies at extremely high- and high-water stressed sites. Till date, more than 1,391 structures have been constructed replenishing 3,392 million liters of water. This includes rainwater recharge structures like recharge wells, check dams, farm ponds, tanks and rainwater storage structures like poly ponds, dohas, etc.

Water management practices have been introduced to help the communities in water stressed areas embrace a circular approach to water. Practices around water conservation, rainwater harvesting, and ground water recharge have helped them become more efficient with their water use, and to embrace new farming techniques. Overall, these communities are becoming more resilient in their approach to water use.

For a sustainable approach, TUGs (Tank user groups) and VDCs (Village Development Committees) are formed who take up ownership and responsibility to maintenance of the structures. These groups meet regularly at the Community Development centres set up by PRI for program governance and convergence of ideas, resulting in more innovative and impactful solutions to community needs.

1,128

Water Storage
& Recharge
Structures

1,529

Million Liters
Water Potential

Stewarding Watershed Level Collective Action

Surface water storage and groundwater recharge in the community watershed

With the country's groundwater extraction rate surpassing 63%, rural areas are grappling with a critical issue: inadequate water supply to meet the demands of their primarily agrarian communities. Pernod Ricard India has taken a proactive approach by conducting a comprehensive assessment of water stress at the watershed level throughout the country. This meticulous mapping has paved the way for the implementation of targeted initiatives that focus on building water resilience in collaboration with local communities. The programs aim to establish surface storage facilities, promote natural harvesting structures, and incorporate deep aquifer recharge channels to replenish groundwater resources effectively.



Stewarding Watershed Level
Collective Action

Fostering water resilience



Check-dams



Farm Ponds



Earthen dams



Recharge wells



Aquifer recharge



Soak wells

Fostering water resilience is essential for ensuring sustainable water management and adapting to the challenges of climate change, enabling communities to withstand droughts, floods, and other water-related disruptions while preserving the availability and quality of this vital resource for future generations. By implementing comprehensive water conservation measures, promoting efficient water use practices, and investing in resilient infrastructure, a water-secure future is being built.

SECTION 2.

Developing Our Rural Communities

Mediated by
developmentalist
configuration in local
communities through
holistic approach of agri-
enhancement, drinking
water, healthcare, and
sanitation.

Developing Our Rural Communities

Mediated by developmentalist
configuration in local communities
through holistic approach

1. Water development & Agriculture enhancement, farm-based livelihood, and women empowerment: (Refer sec 1 for water development).
2. Supporting Quality Education , Children Welfare, Especially the Girl Child
3. Safeguarding Universal Access to Primary and Preventive Healthcare for Rural Communities
4. Community driven sanitation and hygiene management, and access to safe drinking water
5. Upskilling talented rural youth (Refer sec 5.4.3. for program details)

Contributing to India's SDG
roadmap, and the global SDG
agenda. 1.5 | 2.3 | 2.4 | 3.3 | 3.4 | 3.5
| 3.6 | 3.8 | 3.c | 3.d | 4.1 | 4.3 | 4.4 |
4.5 | 4.a | 4.b | 5.1 | 5.5 | 5.6 | 5.b | 6.4
| 6.5 | 6.6 | 6.b | 8.5 | 8.6 | 12.2 | 12.4 |
13.3 | 15.1 | 15.2 | 15.3 | 15.5 | 15.a





W.A.L

Water. Agriculture. Livelihoods.

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

**2.1.1. Safeguarding year-round
access to Water for Communities**

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

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

**2.1.4. Greater participation and
ownership by women in rural
development**



2.1
W.a.L

Water Development, Agriculture enhancement, Farm-based livelihood, and women empowerment

Harnessing Water, Using Water More Efficiently, Effectively. Also, Promotion of best community practices, regenerative & sustainable agriculture to support marginal farmers and ensuring that women move beyond 4 walls, foster greater participation & ownership in rural development.



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

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

Under program Srijal, 2,500 meter Bund raising was done along with, 14 Acre land level for cultivation. Also, 12 units of sprinklers have been installed and demonstrated to deliver optimal amount of water to standing crop instead of flood irrigation which has been the norm even in semi-arid landscape of Derabassi. This has helped reduce water use in fields by 25-40%.

In Program Jala Vikasa, 71 Bore well Recharge Structures have been made and 28,082 Tractor Loads Silt Excavation has been done and distributed to farmers for enhancing soil fertility. 1,677 silt has been applied for Bund Strengthening.

2.1.2.1.

Promoting Sustainable Water Efficient Agriculture Practices

Promoting best community practices for improved production, drought resilience, and resource optimization

Engaging with farmers in the WAL program entails customizing viable, climate-resilient, and affordable methods to enhance crop productivity and address gaps in knowledge. This is achieved through simplified techniques, capacity building, and the provision of a comprehensive set of resources, inputs, trainings, demonstrations, and community exposure, collectively known as Package of Practices (PoP). These practices not only foster trust but also motivate farmers to adopt the most effective cropping methods.

Package of Practices (PoP) demonstrations for local crops such as Millet and Mustard, or vegetables. The process includes soil testing, appropriate seed rates, seed-sowing methods, essential micro and macronutrients, correct quality and quantities of chemicals, high-yielding varieties or hybrid seeds, along with on-farm support have been conducted for small and medium farmers under Project Samridhi VI in Behror and Sabla in Kanpur. The results have shown increase in profit by Rs.15,000/- to Rs. 25,000/- per year.

1,718

Farmers benefitted from PoP of yield

30

Farmers benefitted from PoP of vegetables

215

Demo plots

2.1.2.2.

Package Of Practices For Improved Productivity



**Promoting best
community practices
for improved
production, drought
resilience, resource
optimization**



**Demo-plots to create a shift
towards innovative PoP methods**



**DSR and SWI for improved
production with reduced cost**



**Trainings, awareness sessions, and
community convergence**



**Area treatment and silt application
to increase productivity**



**Exposure visits and training of
farmers**



**Farmer Groups, women's groups
and Tank user groups are formed**

231
Acres of land
treated

1,126
Soil Health cards
issued

52
Farmer
Trainings done
with 1,704
farmers

151
Farmer Field
days with 977
beneficiaries

2.1.2.3.

Sustainable Production & Value Chains

In Derabassi, Project Srijal has engaged small and medium farmers mainly dependent on growing Wheat and Rice, in demonstrations of Direct Seeded

Rice (DSR) and SWI. The seeds are sown in the field directly rather than transplanting the seedlings. A tractor powered machine is used to drill the seeds in to the soil. With this technique there has been 24.6% net reduction in input cost for 48 farmer families.

117

Farmers adopted DSR

64

Farmers adopted SWI

10-40%

Increase in production

20-30%

Reduction in input cost

Sustainable Production & Value Chains

Formation of Farmer Producer Organizations (FPOs) have been a major achievement in WAL programs in the past year. FPO follows a unique approach which enables farmers to access scientific information on crop management, animal husbandry, integrated nutrient and pest management, low input good agriculture production systems, sources of inputs, credit facilities, agriculture schemes, market intelligence and the like. 2 FPOs have been formed in Nashik and Shivpuri to impact more than 200 farmers.

It also follows positive approaches for holistic farmer development like value-added agriculture as a sustainable supply chain management strategy. It also provides a platform for direct marketing of produce at the prices decided by farmers themselves without compromising on quality. The main objective is to support the farmers and to enable the farming community to easily access current information on technology, package of practices, input sources, market channels and financial assistance and to promote single window delivery of need-based services in agriculture and allied sector.

200+

Farmers impacted
through 2 FPOs

Supporting Sustainable Business of NTFPs by reviving traditional value chains with people centered innovations

Project Vikalp has been working to tap the entrepreneurial acumen of the communities in region especially women farmers, to establish community-based institutions to localize the value chain of groundnut at the village level and undertake product diversification for the market.

52.68 quintal

Palash Gum Processed &
Sold

In 2022-2023, the project has established FPO with 75 women. The program has integrated unified collection and processing of groundnut by WPGs at the 20 Village-Level Collection Centers (VLCCs) post a rigorous cycle of training and development for the members.

In the past year, the WPGs have been able to procure 1,442 quintals of Groundnut from participant farmers and have sold to 6 vendors. Also, 547 quintals of groundnut kernels have been sold to 14 vendors at a fair return with appropriate market linkages being provided in the program.

547 quintal

Groundnut Kernel Sold



Sustainable Production & Value Chains

Reviving traditional value chains with people centered innovations

56

Women producer
Groups

650

WPG
Members



Agriculture enhancement, farm-based livelihood, and women empowerment

Fortifying Nutrition Among Communities Dependent On Subsistence Living

In response to the inadequate nutrition faced by small and marginalized families with limited landholdings and income, Project Vikalp has implemented a solution through the promotion of nutritional gardens. These gardens enable farmers with less than 0.02 acres of land to cultivate essential vegetables throughout the year by following a seasonal calendar.

To enhance the effectiveness of this initiative, Project Vikalp has introduced certified seeds of good quality, implemented seed treatment practices, optimized seed rates, employed appropriate and timely use of manures, implemented proper spacing techniques, and ensured measured irrigation. As a result, food security has been safeguarded, and crop yields, particularly for wheat, have increased by approximately 1.5 times the average harvest per 0.27 acre.

113

Nutrition Gardens



Multi-layer farming augmenting farmers' income

Agriculture enhancement, farm-based livelihood, and women empowerment.

Multi-layer farming, also known as vertical farming or mixed cropping, is an innovative agricultural practice that has the potential to significantly augment farmers' income. This farming technique involves the cultivation of multiple crops in layers, either in the same plot of land or vertically in structures like greenhouses or vertical farming towers. Under Programs *Gram Utkarsh*, *Sabla* and *Living Soils* multi-layer farming and crop diversification is being done by utilizing the available space efficiently.

Multi-layer farming allows farmers to maximize their yield per unit area. This approach also reduces the risk of crop failure due to pests, diseases, or adverse weather conditions, as different crops provide mutual support and protection.

The increased productivity and crop diversity directly translate into higher incomes for farmers, as they can fetch better prices and cater to a larger consumer base. Additionally, the reduced use of chemical inputs in multi-layer farming aligns with the growing demand for organic and sustainable produce, further enhancing the profitability of farmers. Overall, multi-layer farming emerges as a promising avenue for farmers to improve their livelihoods, promote sustainable agriculture, and meet the evolving needs of consumers.

45

Plots covered

Sustainable Production & Value Chains

Inventive Horticulture for Marginal Land Holders

According to Agricultural Census, India's small and marginal landholders account for 85% of total agricultural households yet own less than 44% of cropped area in the country. The ownership of less than 2 hectares of fragmented land poses a significant challenge for many farmers, particularly those from underprivileged and tribal communities, to generate stable incomes from their own agricultural lands. The WAL program recognizes the crucial role of marginal farmers in our target geographies, such as Shivpuri, Nashik, and Derabassi, and aims to empower them as the primary beneficiaries.

By providing tailored support and resources, the program aims to uplift these marginalized farmers, enabling them to overcome their economic constraints, maximize the potential of their land, and secure sustainable livelihoods for themselves and their families.

In the Shivpuri region, Project Vikalp introduced an innovative approach known as nano-orchard horticulture, specifically designed for ancestral plots owned by tribal women farmers. Each plot features a designated quadrant measuring less than 540 sq.m, where fruiting trees like guavas and papaya, in high demand within the local market, are planted. Approximately 60 saplings are carefully arranged in the plot, allowing the farmers to utilize the intercropping lanes to grow additional crops such as chili, okra, and brinjal. These crops can be used for personal consumption or sold locally. Presently, 1,651 nano-orchard plots have been established, offering year-round yields and contributing to a significant increase in disposable incomes for the farmers.



40,000/-

Income per family per year
from nano orchards

1,651

High Density
Nano-orchards

Agriculture enhancement, farm-based livelihood, and women empowerment

Livestock Production and Management Systems For Supporting Rural Livelihoods

Livestock production and management systems play a vital role in supporting rural livelihoods by providing a sustainable source of income and food security. In rural areas, where agriculture is the primary occupation, livestock serves as a valuable asset for farmers and rural households. Through efficient livestock management practices, such as improved breeding techniques, proper nutrition, and disease control measures, rural communities can enhance the productivity and profitability of their livestock enterprises.

Additionally, diversified livestock production systems contribute to the resilience of rural livelihoods, as they offer alternative income streams and mitigate the risks associated with crop failure or market fluctuations. By promoting sustainable livestock practices and providing training and resources, the programs empower rural communities to improve their livelihoods, enhance food production, and create a pathway towards economic stability and self-sufficiency

40

Families Impacted

2.1.3

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

The adoption of transformative approaches in land management is recognized as a crucial step towards achieving sustainable, climate-resilient agriculture. In all WAL programs throughout India, there is a concerted effort to collaborate with farming communities in order to establish Natural Resource Management as an integral aspect of agricultural livelihoods and seasonal cycles.

In Telangana, Project Jala Vikasa has been actively involving farmers in the regions of Medak and Medchal to promote regenerative practices. As part of this program, 71 bore well recharge structures have been constructed, and a significant amount of 28,082 tractor loads of silt have been excavated and distributed to farmers to enhance soil fertility.

28,082

Tractor loads of
silt excavated &
applied on fields

1,126

Soil Health
Nutrition Testing

Additionally, 1,677 tractor loads silt have been used for bund strengthening. It is worth noting that the silt used for these purposes is obtained from the tanks being revitalized as part of the project.

Soil Health And Nutrition Fortification

Soil testing conducted as part of the Package of Practices (PoP) and secondary engagement activities plays a crucial role in assisting farmers in assessing the nutrient levels of vital elements, including nitrogen, phosphate, potassium, boron, ferrous, and their associated salts. These elements are essential for the successful cultivation of region-specific crops. A total of 1,126 soil tests have been carried out, and farmers have been provided with comprehensive soil health cards, offering detailed insights into the condition of their soil.

Furthermore, the implementation of 20 plots dedicated to Integrated Nutrient Management (INM) and Integrated Pest Management (IPM). This approach enables farmers to effectively plan and manage the application of manures and control pests, avoiding excessive treatments. This not only reduces costs for small-scale farmers but also helps prevent soil degradation, pollution, and contamination, contributing to sustainable agricultural practices.

2.1.3

Sustainable Agriculture

Sustainable agriculture promotes ecological balance, conserves natural resources, and ensures long-term food security. By adopting practices such as organic farming, crop rotation, soil conservation, and integrated pest management, the programs aim to foster a resilient and environment-friendly agricultural sector.

Master farmers have been groomed to practice climate smart agriculture and train producer groups on best POP practices, water budgeting and organic farming.

Through the implementation of Nutrient Management & Pest Management strategies, WAL programs have transformed 20 plots into thriving havens of agricultural productivity. This remarkable endeavor has resulted in a staggering 20% surge in yield, accompanied by a significant 22% reduction in input costs. Furthermore, the commitment to excellence extended to organizing 151 immersive farmer field days, where the best crop management practices were shared. The profound impact of these initiatives reverberated across 1,704 farmers, empowering them with the knowledge and tools to make their farming practices sustainable.

28,983

**Farmer interactions in
Regenerative and
sustainable agri practices**



Promotion Of Low-cost Organic Farming

In addition to land treatment and nutrition management, promotion of organo-composting with individual farmers as well through formation of organic farmer groups is an important push towards zero-budget natural farming. 15 Organic Farmer Groups (OFGs) have been formed this year apart from 4 formed earlier to help farmers manage 183 previously build and 76 new vermi-composting units and demonstration of organic application in yield improvement activities. Demonstration of organic composting units have been conducted which are integrated into PoP demonstrations and trainings being conducted for the same.

Through several programs, farmers have been engaged in natural farming through organic seed treatment (beejamrit), good microbe improvement (ghanjeevamrit), soil fertility enhancement jiwamrit) through homemade organic low cost preparations.

Earthworm exchange program has also helped in promoting partnerships with local farmers and educate them on the benefits of earthworms for nutrient cycling and soil aeration, leading to improved crop productivity and reduced reliance on chemical fertilizers. The program supplies earthworms free-of-cost. The beneficiary then cultivates vermicompost where the worms multiply. Then, the beneficiaries return the same quantity of the earthworms which in-turn is supplied to more beneficiaries and the chain continues.



15

**Organic Farmer
Groups**

76

**Vermi-Composting
Units**

TRANSFORMATION STORIES

Swati Singh

Swati Singh, a 20-year-old resident of Taraunda village, Kanpur, developed a passion for organic farming, while pursuing her education in polytechnic. Under program Sabla, she has been trained in Natural Manure and Pest Management which she implemented on muskmelon farms.

Through implementation of NMPM units and commitment to sustainable agriculture, Swati experienced significant reduction in expenses by reducing reliance on expensive synthetic inputs. Also, there was substantial improvement in her muskmelon crop yield since plants received a balanced nutrient supply, leading to healthier growth and increased production. In long term, there was soil regeneration.

The organic fertilizers enriched the soil with essential nutrients and beneficial microorganisms, fostering improved fertility and structure.

Swati's journey serves as an inspiration for others to embrace organic farming techniques, emphasizing the potential for individuals to make a positive impact on their own livelihoods and the environment.

In her own words, "My passion for organic farming springs from the determination to reduce reliance on chemical fertilizers and pesticides due to the adverse effects of these substances on both human health and the environment. I intent to spread the sensitivity among my fellow farmers"

2.1.3

Powering Sustainable Agriculture by Harnessing Solar Energy

309

Solar Agri Equipments

955

Small and marginal farmers impacted

Under programs Ankur Uday, Samridhhi VI, Gram Utkarsh, and Sabla, solar pumps, drips and spray systems have been provided to small and marginal farmers impacting 955 lives.

By providing farmers with solar-powered irrigation solutions, the programs aim to alleviate the reliance on fossil fuels, reduce greenhouse gas emissions, and promote sustainable farming practices. The distribution of these efficient and eco-friendly tools empowered farmers to optimize water usage, improve crop productivity, and enhance their livelihoods while preserving natural resources. This is step towards fostering a greener and more sustainable future for agricultural communities.



2.1.4

Greater Participation And Ownership By Women In Rural Development.

Leading From The Front: Rural Women Beyond 'The Four Walls'

Within the communities across all programs, WAL prioritizes working with women as a core engagement group involved in agriculture and village improvement. WAL envisions empowering and enabling rural women to take ownership and have better decision-making rights in livelihood activities and social discourses.

This is well demonstrated by remarkable talent and proactive nature of women involved in the programs, as they courageously break the barriers of traditional gender roles to step outside the four walls of the households and to create positive transformations in their own lives.

Under programs Saksham, Sabla, Vikalp and Gram Utkarsh women farmers were being engaged to innovate and reform traditional value chains and explore other entrepreneurial acumen around animal husbandry or crafts.

This year, WAL has gone beyond women-specific programs and have included women in all aspects of WAL, giving equal exposure and opportunities as male farmers. Under programs Saksham, Samriddhi VI, Gram Utkarsh and Gram Unnati, women have been involved in exposure, trainings and decision making on PoP, Sustainable agriculture, Regenerative agriculture, and sustainable value chain production.



A woman wearing a pink sari and a bindi is sitting and sorting through a large bowl of peanuts. She is looking down at the peanuts with a focused expression. The background is a textured, light-colored wall.

Greater Participation and Ownership By Women In Rural Development

175

Women producers added last year

56

Women Producer Groups and Self-Help Groups created in FY 22-23

650

Women members added to WPGs and SHGs

As an important aspect of women empowerment under WAL, Women producer Groups (WPGs) and Self-Help Groups (SHGs) have been formed. These groups have been assisted with a host of trainings on vision setting, leadership and group management to groom and sharpen their skillsets. Project Vikalp has worked with the WPG members to establish an apex Farmer Producer Organization (FPO) with addition of WPG members as Board of Directors.

In FY 22-23, 175 women producers have been empowered under programs Saksham, Sabla, and Jal Sanjeevani. The women producers have come forward to take up entrepreneurial activities around animal husbandry of cattle & goat as well as taking up candle making and bag making businesses in select villages as well.

56 WPGs and SHGs comprising of 650 women have been engaged in financial savings and entrepreneurship capability building interventions. Also, women have engaged in setting up of small vegetable plots as part of micro-practices promotion, with the help of their group savings and lending activities.

Women have also collectivized to participate in project implementation activities and convergence opportunities under Government schemes such as construction of earthen dams and renovation of existing water structures.

Stakeholder Engagement, And Maximizing Convergence



W.A.L. Day celebration honouring farm heroes on Kisan Diwas



Community centres as hubs for stakeholder engagement, and increasing community interaction



Custom Hiring Centers for supply of farm implements to small, marginal and poor farmers at subsidized rates to increase profitability



Farmer facilitation centres for single window delivery of need-based services in agriculture and allied sector



Agri-based IEC wall paintings at community center for spreading awareness among farmers on sustainable approaches



242 Solar street lighting in 5 km route in Nashik for facilitating stakeholder engagement



Women's day celebration to honour the participation of women in rural development

2.2.

**Supporting Quality Education ,
Children Welfare, Especially the Girl
Child**

Ensuring World- class Learning Spaces With Infrastructure and Soft Skill Development For Intelligent Rural Minds

According to the Annual Status of Education Report (ASER) 2020, over 50% of government schools in rural India lack basic facilities such as toilets, drinking water, and electricity. Ensuring world-class learning spaces with adequate infrastructure and soft skill development programs can empower rural communities by providing access to quality education and equipping them with the skills necessary for economic growth and social mobility, ultimately contributing to sustainable development.

PRI has developed infrastructure in schools along with BaLa (Building and Learn Aid) paintings to stimulate curiosity and enhance retention. Additionally WASH facilities, training of teachers, and mid-day meals are provided to reduce drop-outs and support children in achieving their dreams.





2.3

Integrative Healthcare at the Doorstep of the Rural Poor

2.3.1.Arogya Kendra – PRIF
Dispensaries

2.3.2. Mobile Medical Units

2.3.3.Road Safety and Healthcare
access for truck drivers

2.3.1

Arogya Kendra – PRIF Dispensaries

Providing Affordable Primary Healthcare Services

More than 15 years since its first primary healthcare Centre was launched in Gurugram, Pernod Ricard India Foundation has established a trustworthy name with the communities in Nashik, Behror, and Gurgaon as well. Equipped with an experienced line of qualified doctors and support, the PHCs have provided reliable and accessible curative and diagnostic services to more than 14,96,000 patients till date. With the vision of 'keeping people out of hospital', the PHC in Nashik is serving as the key nodal and referral point for the communities. The PHC is tied with the intensive reach of the mobile healthcare program as well.

3

Dispensaries

10,922

Patients Served
through
dispensaries in
FY 2022-2023

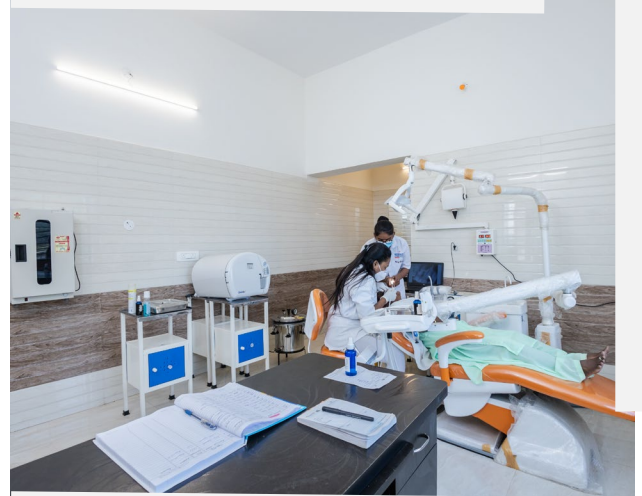
Primary Health
Centre, Nashik



SDG | 3.3 | 3.8 | 3.c | 3.d | 5.6

Arogya Kendra – Primary Healthcare Centre

The PHCs are well-equipped with all facilities starting from general physical check-up to specialized care of ophthalmology, gynecology, dental health, as well as lab tests and pharmacy.



SDG | 3.3. | 3.4 | 3.5 | 3.6 |
3.8 | 3.c | 3.d | 5.6

2.3.2

Mobile Medical Units

Taking Affordable Healthcare To The Doorstep Of The Most Vulnerable

According to the National Sample Survey (NSS) 75th round, around 86% of rural households in India have no access to healthcare facilities within a 5km radius. Our flagship Mobile Healthcare program is situated around the need to urgently addresses the accessibility to universal health coverage for the rural poor in India. Under 3 healthcare programs - Sanjeevani, Swastha and Arogyam, Mobile Medical Vans (MMV) provide free door-step preventive healthcare services for marginalized populations.

The mobile vans have ensured last mile healthcare delivery for more than 2,00,000 community members with a particular focus on vulnerable groups who are most often the ones being left behind.

Modelled on an Awareness-Diagnosis-Cure-Referral approach, the program provides a holistic coverage of services treating general issues such as fungal infections, flu, cough, joint and serious ailments such as ulcers, cataract, arthritis and UTIs. MMVs are also equipped with a mobile diagnostic machine called the 'Swasth Janch machine', which provides immediate and accurate diagnostic services on 21 indicators. For critical issues, the patients are referred to specialty hospitals tied to the program network for quality secondary and tertiary care.



73

Villages covered
by 21 MHVs

SDG | 3.3 | 3.4 | 3.5 | 3.6
| 3.8 | 3.c | 3.d | 5.6

Mobile Medical Units

Taking Affordable Healthcare To The Doorstep Of The Most Vulnerable

Covering over 2,00,000 patients, 21 health vans go around villages in intervention areas mobilizing and conducting physical examinations of the patients, dispensing medicines, and on-the-spot blood testing and diagnosis. Trained healthcare professionals including a doctor, social protection officer, a pharmacist and a lab technician ensure that timely treatment, medicine disbursements and follow-ups.

The program also conducts daily camps in the communities to spread awareness about the van's services, and weekly/monthly camps for improved health and sanitation practices to be adopted by all.

2,49,221

Patients Served through
MMVs in FY 2022-2023

21

Mobile Healthcare Vans
serving across 6 states

Integrative Healthcare at the Doorstep of the Rural Poor



Reaching the remotest villages
around PRI plants



A strong referral system for
secondary and tertiary treatments



Better access to holistic primary
healthcare for women



Village-level mobilization to augment
footfall



Trained healthcare professionals
including doctors, social protection
officers, pharmacist and lab
technician are available



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

SDG | 3.3 | 3.4 | 3.5 | 3.6 | 3.8 | 3.c | 3.d | 5.6

2.3.3

steering Road Safety & Ensuring Healthcare Access For Truck Drivers

(Refer to section 7.1 for
program details)

1,200

Truckers Impacted



A photograph of three young girls in school uniforms (red and yellow checkered shirts and tan aprons) washing their hands at a public water station. The girl in the center is smiling and looking down at her hands. The girl on the right is also smiling and looking down at her hands. The girl on the left is looking down at her hands. They are standing in front of a wall with a blue door. The background is slightly blurred.

2.4.

Drinking Water, Sanitation And Hygiene Management

2.4.1. Clean & Affordable
Drinking water

2.4.2. Community-driven
sanitation & hygiene
management

2.4.3. Menstrual Health &
Hygiene Management
(MHM)

SDG | 3.7 | 5.6 | 6.1 | 6.2 | 6.b |

2.4.1

Clean & Affordable Drinking Water For Underserved Communities

Access to clean and affordable drinking water is a fundamental human right, yet many underserved communities around the world struggle to meet this basic need. PRIF has installed Water ATMs with the aim to address this pressing issue by providing a sustainable solution that ensures clean and affordable drinking water for communities in need. By leveraging innovative technology and community engagement, the project aims to transform lives and create a positive impact on health, education, and economic well-being.

Pernod Ricard India Foundation's Clean Drinking Water program has installed 50 Water ATMS at 18 locations across 6 states which serves more than 1,50,000 beneficiaries over past 4 years, by dispensing more than 5,00,000 Liters of water every year.

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

The Hub and Spoke provides clean drinking water to communities in their neighbourhood through specialized ring structures which serve as storage and dispensing stations which are supplied water from a centralized RO plant through a rigorous quality assured process.

The ATMs also generate local employment opportunities by employing youth and women SHGs from the communities as machine operators through a RFID based dispensing model providing water at just 30 paisa per liter.

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

5,01,740

Liters Water dispensed

29

Locations

262

Liters Water dispensed daily

4

Years



2.4.2

Community Driven Sanitation and Hygiene Management

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

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

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

5,673
Beneficiaries

819
Households
Covered

21,18

kgs waste diverted from
drains, farms and dumpsites

9,373

Kgs Dry waste
recycled

3,830

Kgs non recyclable
waste processed



Community Driven Sanitation and Hygiene Management



The program transcends beyond waste management and encompasses elements like community awareness on behavior change, competition and awareness sessions in schools, installation of handwash stations and MHM awareness among women.

2.4.3

Menstrual Health and Hygiene Management

Menstrual Health and Hygiene Management is a critical aspect of overall health of adolescent girls and women, especially when access to right knowledge and sanitation needs are challenging in rural areas.

Interventions at PRI emphasize on improvement in Knowledge, Attitudes, and Practices of girls and women on menstrual health along with refurbishment of WASH facilities. Also, reducing the social barriers for improvement in girls' attendance at school during menstruation is a major program objective.

MHM : Addressing The Nexus of A3 (Awareness, Availability And Accessibility)

MHM awareness without ensuring availability and accessibility of menstrual health and hygiene product is inadequate in the journey of behaviour change. In order to address the concerns of availability and accessibility in rural India, program Unnati in Nashik and program Udaan in Behror, focus on empowering rural women by forming Self Help Groups (SHGs), Adolescent girl groups and Women's Development Centres.

Capacity building sessions of these groups are done to further ensure behaviour change within communities and augment entrepreneurial acumen to start small businesses around MHM products.

25,479

Adolescent girls and women impacted

8 SHGs

Impacted comprising of 89 women members



Addressing The Nexus of A3 (awareness, availability & accessibility)



A holistic model of menstrual health
and hygiene management

SDG | 3.7 | 5.6 | 6.1 | 6.2 | 6.b |

2.4.4

Training Rural Talented Youth In Sports

Promoting inclusivity and providing opportunities for rural youth in sports, building a strong foundation for their athletic aspirations and personal growth. A holistic approach to talent development helps create a brighter future for both individuals and their communities, fostering a culture of sportsmanship, healthy living, and resilience.



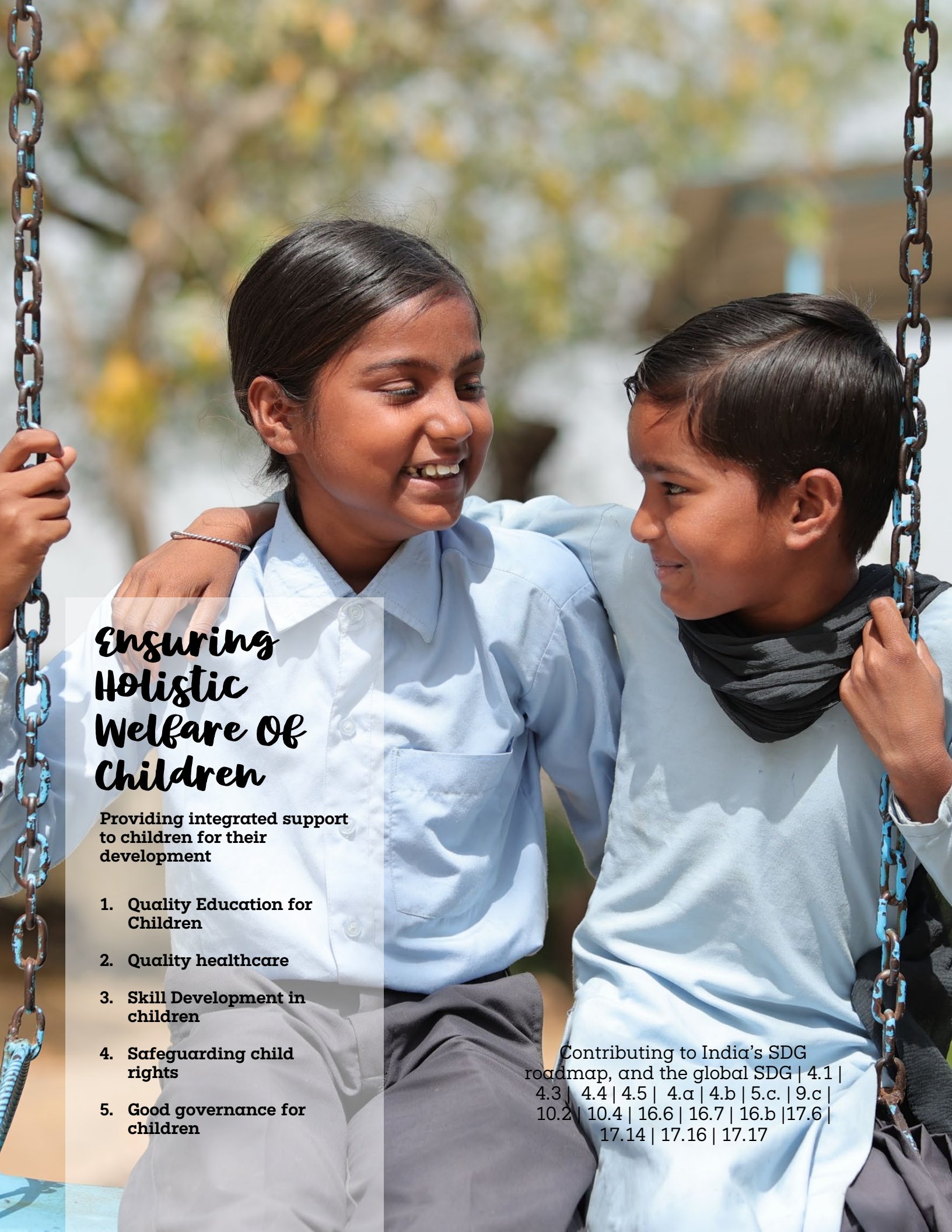
Refer to section 5.4.3. for program details

SDG | 4.7 | 5.5 | 10.2

SECTION 3.

Ensuring Holistic Welfare Of Children

Providing integrated
support to children for their
development

A photograph of two children, a girl and a boy, sitting on a swing. The girl is on the left, wearing a light blue school shirt, and the boy is on the right, wearing a light blue shirt and a dark grey scarf. They are both smiling and looking at each other. The background is a blurred outdoor setting with trees and a building.

Ensuring Holistic Welfare Of Children

Providing integrated support
to children for their
development

1. Quality Education for Children
2. Quality healthcare
3. Skill Development in children
4. Safeguarding child rights
5. Good governance for children

Contributing to India's SDG
roadmap, and the global SDG | 4.1 |
4.3 | 4.4 | 4.5 | 4.a | 4.b | 5.c | 9.c |
10.2 | 10.4 | 16.6 | 16.7 | 16.b | 17.6 |
17.14 | 17.16 | 17.17

3.1.

Quality Education for Children

3.1.1. Nurturing Scholastic Talent

3.1.2 Helping Budding Achievers in Rural India, esp. the girl child. (Refer section 4.3 for program)

3.1.3. Ensuring World-class Learning Spaces through digital Classrooms

3.1.4. Setting up STEM for immersive learning

3.1.5. Train the Trainer program

3.1.6 Mid-day meals

3.1.1.

Quality Education for Children

Nurturing scholastic Talent

The scholarship program aims to provide opportunities for deserving individuals to pursue their educational aspirations. Through this program, students with exceptional academic achievements, financial need, persons with disabilities, or having single parents, or students belonging to affirmative action groups (SC/ST) are awarded scholarships to alleviate the burden of educational expenses. By offering financial support, the scholarship program not only promotes access to education but also empowers individuals to realize their full potential and contribute to society.

The Pernod Ricard India Foundation Scholarship program furthered with Youth Dreamers Foundation (YDF), has impacted 311 students in Behror across 7 villages, 406 students from 40 villages in Nashik, and 383 scholars from 15 villages in Derabassi.

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

1,100
Scholars

1.42Cr
Worth of
Scholarships
disbursed this
year



Nurturing scholastic Talent

Scholarship Program Walkthrough



Household survey & Identification of potential scholars



Community mobilization & engagement



Orientation at institutes and communities



Background verification and selection process



Career guidance and awareness sessions



Scholarship Disbursement

Scholarship Program is a catalyst for equitable society – hence every stage is meticulously mapped and monitored.

SDG | 4.1 | 4.3 | 4.5 | 4.a | 4.b

Scholarship Centers Hubs of Community Convergence



The 3 Scholarship centers at Nashik, Behror and Derabassi are equipped with reading materials and resources to enhance cognitive skills and life skills for growth and development of students.

SDG | 4.1 | 4.3 | 4.5 | 4.a | 4.b

3.1.3.

Quality Education : Ensuring World Class Learning Spaces

Digital Classrooms

The Digital Shaala program is an innovative educational initiative taken across 5 states, for leveraging technology to enhance teaching and learning experiences. It involves equipping classrooms with digital devices, such as interactive whiteboards, tablets, and computers, and integrating digital content, educational apps, and online resources that teachers shall use as teaching aids 30-60 minutes everyday.

This program aims to transform traditional classrooms into interactive and engaging learning environments, enabling students to access a wealth of educational materials, collaborate with peers, and develop digital literacy skills.

The digital classroom program not only expands access to quality education but also fosters creativity, critical thinking, and digital fluency among students, preparing them for the challenges of the digital age and equipping them with the skills needed for future success.

220
Digital
classrooms
installed

22,000
Students
impacted



3.1.4.

Quality Education : Ensuring World Class Learning Spaces

S.T.E.M Classrooms

The STEM (Science, Technology, Engineering, and Mathematics) classroom program is an educational initiative that focuses on integrating STEM learning into the learning practice and promoting hands-on, inquiry-based learning experiences. This program aims to cultivate students' interest, knowledge, and skills in STEM disciplines by providing engaging activities, experiments, projects, and collaborative problem-solving opportunities.

By fostering critical thinking, creativity, and analytical skills, the STEM classroom program prepares students for future careers in STEM fields and equips them with the essential competencies needed in a technology-driven society. Additionally, this program promotes gender equality and diversity in STEM by encouraging the participation of underrepresented groups, breaking stereotypes, and providing equal opportunities for all students to excel in STEM education.

110
STEM
classrooms
installed

33,998
Students
impacted



3.1.5.

Quality Education : Train the Trainer

Capacity Building of Teachers To Enhance Quality Of Education Imparted

100

Teachers Trained to impact 1,500 students

The Train the Teacher program is a professional development initiative designed to enhance the knowledge, skills, and pedagogical techniques of educators. This program focuses on providing teachers with specialized training, resources, and support to improve their instructional practices and effectively engage students in the learning process. The program covers various aspects of teaching, including curriculum development, innovative teaching methods, classroom management, assessment strategies, and technology integration. By equipping teachers with the necessary tools and techniques, the Train the Teacher program aims to elevate the quality of education, promote student-centered learning, and foster a positive and conducive learning environment. Ultimately, this program empowers educators to deliver high-quality instruction, inspire students, and contribute to the overall improvement of the education system..



3.1.6.

Quality Education : Mid-day Meals To Reduce Drop-outs

Supporting Education By Strategically Addressing Causes Of Drop-outs

The Mid-day Meal Program is an initiative that aims to provide nutritious meals to more than 12,358 children in order to enhance their nutrition, promote education, and improve overall well-being. In collaboration with The Akshaya Patra Foundation, the program typically offers free or subsidized meals to children attending government 308 schools in Guwahati, Assam. 2 meal distribution vehicles go around these schools for providing a balanced and wholesome meal. The program helps address malnutrition, supports healthy growth and development, and improves cognitive abilities among children. Additionally, the Mid-day Meal Program has been successful in increasing school attendance and enrollment rates, particularly among disadvantaged communities, as it serves as an incentive for families to send their children to school. Overall, this program plays a crucial role in combating hunger, promoting education, and fostering the holistic development of children in the respective communities.



Supporting Education By Strategically Addressing Causes Of Drop outs



308

Schools Covered

12,358

Students reached

2 Vans

For Mid-Day Meal Distribution



3.2.

Quality Healthcare for Children

Integrative Healthcare at The Doorstep Of Rural children*

In rural areas, accessing quality healthcare services can be a significant challenge, especially for children. The concept of integrative healthcare aims to bridge this gap by bringing comprehensive and holistic care right to the doorstep of rural children through dispensaries and Mobile medical units.

*Please refer to section 2.3 for more details

16,356

Children below 15 years
treated till date



3.3.

Skill Development for Children

Skill development of children in sports and music

907

Children impacted through
centers of excellence and sports
academies of PRIF

Skill development program Raaga for music, Raftaar for sprinting and Unstoppable for boxing provide children with valuable opportunities to explore and cultivate their talents.

Engaging in sports activities helps children develop physical abilities, coordination, and teamwork skills, while also promoting discipline, perseverance, and a healthy lifestyle.

Similarly, music programs enable children to enhance their creativity, musicality, and self-expression, while also fostering cognitive skills, discipline, and emotional intelligence.

Through these skill development programs, children not only acquire technical proficiency but also develop essential life skills that contribute to their overall growth and well-being, empowering them to become well-rounded individuals.

Refer to section 5.4.3. for program details



3.4.

Safeguarding Child Rights

Holistic Child Development and Protection

Launched in February 2021, The Child Rights Fellowship Programme is a partnership between Pernod Ricard India Foundation, Ashoka University and the Delhi Commission for Protection of Child Rights (DCPCR) - a statutory watchdog body of the Government of Delhi, focusing on driving the agenda of child welfare, development and protection in the National Capital Territory of Delhi. The Fellowship is an experiential program with 10 Fellows as representatives of DCPCR within districts.

The fellows are supporting policy, legislative and governance reforms through research, planning and execution, community advocacy and evaluation. The program has deployed multiple interventions in domains such as education, child protection policy,

Health and Nutrition, children shelter homes, protection of children from substance abuse, , and rehabilitation of children from begging.

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

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

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



Safeguarding Child Rights

Holistic Child Development and Protection in the National Capital

Education

- Early Warning System for Chronic Absenteeism & Dropout Rates
- Rehabilitation of Children in street situations (CiSS)

55,000

children brought back to school

1,700 children enrolled in schools/ anganwadis

Child Protection

- Children in distress, children engaging in substance abuse, child in vulnerable situations

15,000+ children

identified in need of rehabilitation

6 statutory bodies and 100+ stakeholders

onboarded alongside DCPCR and DWCD : CWC, CCI, DCPU, DM, Labour Department and JJB

Making Governance Accessible

- Disability Framework
- Children identified on the streets of Delhi in need of financial, educational and psychological support

25,914 children

Identified having disability.

1,405 children

Rescued and Rehabilitated

Health & Nutrition

- Strengthen Growth Monitoring

500+ SOS cases

identified and resolved such as physical abuse, child marriage, etc.

Growth monitoring improved from approx. 50% in August, 2022 to 80% in September, 2022

3.5.

Solving Social Issues With Strategic Partnerships

Transformative good governance for child welfare measures

Pernod Ricard India Foundation's trilateral partnership with Ashoka University and the Government of Haryana, for The Chief Minister's Good Governance Associates program aims to accelerate implementation of innovative ideas to improve governance & bring social change on ground across the gamut of social development areas in the thematic areas like Child & Maternal Nutrition, Skill Building, Digital Education Inclusion and Public Service Delivery. These focus areas essentially add value in the lives of children impacting lives across 4 districts in Haryana.

Refer to section 8.1. for more program details



SECTION 4.

Empowering all genders, rural women, and differently abled persons

Empowering Our women

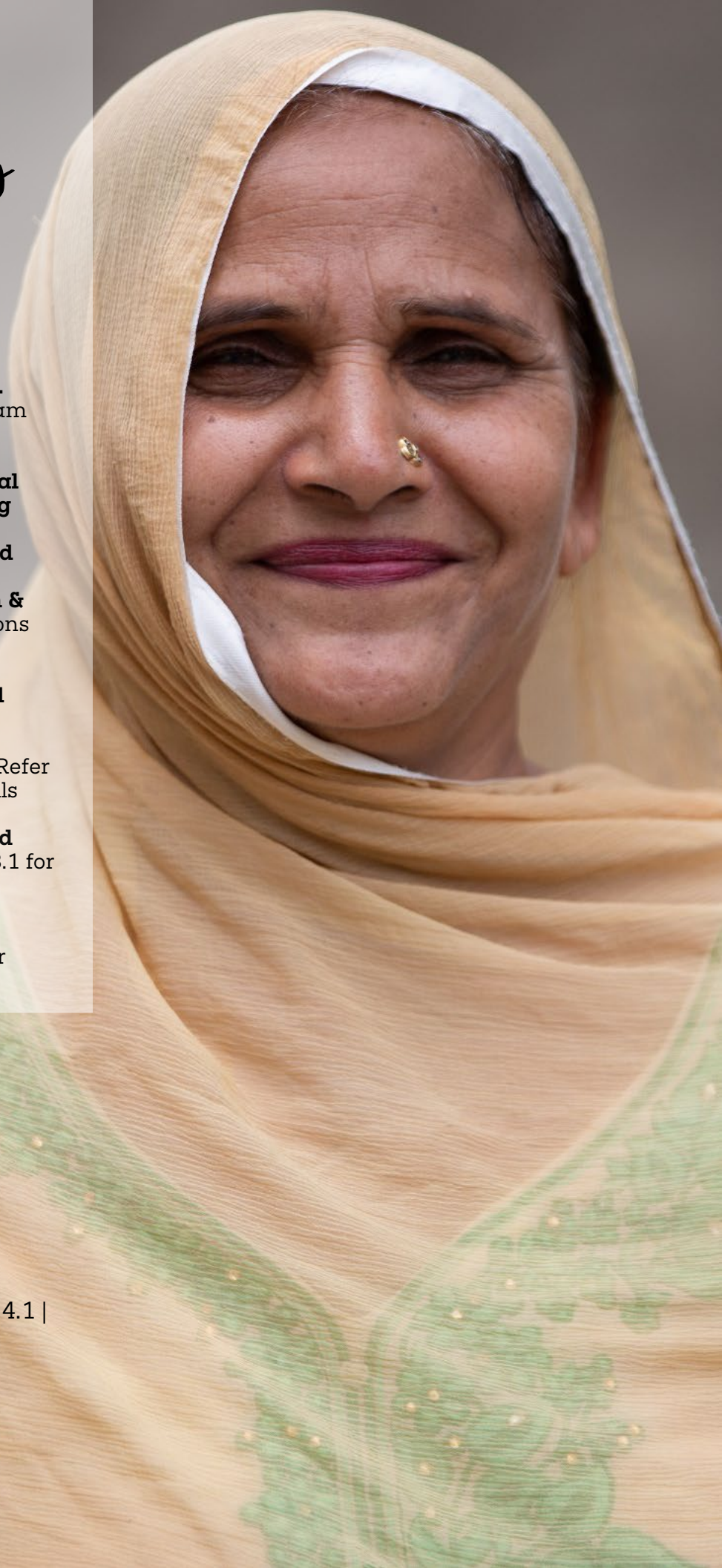
Unleashing potential by raising self-esteem and self-confidence; also, igniting change by elimination of discrimination, all forms of violence

Empowering Our Women

Unleashing potential and
Igniting change

1. **Rural Women Beyond 4 Walls.** Refer to section 2.1.4. for program details
2. **Empowering through Financial Literacy & Vocational Training**
3. **Quality Education for girl child**
4. **Healthcare & MHM for women & adolescent girls.** Refer to sections 2.3 & 2.4.3 for program details
5. **Empowering differently-abled women**
6. **Skill Enhancement in Sports.** Refer to section 5.4 for program details
7. **Safety of women through Good Governance:** Refer to section 8.1 for program details
8. **Social Impact Incubator for women.** Refer to section 8.2 for program details

Contributing to India's SDG
roadmap, and the global SDG | 4.1 |
4.3 | 4.4 | 4.5 | 4.a | 5.1 | 8.5 | 8.6



4.2.

Empowering through Financial Literacy & Vocational Training

Skilling rural women to be self-reliant

Program Samarthya is a financial literacy program for rural women, designed to empower and educate women in rural areas about financial management, budgeting, savings, investment, and entrepreneurship. The program aims to enhance their understanding of financial concepts, build their confidence in handling financial matters, and improve their overall financial well-being of 4,000 women in Behror, Rajasthan.

The program includes workshops, training sessions, and interactive sessions that cover topics such as basic banking, understanding loans and credit, creating and managing a budget, saving and investing, and starting community-based start-ups.

Furthermore, the program focuses on addressing the specific challenges faced by rural women, such as limited access to banking services, lack of awareness about government schemes and financial opportunities, and cultural barriers. By providing tailored and context-specific information, the program helps rural women overcome these challenges and gain the necessary skills to manage their finances effectively.

Financial literacy programs for rural women not only promote economic empowerment but also contribute to gender equality and poverty reduction. By increasing women's financial knowledge and skills, these programs enable them to participate actively in decision-making processes and contribute to their households' economic stability. Moreover, when rural women have access to financial resources and knowledge, they become agents of change, driving sustainable development in their communities and breaking the cycle of poverty.

4,379

Women trained on financial literacy

15-20%

Increase in knowledge on financial literacy

2

Community-based start-ups supported



Empowering through Financial
Literacy & Vocational Training

Skilling rural women to be self-reliant



Vocational training and financial literacy equips women with marketable skills, enhancing their employability, and creating opportunities for their economic independence and empowerment.

SDG | 4.3 | 4.4 | 4.5 | 5.1 | 8.5 | 8.6

4.3.

Quality Education for girl child

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

A PRI flagship initiative to eliminate gender disparities in education, since 2018 Pinki has aimed to empower every girl child in India by ensuring that she is able to go to school and has access to quality education. It serves as a catalyst for social mobility, enabling talented and motivated young girls from diverse backgrounds to pursue higher education and unlock opportunities that may have otherwise been inaccessible.

The Scholarship program has adopted a contextual gendered lens to mobilization and selection to ensure that girl children in need of financial support are included as part of the program. As a result, 60% scholars at Nashik and Derabassi and 64% scholars at Behror are girls, a large number of whom were at the brink of quitting school due to dire circumstances.

The scholarship program plays a pivotal role in creating a more equitable society by breaking down barriers to education and nurturing a generation of future leaders and change-makers.

711

Pinkis Supported in 2022-2023





TRANSFORMATION STORIES

Simranjeet Kaur

Simranjeet, a determined 19-year-old, found herself facing numerous challenges after losing her father in 2021 and her mother having left them a long time ago, she started living with her Uncle and Aunty, along with her sister and two cousins, with her uncle as the sole breadwinner of the family. The hardships lead her to contemplate discontinuing her studies, when she was informed about the PRIF Scholarship program. The process was rigorous, but she poured her heart and soul into the application and was overwhelmed with joy and gratitude on being selected, realizing that she was no longer solely dependent on her uncle to cover her education expenses.

With the financial burden lifted, Simranjeet's dreams began to soar higher. She is now pursuing her B.Com degree at Derabassi Government College and aspires to join the Civil Services. With her newfound financial stability, she also enrolled in computer classes to enhance her skills and broaden her opportunities.

As she continues to pursue her aspirations, Simranjeet said, "I shall always remain grateful for the support of PRIF Scholarship. With my unwavering determination and the doors opened by the scholarship, I know that a brighter future awaits me where I can empower more girls who are facing challenges like me."

4.4.

Healthcare & MHM for women & adolescent girls

Quality healthcare and Menstrual Health and Hygiene Management

MHM : Addressing The Nexus of A3 (Awareness, Availability And Accessibility)

25

Villages Touched

Women empowerment goes hand in hand with ensuring access to quality healthcare, particularly in the area of menstrual health and hygiene management.

The provision of comprehensive and dignified menstrual health services is crucial in breaking the barriers that hinder women from fully participating in society. By prioritizing menstrual health and hygiene, programs like Unnati in Nashik and Udaan in Behror, empower women to take control of their bodies, overcome stigma, and access essential healthcare services. This includes education on menstrual hygiene practices, provision of hygienic and affordable menstrual products, and access to safe and supportive spaces.

The primary healthcare services through programs like Sanjeevani, Arogya Kendra and Mobile Medical Units also act as a boon for rural women to access holistic healthcare at doorstep.

Refer to sections 2.3 & 2.4.3 for program details



4.5.

Empowering differently-abled women

Empowering differently- abled women

Skill building for differently-abled women plays a crucial role in empowering them and enabling them to lead independent and fulfilling lives. Recognizing their unique abilities and potential, various initiatives and programs are being implemented to provide them with opportunities for skill development.

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

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

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

By equipping differently-abled women with essential skills, they can acquire knowledge, develop self-confidence, and enhance their employability prospects. These skill-building efforts not only foster their personal growth but also promote inclusivity and equal participation in society, breaking down barriers and challenging stereotypes. By nurturing their talents and abilities, skill building empowers differently-abled women to realize their full potential, contribute to the workforce, and become agents of change in their communities

800

**Differently-abled
Women mobilized**

400

**Differently-abled
Trained**

280

Candidates placed

SECTION 5.

Skill Enhancement and Transformation for Young Talented Cohorts

Safeguarding professional development and employment opportunities to secure a better future for talented, yet vulnerable cohorts.

Skill Development

Shaping a better future for the next-gen

1. **Empowering Women for Unlocking Potential and Augmenting Change:** 1. Skilling rural women to be self-reliant. 2. Livelihoods Trainings for Women with Disabilities : (Refer to sections 4.2 & 4.5 for program details)
2. **Building a Trans-inclusive society**
3. **Safeguarding Professional Development And Employment Opportunities Of Vulnerable Youth**
4. **Skill development in music & Sports**



Contributing To India's SDG Roadmap, and The
Global 2030 Agenda
| 4.1 | 4.3 | 4.4 | 4.5 | 4.a | 4.b | 5.1 | 5.b | 8.5 | 8.6 |

5.2.1.

Building A Trans-inclusive Society

India's First Trans persons Academic Fellowship Program

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

The program successfully completed its first year with 14 dynamic cohorts across India to craft their career paths in the corporate world. The Transformation Fellowship includes mentorship from top industry professionals, non-profits and LGBTQI+ leaders during 6 months of classroom training and 6 months of corporate immersion, resulting in certification by TISS and placement opportunities. All 14 fellows got placed at 9 top companies in the country.



Collective Good
Foundation

14

Trans-fellows trained
and placed

225

Applications received

TRANSFORMATION STORIES

"I believe Diligence and Dedication is the key to success. I aspire to learn each day and have a genuine interest in Human Resources, Business Management, and making organizations successful"

Rexy

Rexy has an HSC and she has pursued diploma in IATA (travel and tourism). She has always faced issues getting a job and opportunity of her choice, hence growing in a particular company was a severe challenge for her.

Being a part of Transformation Fellowship programme, has given her the opportunity to build her confidence, self esteem and has given her the hope for a better career and livelihood. During the academic phase she learnt the importance of time, punctuality and believes today she a professional and more diligent. The fellowship program is helping her to secure her space in the corporate work also it is providing a guidance where she is able to see her path way to have a start-up of her own.

The expert advices given in the mentoring sessions by LGBTQ+ community leaders have enlightened her way to have a better future and a successful venture.

She envisions a world where people are treated with respect and love regardless of their gender or race and says, "I aspire on starting up a venture (Salon) that would be entirely LGBTQIA+-friendly. I want to create a safe place for the community or people in general where they can just walk in and receive the services they pay for, rather than facing discrimination or being bullied".

In her own words, "Transformation Fellowship program gave us an opportunity to have advance knowledge on general management and I immensely enjoyed sessions on Entrepreneurship Orientation"

5.2.2.

Building A Trans-inclusive Society

Enabling Access To Dignified Employment For Transpersons

The program is a targeted initiative designed to empower transpersons by equipping them with relevant skills and knowledge that can enhance their employability and economic independence. By addressing the unique challenges faced by transpersons in accessing education and employment, the program promotes inclusivity, equal opportunities, and social integration

For past 2 years, Pernod Ricard India Foundation in partnership with Connecting Dreams Foundation has been running this specialized program aiming to mainstream and open opportunities for livelihood for 150 young and aspiring Trans-persons in the Delhi NCR.

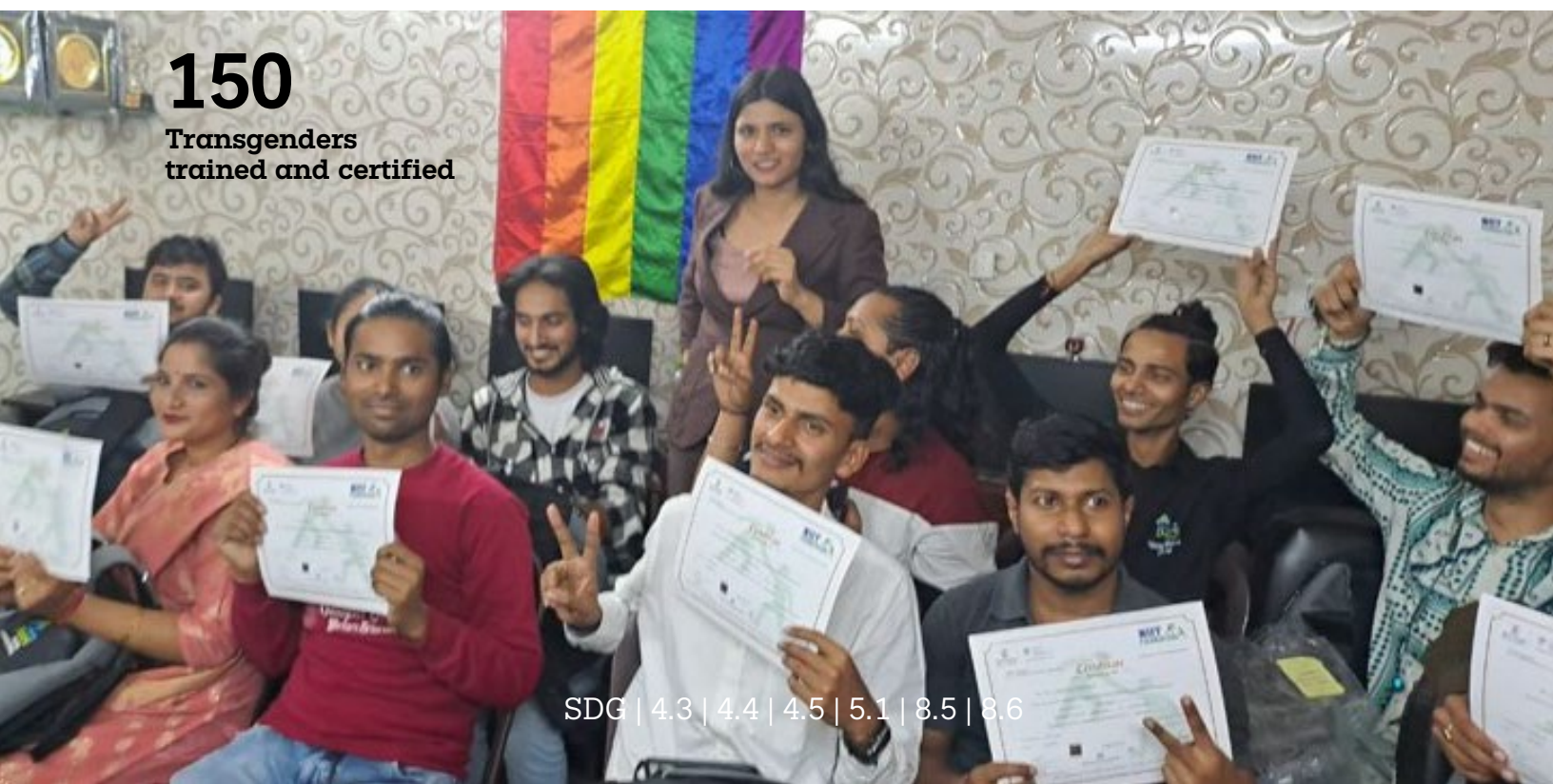
The program has taken a two-pronged approach to guide, groom and engage transpersons. The Basic course comprises of a certification program on Basics of IT that has been curated especially for them with elements of financial literacy and emotional resiliency embedded in the training programs.

The Advanced course is focused on career progression. A diagnostic assessment tool is used to determine inclination towards waged employment or entrepreneurial set-up. This year, the program has impacted 150 transpersons across 4 satellite centers spread across Delhi NCR, right in the neighbourhood. 100 beneficiaries got certified by NSDC and are now being linked to specialized job portals. Special leadership training with a focus on interview skills and grooming has ensured that the beneficiaries are equipped with necessary skills to attend interviews confidently.

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

150

**Transgenders
trained and certified**



5.3.

Career Development Centre For Youth

Safeguarding Professional Development and Employment Opportunities Of Vulnerable Youth

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

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

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

In 2022, the CDC trained 1,450 candidates and secured placement of 247 candidates. This has played a crucial role in promoting social inclusion, reducing inequality, and providing equal opportunities for a brighter future to underserved youth.



1,450

**Youths
trained**

272

**Candidates
placed**

5.4.

Skill Development Of Budding Talent In Music

Raaga : Harmonizing talents and embracing the rhythm of success

PRI, in collaboration with Shankar Mahadevan Academy, runs two Centres of Excellence in Music Education at Sion/Dharavi (Mumbai) and Dombivli (Maharashtra) to bring high-quality music education to 656 underprivileged children and youth in the age group of 10 to 24 years, with the aim to uncover rising talents among the youth and equip them for a livelihood opportunity in music.

Program Raaga provides participants with a well-rounded experience that encompasses improved proficiency in music, whether in vocal or instrumental domains, with structured multimedia course modules and certification. To further strengthen livelihood opportunities, deserving students will be given a scholarship in music education, and an opportunity for internship with Shankar Mahadevan Academy.

The program strives to create a supportive and enriching environment, fostering a sense of artistic expression and personal growth. By nurturing participants' musical talents, enhancing their life skills, and equipping them with tools for sustainable livelihoods, the program empowers individuals to embark on a fulfilling journey in the realm of music while preparing them for a successful and well-rounded future.

656

**Music Scholars
Trained**

2

**Centers of
Excellence**



5.5.

Skill Development of Girls in Boxing

Unstoppable : **Stepping into the ring of excellence and unleashing potential through skill development**

PRIF has collaborated with Mary Kom Regional Boxing Foundation (MKRBF) to provide opportunity to young talents especially from rural & underprivileged background under program 'unstoppable'. The major interventions include identification of talent & potential at young age, provide comprehensive support which includes education, nutrition, competition exposure, boarding and lodging, training and equipment and all allied training activities.

Through expert coaching and rigorous training sessions, 10 girls are supported to enhance their boxing techniques, agility, speed, endurance, and overall physical fitness.

A consistent and systematic training, consistent evaluation and regular monitoring is implemented for the performances of the athletes for overall development, inclusive of life skills and personality development.

Through trials, the academy identifies boxers aged between 11 and 22. There is a two-part development — physical and psychological. The program is unique in its own sense and spirit not only because it supports women in sports, especially in rural areas where girls need support and motivation to walk in the career path of sports, but also, it is located at one of the most overlooked geographies when it comes to CSR interventions or any developmental interventions – the North-eastern part of the country.

10

Girl Boxers supported

7

National level awards



5.5.

Skill Development of Budding Talent In Sprinting

Project

Raftaar

PRI, in collaboration with Bridges of Sports, has implemented Program Raftaar in Dindori block of Nashik district to develop sprinting abilities and unlock athletic potential of underprivileged children. With a focus on inclusivity and equal opportunities, the program takes into account the specific needs and challenges faced by underprivileged children, providing a supportive and nurturing environment to foster their athletic growth.

With outreach of more than 800 children, 241 students have been selected for sprinting training. After rigorous trainings, 16 children have been shortlisted for state-level championships in the first year of training.

In addition to physical development, the program emphasizes on important life skills such as discipline, determination, teamwork, and perseverance, as well as importance of proper nutrition, injury prevention, and the significance of maintaining a healthy lifestyle. The trained athletes will learn valuable lessons about goal setting, overcoming obstacles, and building self-confidence, which can positively impact their overall personal and academic growth.

By providing underprivileged children with access to skill development in sprinting, the program not only nurtures their athletic talents but also offers a platform for personal growth, empowerment, and social integration. It opens doors to new opportunities, instills a sense of achievement and self-belief, and equips children with lifelong skills that can positively impact their future.



Unlocking potential and Inspiring Success in **Music** & **Sports**



Empowering underprivileged youth through sports and music not only transforms individuals but also contributes to creating a more inclusive and equal society.

SECTION 6.

Being a Business for Nature With Biodiversity Preservation

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

Environment & Biodiversity Preservation

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

1. **From enemies to friends; helping humans and Asian elephants co-exist and thrive.**
2. **Watershed afforestation in critical landscapes**
3. **Ecosystem preservation with biodiversity plots and agro-forestry**
4. **Water Stewardship with W.A.L..** Refer to section 1 for program details
5. **Supporting the tide of a cleaner & greener future**

Contributing to India's SDG roadmap, and the global 2030 agenda

SDG | 1.5 | 3.9 | 6.6 | 11.6 | 12.4 | 12.5 | 13.3 | 14.1 | 15.1 | 15.2 | 15.3 | 15.5 | 15.a | 15.b



6.1.

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

Conserving India's gentle giants

The unprecedented biodiversity loss the world has witnessed over the last decades, with a steep decline in the population of wildlife, has immensely affected the natural balance of ecosystems. The Asian elephant, being a keystone species, plays an integral role in forest and grassland ecosystems and humanity's relationship with nature. However, dwindling forest cover, loss of habitat and shrinking movement spaces have paved the way for increased conflict with humans with heavy damage on both ends. Pernod Ricard India and WWF India aim to conserve the Asian elephant through effective human-elephant conflict management in Assam.

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

This year, with the aim of helping humans and Asian elephants co-exist, the program has set up 20 new anti-depredation squads (ADS) and strengthened the capacities of 25 existing ADS.

ADSs are essentially groups of individuals in a community which are trained to react in a safe and effective way when faced with crop-raiding elephants. In particular, they are given the contact information of Forest Department officials and the tools necessary to keep elephants at bay until authorities arrive to chase elephants away. Simultaneously, innovative low-cost solar electric fences that do not kill people or elephants have been installed over 20 kilometers length around the agricultural fields. 40 fence committees have also been established to maintain the same. Additionally, elephant behavior is monitored across railway tracks through 10 cameras.

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



Conserving India's gentle giants

Forming Anti-depredation squads comprised of local youth, sensitization of communities and low cost-power fencing are key interventions aimed at equipping communities with right know-how of managing human-elephant conflict

45

Anti-Depredation
Squads (ADS)
oriented

40

Fence
Committees
Established



6.2.

Ecosystem preservation with biodiversity plots and agro-forestry

Watershed afforestation

The promotion of regenerative practices is closely intertwined with the restoration and conservation of biodiversity and ecosystems, which are inherently connected to rural landscapes and the sustainability of agriculture. The interdependencies between forests, pollinators, and keystone species in supporting production, climate stability, and carbon sequestration are becoming increasingly evident to not just academia and policymakers, but also to modern farmers.

The WAL programs works with farmers and communities to promote landscape level afforestation and preservation of trees and surface growth in and around water bodies, and fields. 17,695 tree saplings have been being planted strategically along irrigation, percolation tanks, and bunds of farm ponds in Derabassi, Medak, Medchal, and Nashik watersheds. This serves the dual purpose of landscape greening and strengthening of water structures for long-term viability.

17,695

Tress planted

62

Acres covered

1,500

Plantation
parches

6.3.

Ecosystem preservation with agro-forestry

Building Biodiversity Plots with agroforestry

India has been facing severe challenges related to land degradation and deforestation in recent years. According to the Ministry of Environment, Forest and Climate Change, India has witnessed a loss of over 1.5 million hectares of forests between 2015 and 2019.

In order to promoting biodiversity conservation, PRI has taken the initiative to plant native and endangered species, thereby creating a natural habitat and a self – sustainable ecosystem.

The large tracts of land covered with agro-forests aims to promote environmental conservation and improve the livelihoods of rural communities.

It involves planting trees and crops together in a manner that mimics natural forest ecosystems. This approach helps to restore degraded land, enhance biodiversity, and sequester carbon, thus mitigating the impacts of climate change.

1,63,678
Trees planted

1,00,084
Beneficiaries

184
Plantation
parches



6.5.

Supporting The Tide of A Cleaner & Greener Future

Long term Marine habitat preservation

Various studies have suggested how the use of plastic forms can cause harm to marine biodiversity, human health and the economy. As stewards of societal development and environmental protection, PRI took the initiative of coastal clean-up in Daman & Diu, in partnership with the Union Territory's administration and became a part of government's Swachh Sagar, Surakshit Sagar campaign.

The event was aimed at promoting responsible consumption and environmental sustainability by cleaning up 3 beaches at Daman coast -Jampore, Nani Daman and Devka

The event was inaugurated by the Hon' Administrator of Daman & Diu, Mr. Praful Patel, who applauded the efforts of Pernod Ricard India in promoting sustainable practices. The clean-up drive saw the participation of over 200 employees and local volunteers who collected over 1000 kgs of plastic waste from the beaches. The initiative is part of Pernod Ricard India's ongoing efforts to promote responsible consumption and reduce our environmental footprint all across India.

12,000+
Participants





SECTION 7.

Fighting alcohol Misuse In Society, at Scale

Address and systematically
prevent underage drinking with
particularly vulnerable cohorts.
Inculcate positive attitudes and
behaviors for Responsible
Consumption with at-risk cohorts

Fighting alcohol misuse in society, at scale

Address and systematically prevent underage drinking with particularly vulnerable cohorts.

Inculcate positive attitudes and behaviors for Responsible Consumption with at-risk cohorts

1. **Steering Road Safety, Responsible Consumption and Healthcare access to Truck drivers** (Alcohol related accident reduction)
2. **Enhance employability for trans-communities, while reducing alcohol dependence.** Refer to section 5.2.2. for program details
3. **Safeguarding children from substance abuse through rescue, rehabilitation and deaddiction interventions.** Refer to section 3.4. for program details

Contributing to India's SDG Roadmap, and
the global 2030 agenda
SDG | 3.3 | 3.4 | 3.5 | 3.6 | 3.8 | 3.c | 3.d | 10.2 |
10.4 | 16.6 | 16.7 | 16.b | 17.14 | 17.16 | 17.17

7.1.

Steering Road Safety, Responsible Consumption and Healthcare access to Truck drivers

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

1,200

Truckers Impacted

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

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

In 2022-2023, the program has reached out to 1,200 truckers which included 364 eye screenings, 168 OPD check-ups and 2,204 NCD screenings. Additionally, 50 road safety awareness sessions and 34 health awareness sessions were conducted.



a Holistic Approach To Road Safety & Healthcare Access For **Truck** **drivers**



Healthcare access to truckers included 1,200 health check-ups, 258 eye screenings, counselling on substance and alcohol abuse and health awareness. Road safety awareness included 35 road safety awareness sessions and 20 Behaviour Change Communication (BCC) sessions related to High-risk behaviors

SDG 3.3 | 3.4 | 3.5 | 3.6 | 3.8 | 3.c | 3.d

SECTION 8.

Nurturing social **Innovation** and Incubation

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



Nurturing Social Innovation and Incubation

Solving social problems with
strategic partnerships

1. **Transformative Good governance in Haryana**
2. **Safeguarding Child Rights: Holistic Child Development and Protection in the National Capital.** Refer to section 3.4. for program details
3. **Nurturing Innovations through Incubations**

Contributing to India's SDG Roadmap,
and the global 2030 agenda
SDG | 10.2 | 10.4 | 16.6 | 16.7 | 16.b | 17.14 |
17.16 | 17.17 |

8.1.

Solving Social Problems With Strategic Partnerships

Transformative Good Governance Program – Haryana

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

Pernod Ricard India Foundation's trilateral partnership with Ashoka University and the Government of Haryana, for The Chief Minister's Good Governance Associates program aims to accelerate implementation of innovative ideas to improve governance & bring social change on ground across the gamut of social development areas. It provides an experiential learning platform to meaningfully engage young professionals and groom them as stewards of effective governance in the state government machinery. In 2022, PRIF supported the work of four associates in the districts of Palwal, Panchkula, Charkhi Dadri and Bhiwani in the thematic areas of Women Safety, Child & Maternal Nutrition, Skill Building, Digital Education Inclusion and Public Service Delivery.

4

Districts in
Haryana



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

8.2.

**Incubations on women
empowerment, circular economy
and biodiversity**

Nurturing Innovations Through Incubations

The Pernod Ricard India Foundation Social Impact Incubator program was launched in 2018 with vision to bridge gaps that keep social enterprises from reaching their true potential and generate tangible social development outcomes.

Initiated in 2019, women-centric incubators exclusively focused on involving, enabling and promoting women entrepreneurs and enterprises working exclusively for women. In the year 2022, 2 more incubators have been added in the fields of Circularity and Biodiversity. The incubations have been supported with technology, mentorship, networking, business advisory, incubation and fellowship funding support. The program has cumulatively supported 19 startups accelerating innovative solutions targeting 39 Sustainable Development Goals targets.

Inducted as Incubatees and fellows based on factors such as proof of concept, relevance, effectiveness, efficiency and governance, startups were inducted, the startups are being groomed and monitored by top domain experts - the Indian Institute of Management Calcutta Innovation Park (IIMCIP), IIIT Hyderabad, NSRCEL of IIM-Bangalore and Centre for Wildlife studies.

3,00,000+
Lives Impacted

2,400+
People
empowered

12
Incubatees

19
Start-ups

7.9 Cr
Revenue
generated

2 Patents
generated

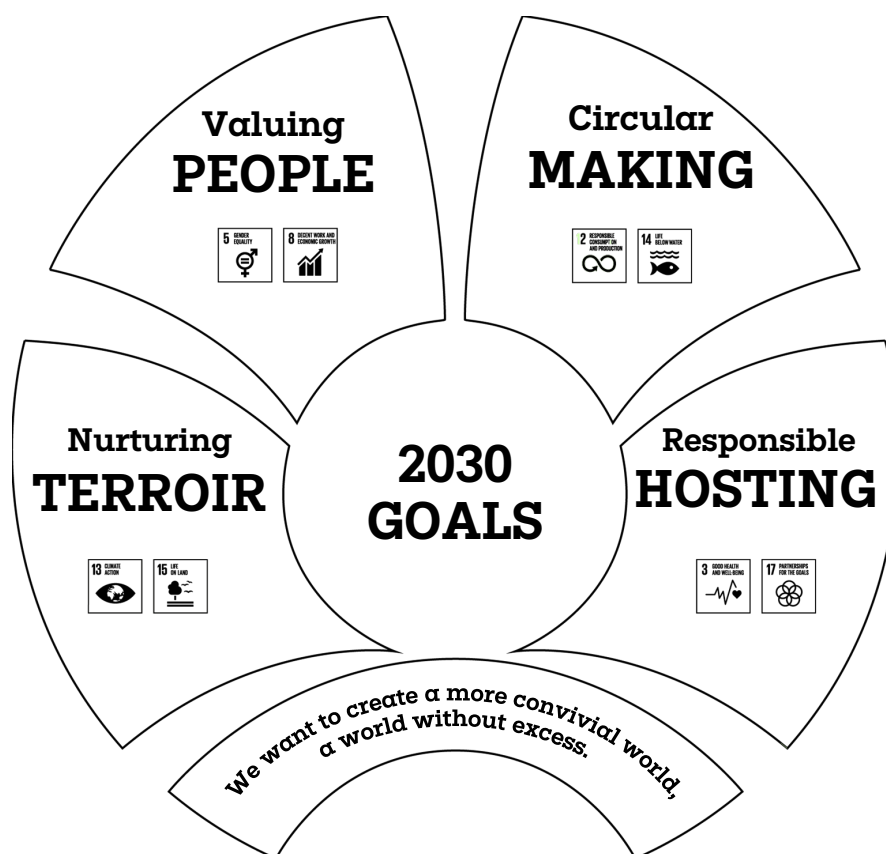
39 SDG targets
impacted

INCUBATION CENTRES @



accelerating our Global Agenda

PR Group Sustainability & Responsibility Roadmap 2030



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

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

A man with dark hair and glasses, wearing a blue suit, stands with his arms crossed in front of a lush vertical garden. The garden is filled with various green and red plants. The text is overlaid on the left side of the image.

Our Core rooted in Purpose, Partnerships & Action.

We have embarked on a remarkable journey, driven by a shared commitment to fostering positive change, and becoming a partner of choice of our communities.

Our collective achievements, the lives touched, the communities transformed, and futures brightened have been made possible by the effort of our teams, our partners commitment to our cause, creating a ripple effect, touching the lives of countless individuals and communities.

The positive change we see today is a testament to the transformative power of purposeful partnerships.

We extend our deepest gratitude and heartfelt appreciation for the unwavering support and invaluable contributions by our implementation partners and their dynamic teams, contributing to our vision of 'Transforming Communities and Accelerating Local Development'. Together, we are making a profound difference and paving the way for a more equitable and sustainable world.

SASHIDHAR VEMPALA
Chief Sustainability Officer PRIPL, Director
Pernod Ricard India Foundation



*The
CSR and
Foundation Team*

The CSR team in action towards becoming a partner of choice



Our transformation partners

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



CMGGA; Haryana
Child Rights Fellowship;
Delhi



Samarthya; Behror



Empowering the
differently-abled; Delhi



Mid-day meals; Assam



Girl Boxers Talent
Promotion; Manipur



Digital Shaala; Nashik,
Derabassi, Kanpur,
Gwalior, Behror, Chomu



STEM Classrooms;
Behror & Nashik



The Teacher Foundation®

Train the Trainer;
Nashik



Career Development of
youth; Gurugram



Healthcare & Road safety
program for truckers;
Derabassi



Project Transformation;
Delhi NCR



Raaga; Mumbai



Raftaar; Nashik



Conserving India's
Gentle Giants; Assam

Our transformation partners



Menstrual Health & Hygiene Management; Nashik



Tree Plantation; Haryana, Uttar Pradesh, Andhra Pradesh



Sabla; Kanpur and Tree Plantations; Shivpuri & Chhatarpur



Community Solid Waste Management; Behror



Project Vikalp; Shivpuri



Jala Vikasa and Neer Sanrakshan; Vikarabad, Sangareddy, Khurda



Jal Sanjeevani, Nashik



Kushal in Meerut, Samridhi in Behror & Project Neer Sanrakshan; Chomu, Meerut, Nalagarh, Saharanpur



Program Udaan, and MMUs Behror and Kanpur



Sanjeevani and Arogya Kendra; Nashik



Saksham; Nashik



Tree Plantation; Derabassi



Srijal & Sanchay Derabassi



Living Soils; Derabassi



Mobile medical Van; Gurgaon, Gwalior, Derabassi



Ankur Uday; Nashik



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PROGRAM REPORT
2022-2023**