

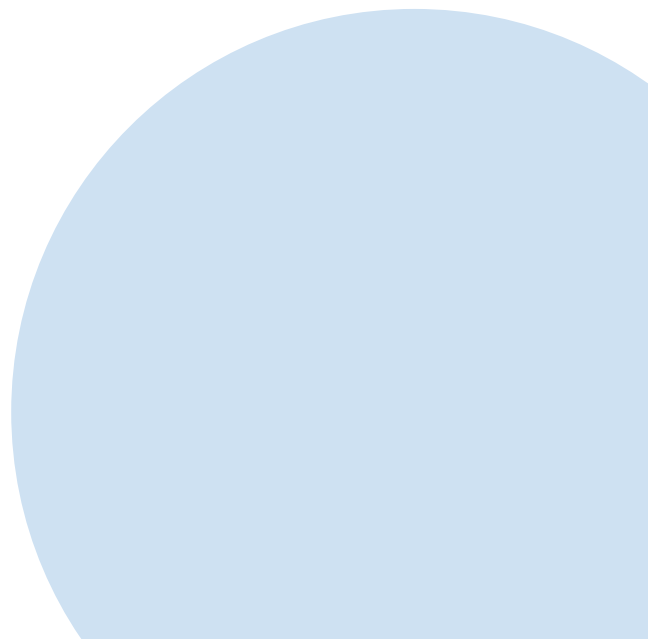
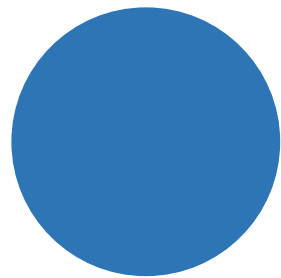


Leaving No One Behind

Transforming Our Communities
& Accelerating Local Development

CORPORATE SOCIAL RESPONSIBILITY

PROGRAM REPORT
2023-2024



Pernod Ricard India Private Limited
CIN:U74899DL1993PTC055062

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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 Longitude 77, 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 40 countries across the world.

With over 30 years of rich legacy and operations in India, the company operates through its distillery in Nashik (Maharashtra) apart from 24 bottling sites across the country. The company also has a state-of-the-art distillery and winery at Nashik (Maharashtra), a 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.

Responsible and Growing for Good

Pernod Ricard India is recognized as an industry leader with accolades including 'Best Places to Work 2021' by BW People, Stevie 2021 – Gold for Great Employers and The Economic Times 'Best Places to Work for Women 2021'. The company has also been certified as 'The Great Place to Work 2021' by the Great Place to Work Institute. With a strong focus on Diversity & Inclusion, Pernod Ricard India has over 50% representation of women on the shop floor in their manufacturing sites in the South and East Zone.

CSR Policy: Pernod Ricard India

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

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

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

To know more about our CSR Policy, please visit:
<https://www.pernod-ricard.com/en-in/sr/>

Pernod Ricard India

Foundation

Pernod Ricard India also believes in ‘Creating Shared Value’ for the business and local communities in a way that drives transformational growth and development for the country. Pernod Ricard India Foundation (PRIF), a Section 8 Company incorporated under the Companies Act, 2013 (“Act”), is a wholly-owned subsidiary of PRI, instituted to fulfil its commitment to Corporate Social Responsibility near its operations and beyond.

prifoundation.com

Transforming Our communities and becoming their “Partner of choice”

“At Pernod Ricard India, our vision of *Transforming Communities and Accelerating Local Development* is at the core of CSR Programs. We are committed to creating meaningful, lasting impact and becoming the “Partner of Choice” for the communities.

Our approach to CSR is rooted in sustainability, inclusivity, and empowerment. We are dedicated to building long-term solutions and fostering lasting positive change. By empowering individuals and communities, we aim to help build brighter futures—leaving no one behind in the process.

As we work towards this vision, we focus on environmental stewardship, ensuring that our development initiatives contribute to a healthier planet. Diversity and inclusion are also integral to our efforts, as we believe that real transformation happens when every voice is heard and every individual has the opportunity to thrive.

We are driven by a greater purpose: to lead in creating resilient, inclusive communities and sustainable partnerships that benefit both people and the planet.”

Jean Touboul

CEO
PERNOD RICARD INDIA



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.



Bridging Gaps and Building Futures

A Strategic Vision for
Community Resilience and
Sustainable Development

“As India strides towards becoming a global powerhouse, it faces significant developmental challenges that need urgent attention. Despite economic advancements, social and climate changes are creating new vulnerabilities for individuals and communities. Addressing these challenges requires bringing ecosystem stakeholders together to strengthen community resilience through collaborative action.

At Pernod Ricard India, we are committed to bridging the gaps between community needs and sustainable impact. Our CSR initiatives aim to act as a catalyst, fostering connections between government, business, foundations, and communities. Our vision is to build a transformed, resilient nation where every individual has the opportunity to thrive, and no one is left behind. Through our concerted efforts, we strive to accelerate local development and drive meaningful change in the communities we serve.”

*Gagandeep
Singh Sethi*

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

8,19,284+
Lives Touched*

Thematic Footprints

43 Programs | 10 States | 7 Plants

1. WAL: Water, Agriculture, Livelihoods

18,078
Farmers Impacted

2. Water, Sanitation and Hygiene

15,075
Beneficiaries Impacted

3. Quality Education

61,375
Lives impacted

4. Quality Healthcare for all

1,22,636
Patients Treated

5. Environment Biodiversity Preservation

1,63,000
Trees Planted

6. Skill Development

4,377+
Lives impacted

7. Transformative Good Governance

5,98,743+
Lives touched

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



16
Core SDGs

51
Targets impacted

SECTION 1.

Stewarding Watershed Level Collective Action

Safeguarding year-round
access to water for
communities

An aerial photograph of a rural settlement. In the center is a large, somewhat circular pond with greenish-brown water. To the left of the pond are several simple, rectangular buildings with corrugated metal roofs. The surrounding area is a mix of dry, brownish soil and green vegetation, including trees and shrubs. In the bottom right, there are more buildings and what appears to be a small cluster of people or animals. The overall scene depicts a typical rural landscape in a semi-arid region.

Water Stewardship

Pernod Ricard India has maintained a steadfast commitment to water stewardship, recognizing its paramount importance. Through our Water Development Program, W.A.L. (Water, Agriculture, and Livelihoods), communities grappling with water scarcity have embraced a circular approach, enhancing their resilience in water management.

Our strategy revolves around watershed management, emphasizing enhanced water-use efficiency, replenishment efforts, and the restoration of stressed local watersheds. We acknowledge water's pivotal role, not only for communities but also for the environment, and thus prioritize understanding and addressing local water challenges through collaborative initiatives tailored to each watershed's unique needs.

The escalating concerns surrounding deteriorating water quality and diminishing groundwater levels nationwide have spurred our ongoing efforts in water stewardship. With a focus on rural areas, we remain dedicated to conserving, storing, and replenishing water resources, advocating for stakeholder engagement and inclusivity every step of the way.

11
Programs

18,078
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

4,484

Million liters
water potential created since 2019

2,355

Water Storage
& Recharge Structures till date

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



Stewarding Watershed Level Collective Action

Upholding Reliable Access to Water for communities

According to a report by the Central Ground Water Board (CGWB), groundwater levels have been steadily declining across India. Over-extraction for irrigation, industrial use, and domestic purposes has led to a rapid depletion of groundwater resources. India experiences significant spatial and temporal variations in rainfall patterns, leading to uneven distribution of water resources. While some regions face acute water scarcity, others grapple with floods and waterlogging during monsoon seasons. This imbalance exacerbates socio-economic disparities and hampers sustainable water management efforts. Therefore, fostering collective action at the watershed level is vital for promoting sustainable development and the efficient governance of water resources.

Pernod Ricard India (PRI) places water stewardship at the heart of its strategic agenda, aiming to benefit both people and the planet. PRI has collaborated with domain experts to assess water stress, facilitating the creation of tailored programs focused on enhancing water resilience within communities. These initiatives aim to establish surface storage and natural harvesting structures, along with implementing deep aquifer recharge channels to replenish groundwater

Water replenishment and resource governance

PRI is steadfastly advancing water stewardship with a collaborative and strategic approach to save, store, and replenish water, particularly in areas of high and extreme water stress. To date, over 2,355 structures have been built, replenishing an impressive 4,484 million liters of water. This effort includes constructing rainwater recharge structures such as recharge wells, check dams, farm ponds, and tanks, alongside rainwater storage structures. In FY 2023-2024, 8 check-dams, 9 Farm ponds, 3 gabions, 17 sunken ponds, and 6 nala de-siltations have been constructed.

By implementing innovative water management practices, PRI empowers communities in water-stressed regions to adopt a sustainable and circular approach to water use. These practices, encompassing water conservation, rainwater harvesting, and groundwater recharge, have significantly enhanced water efficiency and introduced new agricultural techniques. Consequently, these communities are becoming increasingly resilient in their water management strategies.

For enduring sustainability, PRI has established 75 Water User Committees (WUCs) till date which assume ownership and maintenance of these structures. These groups convene regularly at PRI's Community Development Centers to oversee program governance and foster idea convergence, leading to innovative and impactful solutions that address community needs effectively.

17

Water User
Committees
(WUCs) formed

261

Members trained
on sustainable
water management
practices

Water Resource Governance



Mobilise the community to ensure participatory decision-making.



Formalize a group of interested community members into a registered group with a bank account.



Monitor all stages of construction and handover of water structures.



Maintain the water structures through community funds.



Stewarding Watershed Level
Collective Action

Surface water storage and groundwater recharge in the community watershed

42

Water Storage
& Recharge
Structures

376

Million Liters
Water Potential

The Composite Water Management Index (CWMI) released by NITI Aayog underscores the severity of water stress in India. This index evaluates states based on their water management practices, availability, and consumption trends. According to the CWMI report, numerous states, such as Maharashtra, Karnataka, and Uttar Pradesh, are grappling with elevated levels of water stress, presenting significant hurdles to water security and sustainability.

Pernod Ricard India has conducted baseline and need assessments to map high risk and extremely high risk watersheds around its operational areas and has designed WAL programs accordingly. These programs seek to establish surface storage facilities, promote natural harvesting structures, and integrate deep aquifer recharge channels to effectively replenish groundwater resources.



Stewarding Watershed Level
Collective Action

Fostering water resilience



Recharge wells



Check-dams



Aquifer recharge



Farm Ponds



Soak wells



Gabion

Building Water Resilience for Sustainable Management

Fostering water resilience is pivotal for ensuring a consistent supply during dry periods and mitigating the impacts of droughts and floods. Further, community-managed water storage and recharge structures not only enhance water security but also strengthen social cohesion and collective action towards sustainable water management.

Alliance for Water Stewardship (AWS) Approach

The Alliance for Water Stewardship (AWS) framework has been adopted by PRI to ensure water security for all stakeholders at the catchment level, and continuously monitor and review the efficacy of its water stewardship programmes. PRI is targeting AWS certification of 3 sites in high water stressed areas: Nashik in Maharashtra, Behror in Rajasthan and Derabassi in Punjab.

NEED ASSESSMENT :-

Stewarding watershed level collective action : Pernod Ricard India has adopted a proactive stance by conducting a thorough evaluation of water stress at the watershed level across the nation. This meticulous assessment has laid the groundwork for targeted initiatives aimed at bolstering water resilience in collaboration with local communities.

It is an ongoing endeavor to conduct periodic site-level vulnerability assessment to identify high water-stressed sites including consideration of climate change-driven risks, and deployment of interventions for mitigating water stress.

Drinking water and W.A.S.H. interventions : A comprehensive need assessment was conducted to evaluate the current challenges related to drinking water accessibility and menstrual health and hygiene practices in the target communities.



Watershed mapping of Nashik

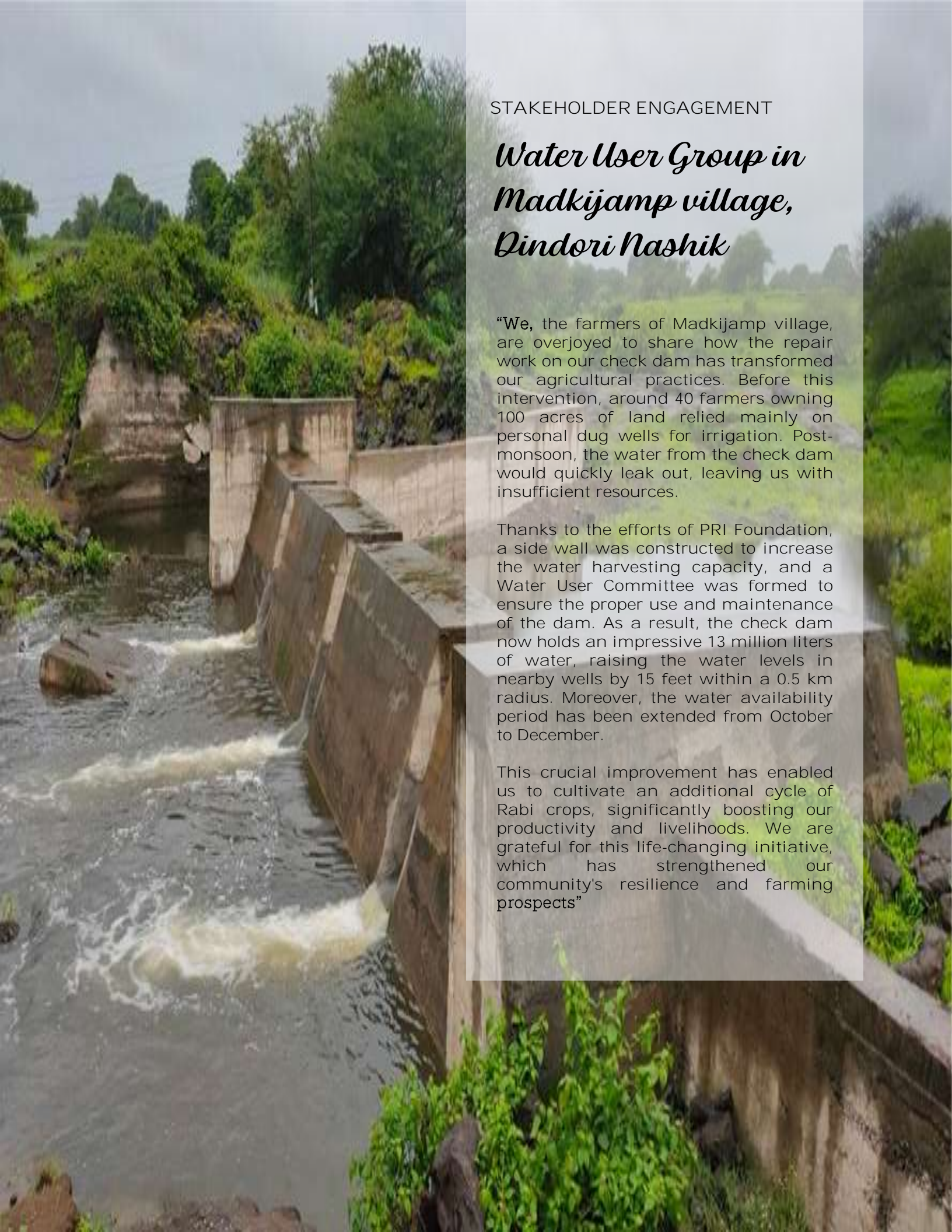


Need assessment at Derabassi



Impact assessment of WAL Program at Behror

The findings highlighted significant gaps in the availability of safe drinking water and a lack of awareness and infrastructure for menstrual hygiene management. These insights have facilitated the program design and implementation of tailored interventions to address these critical health and sanitation needs, ensuring sustainable solutions that improve overall well-being, particularly for women and adolescent girls



STAKEHOLDER ENGAGEMENT

Water User Group in Madkijamp village, Dindori Nashik

“We, the farmers of Madkijamp village, are overjoyed to share how the repair work on our check dam has transformed our agricultural practices. Before this intervention, around 40 farmers owning 100 acres of land relied mainly on personal dug wells for irrigation. Post-monsoon, the water from the check dam would quickly leak out, leaving us with insufficient resources.

Thanks to the efforts of PRI Foundation, a side wall was constructed to increase the water harvesting capacity, and a Water User Committee was formed to ensure the proper use and maintenance of the dam. As a result, the check dam now holds an impressive 13 million liters of water, raising the water levels in nearby wells by 15 feet within a 0.5 km radius. Moreover, the water availability period has been extended from October to December.

This crucial improvement has enabled us to cultivate an additional cycle of Rabi crops, significantly boosting our productivity and livelihoods. We are grateful for this life-changing initiative, which has strengthened our community's resilience and farming prospects”

STAKEHOLDER TESTIMONIALS

Keshav Khandu

Waghmare

Umrate Khurd, Dindori, Nashik

"The pond rejuvenation work in our village has significantly increased the groundwater table in nearby dug wells. Previously, the water table was around 150 feet, but it has now risen to 100 feet. This improvement has allowed the water to last an extra two months, which is crucial for irrigating our rabi crops. Additionally, we've started fish farming in the pond, providing fresh fish for local consumption. This project has brought immense benefits to our community, improving both agriculture and food security."



Ek Nath Mogal

Dhamble

Nilwandi Village, Dindori, Nashik

"The pond rejuvenation work in Nilwandi has significantly increased our village's water harvesting capacity. This initiative has directly benefited 30% of the people in our community. Previously, we faced severe water shortages in February and March, but now, thanks to the rejuvenated pond, this issue will be resolved. The project is also a boon for the livestock that graze near the pond, ensuring they have a reliable water source. We are truly grateful for this development, as it will greatly improve the quality of life in our village."



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**

Effectively harnessing and utilizing water more efficiently is key to sustainable community development. By promoting best community practices and advancing regenerative and sustainable agriculture, W.A.L. programs support marginalized farmers and ensure women move beyond traditional roles confined to the 4 walls of the household. This approach fosters greater participation and ownership in rural development, empowering communities and enhancing resilience.

2.1.2.1.

Promoting Sustainable Water Efficient Agricultural Practices

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

Agriculture accounts for the largest share of water consumption in India. However, inefficient irrigation practices and water-intensive crops contribute to the strain on water resources. Studies estimate that up to 60% of India's irrigation water is lost due to inefficient water management practices, leading to decreased agricultural productivity and exacerbating water scarcity.

In addition to enhancing water storage and recharge, the WAL program prioritizes the adoption of sustainable and cost-effective methods to minimize water consumption in agri-allied activities. This dual approach not only conserves water but also boosts yield dividends for all farming cohorts, ensuring both environmental and economic benefits.



2.1.2.2.

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

Package Of Practices For Improved Productivity

W.A.L. customizes viable, climate-resilient, and cost-effective methods to enhance crop productivity and bridge knowledge gaps. It achieves this through simplified techniques, capacity building, and the provision of a comprehensive set of resources, inputs, trainings, demonstrations, and community exposure, collectively known as the Package of Practices (PoP). These practices not only build trust but also motivate farmers to adopt the most effective cropping methods.

The Package of Practices (PoP) demonstrations focus on local crops such as millet and mustard, as well as vegetables. This 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. Extensive training and on-farm support have led to remarkable improvements in crop yields and profitability.

5,244

Farmers
benefitted from
PoP of yield

1,659

Demo plots

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



Area treatment and silt application to increase productivity



Demo-plots to create a shift towards innovative PoP methods



Exposure visits and training of farmers



DSR and SWI for improved production with reduced cost



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



Trainings, awareness sessions, and community convergence



High quality seed distribution among farmers

2.1.2.3.

Sustainable Production & Value Chains

In the face of climate change and growing concerns over water scarcity, sustainable agricultural practices have become more crucial than ever. The Direct Seeded Rice (DSR) method and the System of Wheat Intensification (SWI) offer promising alternatives to traditional farming methods, promoting sustainable production and resilient value chains. W.A.L. has engaged small and medium farmers mainly dependent on growing Wheat and Rice, in demonstrations of (DSR) and SWI

Direct Seeded Rice (DSR) DSR is a revolutionary method where rice seeds are sown directly into the field rather than transplanting seedlings from a nursery. This technique reduces labor costs, water usage, and greenhouse gas emissions, contributing to more sustainable rice production. The use of a tractor-powered machine to drill seeds into the soil ensures precise seed placement, optimal growth conditions, and efficient resource use.

System of Wheat Intensification (SWI) SWI is an innovative approach to wheat cultivation that emphasizes seed and water efficiency, soil health, and enhanced productivity. By planting fewer seeds with wider spacing and ensuring proper soil aeration, SWI not only increases yields but also reduces input costs and environmental impact.

Adopting sustainable agricultural practices like DSR and SWI is essential for building resilient food systems. These methods not only conserve natural resources but also enhance the livelihoods of farmers, ensuring a sustainable and secure food future.

757

Farmers adopted DSR

677

Farmers adopted SWI



Farmer Producer Organizations (FPOs)

Farmer Producer Organizations (FPOs) have been a major achievement in WAL programs. FPOs are transforming rural economies by collectivizing agricultural producers to enhance their bargaining power, access to markets, and resources. Women-led FPOs, in particular, are pioneering this change, driving inclusive growth and sustainable development. By empowering women farmers, these FPOs are not only improving livelihoods but also fostering gender equality and resilience in agricultural communities.

PRI is aiming to achieve 50% women representation through 50% Board of Directors and increased women shareholders.

FPOs led by small and marginal farmers are redefining agriculture by equipping them with essential scientific information on crop management, animal husbandry, integrated nutrient and pest management, and low-input sustainable agriculture practices. These FPOs ensure farmers have access to vital resources such as inputs, credit facilities, agricultural schemes, and market intelligence.

By promoting value-added agriculture as a sustainable supply chain management strategy, FPOs are driving holistic farmer development. They provide platforms for direct marketing, allowing farmers to set their own prices while maintaining high quality standards. The primary goal is to empower the farming community with the latest technology, best practices, input sources, market channels, and financial assistance, promoting single-window delivery of need-based services in agriculture and allied sectors

Farmer Producer Organizations (FPOs)

8

FPOs Across
the country :
Shivpuri (1)
Behror (2)
Derabassi (1)
Kanpur (2)
Nashik (2)

2,425

Shareholders
(FY 23-24)

4000+

Farmers Impacted

5

States:
Rajasthan,
Punjab,
Uttar
Pradesh,
Maharashtra
& Madhya
Pradesh

150

Villages

4 FULLY
OPERATIONAL FPOS
AND 4 IN PROGRESS

#1

SHIPRE

AGRO FARMER PRODUCER COMPANY LIMITED
SHIVPURI, MADHYA PRADESH
FPC Value Chain: Groundnut
Farmer Footfall: 64 villages, 2000+ farmers
BOD's: 10 Members,
Women BOD's: 10 Members
Shareholders: 700

#2

SHETISANJEEVNI

AGRO FARMER PRODUCER COMPANY LIMITED
DINDORI, NASHIK, MAHARASHTRA
FPC Value Chain: Tomatoes, Grape
Farmer Footfall: 17 villages, 1000+ farmers
BOD's: 10 Members,
Women BOD's: 5 Members
Shareholders: 1115 (1032 registered with
ROC)

#3

SMRIDDH KISAN WAL

FARMER PRODUCER COMPANY LIMITED
SODAWAS, BEHROR, RAJASTHAN
FPC Value Chain: Pearl White Millet, Mustard
Farmer Footfall: 10 villages, 1000+ farmers
BOD's: 10 Members
Women BOD's: 2 Members
Members: 355
Shareholders: 55

#4

WAL DERABASSI

FARMER PRODUCER COMPANY LIMITED
DERABASSI, PUNJAB
FPC Value Chain: Cereal Crops, Oil Seeds
Farmer Footfall: 20 villages, 500+ farmers
BOD's: 10 Members
Women BOD's: 3 Members
Shareholders: 80

Women-led Value Chains

Mahila Laghu Ugyog also called Women-led Microenterprise, is a business unit initiated, organized and operated by rural women.

The main objective is to motivate the women to go beyond four walls and instill sense of confidence, economic independence and create employment opportunities.

5

Micro-
enterprise:
Behror (1)
Derabassi (1),
Kanpur (1) &
Nashik (2)

4

States:
Rajasthan,
Punjab, Uttar
Pradesh &
Maharashtra



Women-led Value Chains

In the heart of rural communities, the Mahila Laghu Udyog—also known as Women-led Microenterprises—are igniting a transformative wave of empowerment and economic growth. These dynamic ventures, initiated, organized, and operated by rural women, are redefining traditional boundaries and creating new pathways to success.

In Shivpuri, SHIPRE FPO's impact spans 64 villages, involving 198 Women Producer Groups (WPGs) and an impressive 4,000 women. Here, women are not only growing crops but also growing their confidence and independence, laying the groundwork for sustainable economic development.

In Derabassi, the SHG on goat rearing is making strides across 9 villages with the support of 10 Pashu Sakhi's (livestock caretakers) and 105 women. This initiative not only enhances livestock management skills but also fosters a sense of community and self-reliance among its participants.

The mustard oil production SHG in Behror, Rajasthan, is a testament to the potential of small-scale enterprises. In 9 villages, a single Self-Help Group (SHG) of 20 women is turning seeds into liquid gold, generating income and building a foundation for future growth.

SHG in Kanpur, Uttar Pradesh, showcases the impact of the papad unit, where 20 women across 2 villages are using their skills to produce and market papads. Their collective efforts are not just about food production; **they're** about creating opportunities and uplifting entire communities.

In Nashik, Maharashtra, SHG innovation thrives with a tomato polytunnel project in 2 villages, involving 1 SHG and 10 women. The controlled environment is helping these women boost tomato yields, ensuring a steady income and food security.

Furthermore, Nashik is home to a diverse array of enterprises including flour mills, masala mills, and sewai machines spread across 3 villages. With 7 SHGs and 60 women involved, these ventures are enhancing local food processing capabilities, fostering economic resilience, and improving livelihoods.

Each of these enterprises exemplifies the transformative power of women-led initiatives, proving that when rural women are empowered and given the tools to succeed, they become catalysts for change, driving economic growth and creating lasting impact in their communities.

215

Women engaged

28

Villages

Women-led Value Chains



Mustard-oil value chain



Groundnut Value Chain



Tomato Polytunnel Value chain



Goat rearing value chain



Spice grinding SHG



Sewai SHG

Transforming Livelihoods through Community Resource Centres

In its unwavering commitment to sustainable development and community empowerment, PRI has prominently featured the establishment of Community Resource Centres (CRCs). These centres, including Kisan Sansadhan Kendras (Custom Hiring Centres), Farmer Producer Organisations (FPOs), and Farmer Centres, are central to enhancing livelihoods for small and marginal farmers while fostering community engagement and stakeholder management.

Kisan Sansadhan Kendras (Custom Hiring Centres):

The Kisan Sansadhan Kendras (KSKs) represent a significant advancement in mechanizing agriculture and reducing the burden of manual labor. By providing farm machinery and equipment at subsidized rates, these centres enable small and marginal farmers to improve productivity and efficiency. Managed and operated by the community, KSKs are more than mere equipment hubs; they are essential components of a broader strategy to democratize access to modern agricultural tools, ensuring that even the smallest farms benefit from technological advancements.

Farmer Producer Organisations (FPOs): FPOs are designed to consolidate the efforts of individual farmers into organized groups, thereby amplifying their voice and enhancing their bargaining power.

These organisations facilitate collective procurement of inputs, shared marketing initiatives, and access to better financial services. By fostering collaboration and mutual support, FPOs play a crucial role in increasing farmer income and resilience, driving sustainable agricultural practices, and strengthening rural economies.

Farmer Centres:

PRI's Farmer Centres serve as multifaceted hubs for agricultural development, offering training, technical support, and resources to farmers. These centres are instrumental in disseminating knowledge on best practices, innovative techniques, and new technologies.

Creating Spaces for Community Engagement and Stakeholder Management:

At the heart of PRI's CRCs is the commitment to creating spaces that foster community engagement and effective stakeholder management. Each centre is designed to be a vibrant community hub where farmers, local leaders, and stakeholders come together to address agricultural challenges and explore growth opportunities. Through regular workshops, meetings, and training sessions, these centres facilitate open communication and collaboration, ensuring that the needs and aspirations of the community remain central to development efforts.

By investing in Community Resource Centres, PRI is not only enhancing agricultural productivity but also building resilient communities. These initiatives reflect PRI's dedication to leaving no one behind and placing communities at the core of development. Through the transformative power of these centres, PRI is paving the way for a future where every farmer has the tools, knowledge, and support needed to thrive.

Krishi Sansadhan Kendras

Krishi Sansadhan Kendra, also known as the Custom Hiring Centre (CHC), represents a groundbreaking approach to agricultural support and community empowerment. These centers serve as vital hubs for farmer facilitation, providing access to a comprehensive array of farm machinery, implements, and equipment available for custom hiring.

The primary objective of CHCs is to offer small and marginal farmers access to essential agricultural tools at subsidized and nominal rates. This initiative is designed to address the critical need for mechanization in agriculture, which often remains out of reach for those with limited resources. By making these tools available, CHCs significantly reduce the reliance on manual labor and ensure that farm operations are carried out efficiently and on time.

What sets the Krishi Sansadhan Kendra apart is its community-driven model. Each center is managed and operated by the local community itself, creating a sense of ownership and accountability. This grassroots management approach not only ensures that the services are tailored to the specific needs of the farmers but also fosters a collaborative environment where knowledge and resources are shared.

4,250

Farmers

The impact of the CHCs extends beyond mere convenience. By facilitating access to advanced machinery, these centers contribute to increased agricultural productivity, improved crop yields, and enhanced overall farm efficiency. They empower small and marginal farmers, enabling them to compete in a rapidly evolving agricultural landscape.

In essence, the Krishi Sansadhan Kendra embodies a transformative vision for rural agriculture. It bridges the gap between technological advancement and small-scale farming, paving the way for a more equitable and productive agricultural sector. Through this initiative, communities are not only enhancing their agricultural capabilities but also building a foundation for long-term economic resilience and growth.

8

Centre's Across the country:
Behror (1)
Derabassi (2),
Kanpur (3) &
Nashik (2)

4

States:
Rajasthan,
Punjab, Uttar
Pradesh &
Maharashtra

82

Villages

39

Types of
Equipment's

86

Equipment's

Krishi Sansadhan Kendras



Agriculture enhancement, farm-based livelihood, and women empowerment

Fortifying Nutrition Among Communities Dependent On Subsistence Living

In response to the pressing issue of inadequate nutrition among small and marginalized families with limited landholdings and income, WAL programs have spearheaded a transformative initiative through the promotion of nutritional gardens. Designed specifically for farmers with less than 0.02 acres of land, these gardens enable year-round cultivation of essential vegetables, thereby addressing critical nutritional gaps.

WAL programs' approach is both comprehensive and precise, focusing on several key areas to maximize the impact of these gardens. The introduction of certified, high-quality seeds ensures that farmers have access to the best resources for their crops. Seed treatment practices are meticulously implemented to enhance germination and plant health.

Additionally, optimized seed rates and appropriate use of manures are employed to promote vigorous growth, while proper spacing techniques and measured irrigation practices are utilized to ensure optimal crop development.

The results of this initiative are striking. By adopting these methods, WAL programs have not only safeguarded food security for countless families but also significantly increased crop yields.

Notably, the yield of wheat has seen a remarkable improvement, with production rising approximately 1.5 times the average harvest per 0.27 acres.

Through WAL programs, the nutritional needs of small-scale farmers are being effectively met, providing them with a sustainable solution to enhance their food security and economic stability. This initiative exemplifies how targeted, community-driven solutions can address complex challenges and foster resilience among the most vulnerable populations.



**Multi-layer
farming
Augmenting
farmers' income**

Multi-layer farming, also known as vertical farming or mixed cropping, is revolutionizing agriculture by significantly enhancing farmers' income. This innovative technique involves cultivating multiple crops in layers on the same plot of land or vertically in structures like greenhouses and farming towers. By maximizing yield per unit area, multi-layer farming not only boosts productivity but also mitigates the risk of crop failure due to pests, diseases, or adverse weather, as diverse crops offer mutual support and protection.

The benefits are clear: increased productivity and crop diversity lead to higher incomes, as farmers can command better prices and reach a broader consumer base. Additionally, the reduced use of chemical inputs aligns with the rising demand for organic and sustainable produce, further enhancing profitability. Multi-layer farming stands out as a transformative approach, empowering farmers to improve their livelihoods, promote sustainable agriculture, and meet the dynamic needs of consumers.

Inventive Horticulture for Marginal Land Holders



According to the Agricultural Census, small and marginal landholders constitute 85% of India's agricultural households, yet they manage less than 44% of the country's cropped area. This disproportionate ownership of less than 2 hectares of fragmented land presents a significant challenge, particularly for underprivileged and tribal communities, in generating stable incomes from agriculture.

Recognizing the pivotal role of these marginal farmers, the WAL program has targeted regions such as Nashik and Derabassi to deliver tailored support and resources. One of the key strategies involves the establishment of nano-orchard plots. These plots are designed to offer year-round yields, thereby enhancing the economic stability of farmers. The crops grown on these nano-orchards can be utilized for personal consumption or sold locally, contributing to a significant increase in disposable incomes.

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

The adoption of transformative land management practices is crucial for sustainable, climate-resilient agriculture. WAL programs across India are leading the way by integrating Natural Resource Management into agricultural livelihoods and seasonal cycles.

WAL programs have made significant strides by involving farmers in regenerative practices. Key achievements include the construction of 71 bore well recharge structures and the excavation and distribution of 28,082 tractor loads of silt to enhance soil fertility. Additionally, 1,677 tractor loads of silt have been used to strengthen bunds. This silt comes from revitalized tanks, ensuring efficient use of resources to improve agricultural productivity and resilience.

Through these efforts, WAL programs are setting new standards for sustainable agriculture, demonstrating the impact of innovative, community-driven approaches in enhancing environmental and economic stability

2.1.3

Sustainable Agriculture

Sustainable agriculture is essential for maintaining ecological balance, conserving natural resources, and ensuring long-term food security. WAL programs champion this approach by promoting organic farming, crop rotation, soil conservation, and integrated pest management, all aimed at creating a resilient and environmentally friendly agricultural sector.

Master farmers have been trained in climate-smart agriculture and are now mentoring producer groups on best practices, water budgeting, and organic farming techniques. Through strategic implementation of Nutrient and Pest Management, WAL programs have transformed plots into models of agricultural productivity, achieving a remarkable 20% increase in yield and a 22% reduction in input costs.

The programs have also hosted immersive farmer field days, sharing top crop management practices with farmers. These initiatives have significantly empowered farmers, equipping them with the knowledge and tools necessary for sustainable and successful farming practices.

28,983

Farmer interactions in Regenerative and sustainable agri practices



Promotion Of Low-cost Organic Farming

In addition to land treatment and nutrition management, the promotion of organo-composting plays a crucial role in advancing zero-budget natural farming. This year, WAL programs have established Organic Farmer Groups (OFGs). These groups are instrumental in managing vermi-composting units, demonstrating the efficacy of organic practices in improving yields.

The initiative includes practical demonstrations of organic composting units, integrated into PoP demonstrations and training sessions.

Farmers have been actively engaged in natural farming techniques, including organic seed treatment (beejamrit), microbial enhancement (ghanjeevamrit), and soil fertility improvement (jiwamrit), all through cost-effective homemade preparations.

The Earthworm Exchange Program further strengthens these efforts by promoting partnerships with local farmers and educating them on the benefits of earthworms for nutrient cycling and soil aeration. This program distributes earthworms at no cost, allowing beneficiaries to cultivate vermicompost and return the same quantity of earthworms to be shared with others. This ongoing cycle supports improved crop productivity and reduced dependence on chemical fertilizers, showcasing a sustainable approach to enhancing soil health and agricultural productivity.



15

Organic Farmer Groups

76

Vermi-Composting Units

Greater Participation And Ownership By Women In Rural Development

A cornerstone of women empowerment under WAL programs is the formation and support of Women Producer Groups (WPGs) and Self-Help Groups (SHGs). These groups receive comprehensive training in vision setting, leadership, and group management, enhancing their skills and capabilities. A notable achievement has been the establishment of an apex Farmer Producer Organization (FPO), with WPG members serving as Board Directors, further strengthening their leadership roles.

In the fiscal year 23-24, WAL programs empowered women producers through initiatives like Saksham, Sabla, and Jal Sanjeevani. These women have embraced entrepreneurial activities, including cattle and goat husbandry, as well as candle and bag making in select villages.

Additionally, WPGs and SHGs, comprising 215 women, have engaged in financial savings and entrepreneurship training. They have utilized their group savings to set up small vegetable plots, promoting sustainable micro-practices.

Women have also come together to participate in project implementation and government schemes, contributing to the construction of earthen dams and the renovation of water structures. This collective action not only drives individual success but also fosters community development and resilience.



Stakeholder Engagement, And Maximizing Convergence



Baseline and Impact assessments with women as key respondents



Meetings at regular intervals with farmer groups



W.A.L. day celebrations on Krishi Diwas with farmers pan-India



Annual General Meeting of FPO



Exposure visits to community members for livelihood opportunities



Krishi Sansadhan Kendras and Community centres as hubs for farmer interactions, learnings and community engagements.

2.2.

Supporting Quality Education ,
Children Welfare, Especially the Girl
Child

Establishing premier learning hubs With Infrastructure And Soft Skill enhancement For brilliant rural students

NITI Ayog annual report highlights that approximately 33% of CSR funds are directly allocated to educational objectives. India's education system grapples with issues such as high dropout rates, outdated curricula, insufficient financing, and inadequate facilities. These challenges result in a substantial gap in education quality across different regions of the country. To tackle these issues, Investing in educational infrastructure is crucial, as many schools lack basic amenities, leading to low enrollment rates, especially in rural areas. According to the UDISE+ report, thousands of schools lack proper buildings and infrastructure.

Ensuring premier learning environments with adequate infrastructure and soft skill development programs can significantly empower rural communities. These initiatives provide access to quality education and equip individuals with the essential skills for economic growth and social mobility, ultimately contributing to sustainable development.

PRI has made strides in developing school infrastructure, complemented by Digital classrooms and STEM labs designed to stimulate curiosity and enhance information retention. Moreover, the provision of WASH (Water, Sanitation, and Hygiene) facilities, teacher training, and mid-day meal programs aims to reduce student dropout rates and support children in achieving their aspirations.

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 – PHC

Providing Affordable Primary Healthcare Services

1,21,436

Patients Served in
FY 2023-2024

For more than 15 years, the Pernod Ricard India Foundation has been a pillar of trust within communities through its primary healthcare centers (PHCs). These centers, staffed with experienced and qualified doctors, have delivered reliable and accessible curative and diagnostic services to over 1.5 million patients to date. Currently, PHC is operational in Nashik. Guided by the vision of 'keeping people out of hospitals,' it serves as a vital nodal and referral point for the community, enhancing its reach through an integrated mobile healthcare program.

2.3.2

Mobile Medical Units

Taking Affordable Healthcare To The Doorstep Of The Most Vulnerable

According to the 'State of Healthcare in Rural India-2023' report, an alarming 63% of rural residents are compelled to migrate out of their state to seek treatment for major diseases, with 70-80% of the costs borne out-of-pocket. This highlights a stark disparity, where rural areas, home to 72% of the population, have limited accessibility and affordability to healthcare services.

The detrimental effects of poverty on health are exacerbated in rural areas, where limited resources and services intensify health challenges. Addressing these urgent needs, our flagship Mobile Healthcare program is committed to bridging the gap in universal health coverage for India's rural poor. Through our three healthcare initiatives - Sanjeevani, Smile on Wheels, and Arogyam - Mobile Medical Units (MMUs) deliver free, doorstep preventive healthcare services to marginalized communities.

89

Villages covered by 7 MHVs



2.3.2

Taking Affordable Healthcare To The Doorstep Of The Most Vulnerable

7 mobile medical units travel through villages, mobilizing communities and conducting thorough physical examinations, dispensing essential medicines, and providing on-the-spot blood testing and diagnosis. Each van is staffed by a dedicated team of healthcare professionals, including a Doctor, Nurse, Community Health Educator, and Pharmacist, ensuring timely treatment, proper medication distribution, and consistent follow-ups.

To maximize impact, the program also conducts daily community camps to raise awareness about the van's services

Also, the vans organize weekly or monthly IEC and BCC programs to promote better health and sanitation practices, empowering communities to adopt healthier lifestyles.

These mobile vans are pivotal in ensuring last-mile healthcare delivery, particularly targeting vulnerable groups often overlooked by traditional services. Employing an Awareness-Diagnosis-Cure-Referral model, the program provides comprehensive care, addressing common issues like dermatological issues resulting from agricultural activities, or the common flu, as well as serious conditions such as ulcers, cataracts, arthritis, and UTIs. For critical health issues, patients are referred to specialized government healthcare facilities in the closest proximity, ensuring access to quality secondary and tertiary care. This holistic approach not only treats ailments but also fosters a healthier, more resilient rural population.



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, community health
educator, pharmacist nurse 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**

1,200

Truckers Impacted

(Refer to section 7.1 for program details)



2.4.

W.A.S.H. (Water, Sanitation and Hygiene Management)

2.4.1. Menstrual Health &
Hygiene Management
(MHM)

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

Menstrual Health and Hygiene Management

Menstrual health and hygiene (MHM) management play a pivotal role in promoting gender equality and empowering women and girls. Programs Unnati in Nashik and Udaan in Behror, address the significant challenges that menstruating individuals face, particularly in underserved communities where access to sanitary products, proper education, and safe sanitation facilities is limited.

The programs contribute to reducing stigma, improving school attendance among girls, and enhancing overall health outcomes, thereby fostering a more inclusive and equitable society.

At PRI's MHM programs, the focus has been on enhancing the knowledge, attitudes, and practices surrounding menstrual health for both girls and women. These efforts include the renovation and improvement of Water, Sanitation, and Hygiene (WASH) facilities, as well as the reduction of social barriers that hinder girls' school attendance during menstruation.

2,408

Adolescent students attended awareness sessions

511

Awareness sessions conducted with adolescent girls

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

Raising awareness about menstrual health and hygiene is only the first step; without ensuring the availability and accessibility of essential products, efforts to change behavior remain incomplete. To address these challenges in rural India, programs Unnati and Udaan are taking significant strides by empowering rural women through the formation of Self Help Groups (SHGs), Adolescent Girl Groups, and Women's Development Centres.

These programs focus not only on spreading awareness but also on building capacity within these groups, fostering behavior change at the community level. Additionally, they are enhancing entrepreneurial skills, enabling women to start small businesses centered around menstrual health products, thus ensuring both the sustainability of the initiative and the economic empowerment of the women involved

8

Washrooms refurbished

68

Adolescent Girl Groups formed

1,425

MHM kits distributed

Addressing The Nexus of A3 (Awareness, Availability & Accessibility)



A holistic model of menstrual health and hygiene management

STAKEHOLDER ENGAGEMENT

Menstrual Health and Hygiene Management



Deputy Health and Medical Officer, Alwar Dr Mahesh Barwa Alwar at Celebration of Mahavari Utsav



Balpanchayat Formation



Nukkad Natak for awareness at community level



SHG Marketing Training




Cloth pad making workshop



Training of Teachers as Menstrual Hygiene Champions at Karoda Resource Centre



MHM Kits Distribution



STAKEHOLDER ENGAGEMENT

Sonam

Program Beneficiary, Behror

"I used to struggle with buying sanitary pads from the shop because they were too expensive for my family. My father works as an agricultural laborer, and sometimes the sanitary pads from the Anganwadi Centre were not always available when I needed them.

After attending the cloth-pad making workshop, as a part of UDAAN project I decided to try making and using the cloth-pads myself. To my surprise, I felt no discomfort, and the pads worked well for me. Now, I use waste cloth materials from home to make these pads. Initially, I only made them for myself, but now I make extra pads and distribute them to my neighbors who need them too.

Since I use waste cloth, I'm very careful about washing and sun-drying them properly before using them. This program has not only saved me money but also empowered me to help others in my community."

2.4.4

Training Rural Talented Youth In Sports

Empowering rural youth through dedicated sports training programs transforms aspirations into achievements. By identifying and nurturing local talent, we provide these young athletes with the skills, resources, and mentorship they need to excel. This initiative not only hones their athletic abilities but also instills values of teamwork, discipline, and resilience. Through state-of-the-art training facilities and expert coaching, we are building a pathway for rural youth to compete at higher levels, fostering a generation of athletes who inspire their communities and drive social change. This focused approach ensures that rural talent is recognized, cultivated, and celebrated, paving the way for a future where sportsmanship and success know no boundaries.

Refer to section 5.4.3. for program details



SECTION 3.

Ensuring Holistic Welfare Of Children

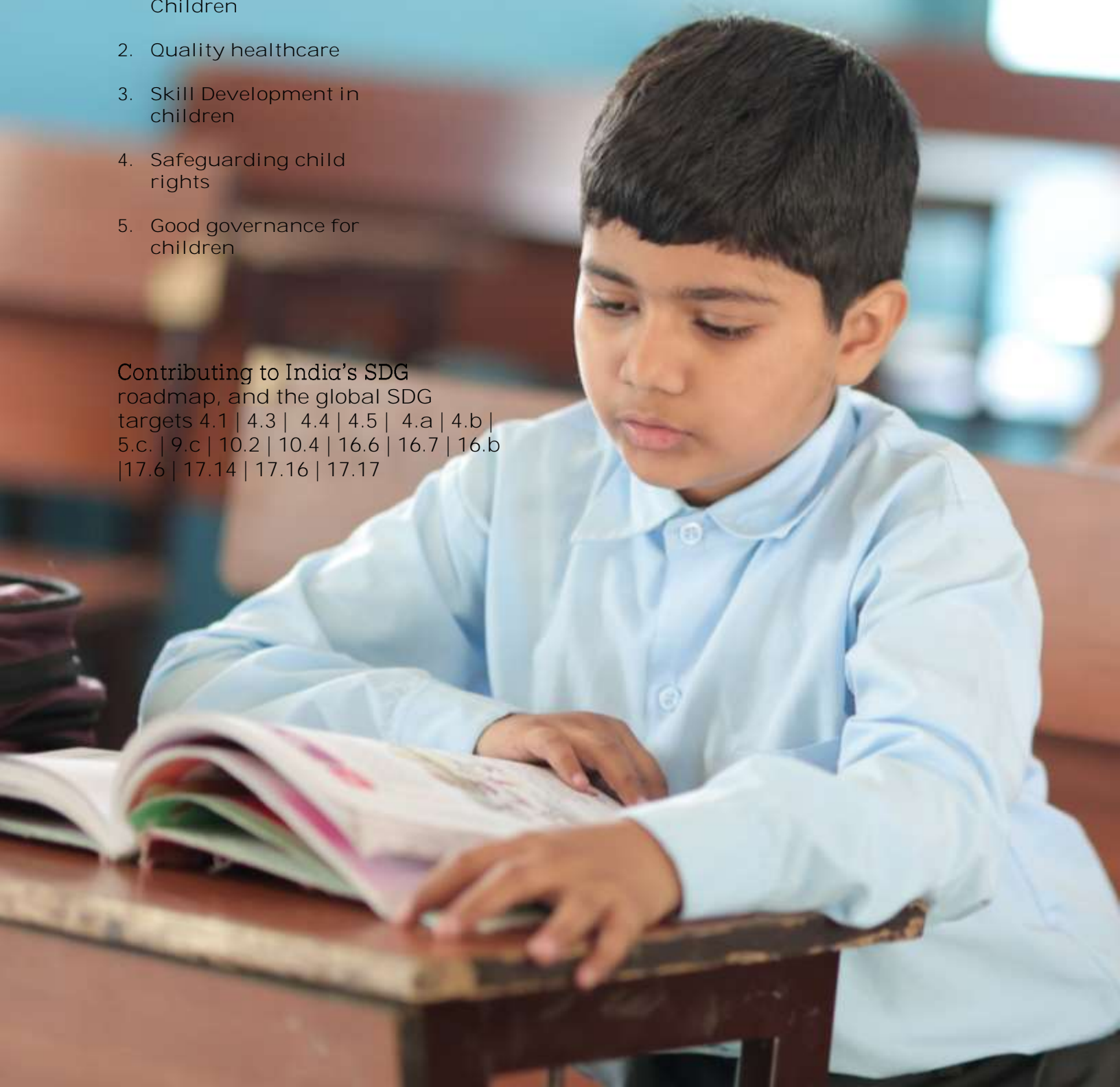
Providing integrated
support to children for
their development

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 targets 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

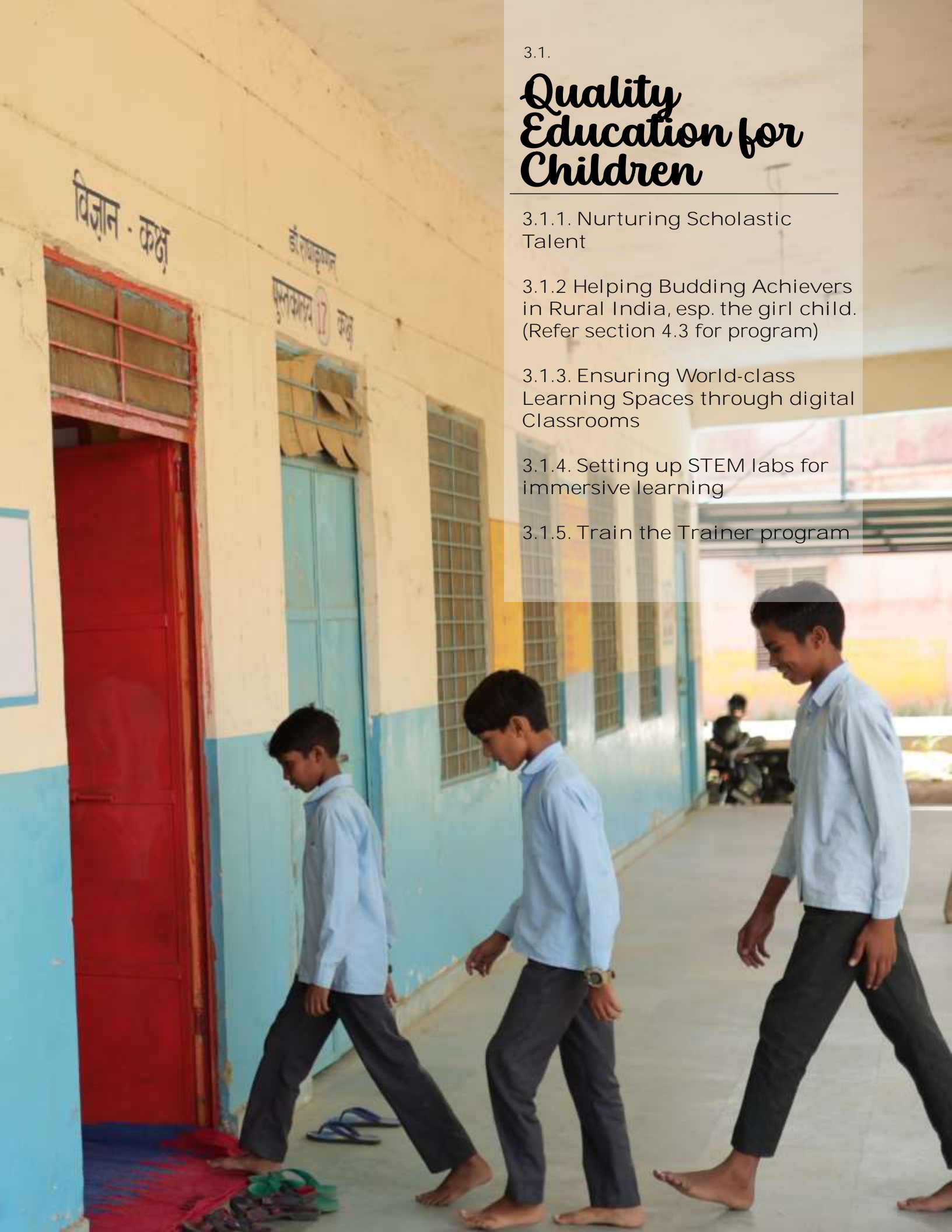
3.1.1. Nurturing Scholastic Talent

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 labs for immersive learning

3.1.5. Train the Trainer program



3.1.1.

Quality Education for Children

Nurturing Scholastic Talent

Nurturing scholastic talent through Pernod Ricard India Foundation Scholarship program, is a vital initiative that focuses on empowering students, especially the girl child, to achieve their academic dreams. This program aims to support those who have demonstrated exceptional academic performance, face financial challenges, live with disabilities, are raised by single parents, or belong to affirmative action groups such as SC/ST.

By alleviating financial burdens, the scholarship program not only enhances access to education but also fosters an environment where students can thrive and excel. Emphasizing the importance of education for girls, this initiative ensures they have equal opportunities to succeed, thereby promoting gender equality and empowering future generations. Through this support, the scholarship program helps unlock the potential of these bright minds, enabling them to contribute significantly to society.

The Pernod Ricard India Foundation Scholarship program furthered with Youth Dreamers Foundation (YDF), has impacted 250 students in Behror across 25 villages, 325 students from 40 villages in Nashik, and 260 scholars from 40 villages in Derabassi.

835
Scholars
Supported

2.1Cr
Worth of
Scholarships
disbursed this year

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. Career guidance and access to digital library is also provided to additional 850 students under the program.



Scholarship Centers : Hubs of Community Convergence

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



Scholarship Cell - Behror



Study room with laptops and library set-up



Scholarship Cell - Nashik



Digital classroom for better dissemination of training sessions



Scholarship Cell - Derabassi



Subject matter experts and trainers for educational support and career counselling

3.1.3.

Quality Education : Ensuring
World Class Learning Spaces

Digital Classrooms

The Digital Shaala program is a pioneering educational initiative implemented across five states, designed to leverage technology for significantly enhancing teaching and learning experiences. By equipping classrooms with advanced digital devices like interactive whiteboards, tablets, and computers, and integrating digital content, educational apps, and online resources, this program transforms traditional classrooms into dynamic, interactive learning environments. 320 teachers have been trained and are encouraged to use these tools for 30-60 minutes every day, making learning more engaging and accessible.

This program goes beyond simply improving access to quality education; it actively cultivates creativity, critical thinking, and digital fluency among students. By fostering these essential skills, Digital Shaala not only prepares students for the demands of the digital age but also equips them with the tools necessary for future success, ensuring they are ready to meet the challenges and opportunities of tomorrow's world.

220
Digital
classrooms
installed

26,542
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 a transformative educational initiative designed to seamlessly integrate STEM learning into everyday practice while promoting hands-on, inquiry-driven experiences. This program is dedicated to sparking students' curiosity and enhancing their expertise in STEM disciplines through engaging activities, experiments, and collaborative projects that emphasize real-world problem-solving.

By nurturing critical thinking, creativity, and analytical skills, the STEM classroom program equips students with the competencies essential for thriving in a technology-driven society and paves the way for future careers in STEM fields. Moreover, the program is committed to advancing gender equality and diversity in STEM by actively encouraging participation from underrepresented groups, challenging stereotypes, and ensuring that all students have the opportunity to excel in STEM education.

110

STEM
classrooms
installed

33,998

Students
impacted



3.1.5.

Quality Education : Training of Teachers

Capacity Building of Teachers To Enhance Quality Of Education Imparted

The Train the Teacher program is a dynamic professional development initiative designed to significantly elevate the knowledge, skills, and teaching methods of educators. This program provides teachers with specialized training, valuable resources, and ongoing support to enhance their instructional practices and more effectively engage students in the learning process. Covering a wide range of critical teaching components—including curriculum design, innovative teaching strategies, classroom management, assessment techniques, and technology integration—the program equips educators with the tools and techniques needed to transform their classrooms.

By empowering teachers to adopt student-centered learning approaches and create positive, conducive educational environments, the Train the Teacher program aims to raise the overall quality of education. It not only inspires educators to deliver high-quality instruction but also drives systemic improvements across the education sector, ultimately benefiting both students and the broader community.

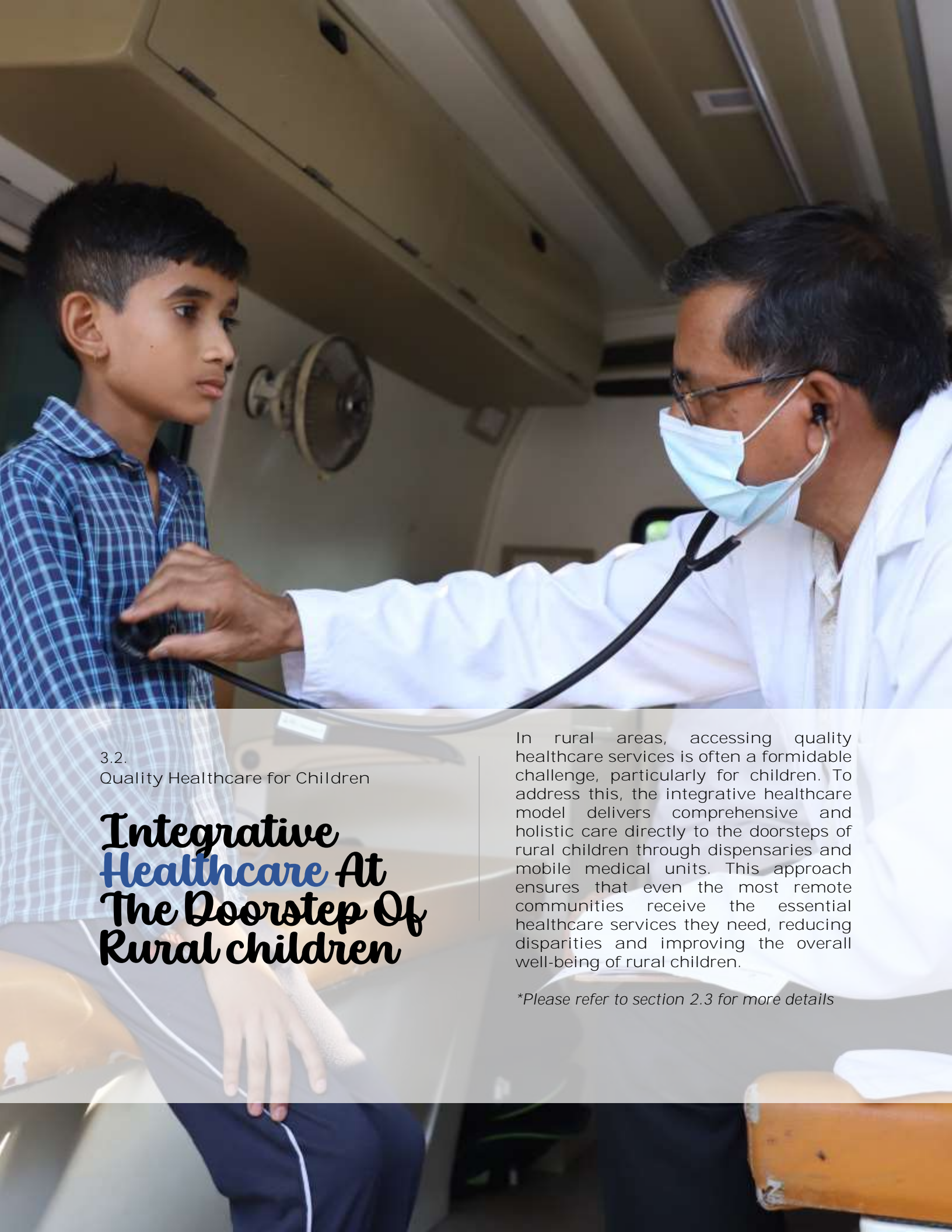
100

Teachers Trained

1,500

Students Impacted





3.2.
Quality Healthcare for Children

Integrative Healthcare At The Doorstep Of Rural children

In rural areas, accessing quality healthcare services is often a formidable challenge, particularly for children. To address this, the integrative healthcare model delivers comprehensive and holistic care directly to the doorsteps of rural children through dispensaries and mobile medical units. This approach ensures that even the most remote communities receive the essential healthcare services they need, reducing disparities and improving the overall well-being of rural children.

**Please refer to section 2.3 for more details*

3.3.

Skill Development for Children

Skill development of children in sports and music

The skill development programs—Raaga for music, Raftaar for sprinting, and Unstoppable for boxing—offer children invaluable opportunities to discover and nurture their talents. These initiatives go beyond mere skill-building; they lay the foundation for holistic development.

1,063

Children impacted through centers of excellence and sports academies of PRIF

Participation in sprinting hones physical abilities, enhances coordination, and instills teamwork, while also cultivating discipline, resilience, and a commitment to a healthy lifestyle. Meanwhile, music programs encourage creativity, musicality, and self-expression, all while sharpening cognitive skills, discipline, and emotional intelligence.

Through these programs, children gain not only technical expertise but also essential life skills that support their overall growth and well-being. These experiences empower them to emerge as well-rounded individuals, equipped to excel in various aspects of life.

Please refer to section 5.4.3. for program details



3.5.

Solving Social Issues With Strategic Partnerships

Transformative Good Governance for child welfare measures

- e- Adhigam 100% e- Adhigam students and teachers
- Model Sanskriti 100% compliance to CBSE/State norms in 80% of schools
- Dual Desk 100% delivery in 80% Pilot Schools

Pernod Ricard India Foundation's strategic partnership with Ashoka University and the Government of Haryana through the Chief Minister's Good Governance Associates program is a powerful initiative aimed at driving innovative governance and catalyzing social change across key areas of social development. By focusing on critical themes such as Child and Maternal Nutrition, Skill Building, Digital Education Inclusion, and Public Service Delivery, this collaboration seeks to create meaningful and lasting impacts on the lives of children and communities. Operating across four districts in Haryana, the program is designed to translate cutting-edge ideas into actionable solutions, ensuring that governance reforms not only reach the grassroots level but also significantly improve the quality of life for the region's most vulnerable populations.

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 Samarthyia is a transformative financial literacy initiative aimed at empowering rural women in Behror, Rajasthan, by equipping them with the knowledge and skills necessary to take control of their financial futures. This program is designed to enhance their understanding of key financial concepts, such as budgeting, savings, investments, and entrepreneurship, while building their confidence in managing finances and improving their overall financial well-being. Reaching 3,000+ women, Samarthyia is more than just an educational effort; it's a catalyst for economic independence and empowerment.

The program offers comprehensive workshops, training sessions, and interactive discussions covering essential topics like basic banking, understanding loans and credit, effective budgeting, saving and investing strategies, and launching community-based start-ups. Through Samarthyia, women are not only educated but also inspired to become financially self-reliant, driving economic growth and fostering sustainable development within their communities.

The program is designed to tackle the unique obstacles faced by rural women—obstacles like limited banking access, insufficient awareness of government schemes and financial opportunities, and entrenched cultural barriers. By offering customized, context-aware guidance, the program empowers rural women to navigate these challenges and acquire essential financial management skills.

These financial literacy initiatives do more than just foster economic empowerment; they play a crucial role in advancing gender equality and reducing poverty. With enhanced financial knowledge and capabilities, women are better equipped to make impactful decisions, strengthen their households' economic resilience, and drive positive change within their communities. As rural women gain access to financial resources and expertise, they become powerful catalysts for sustainable development, breaking the cycle of poverty and creating a brighter future for all.

3,000

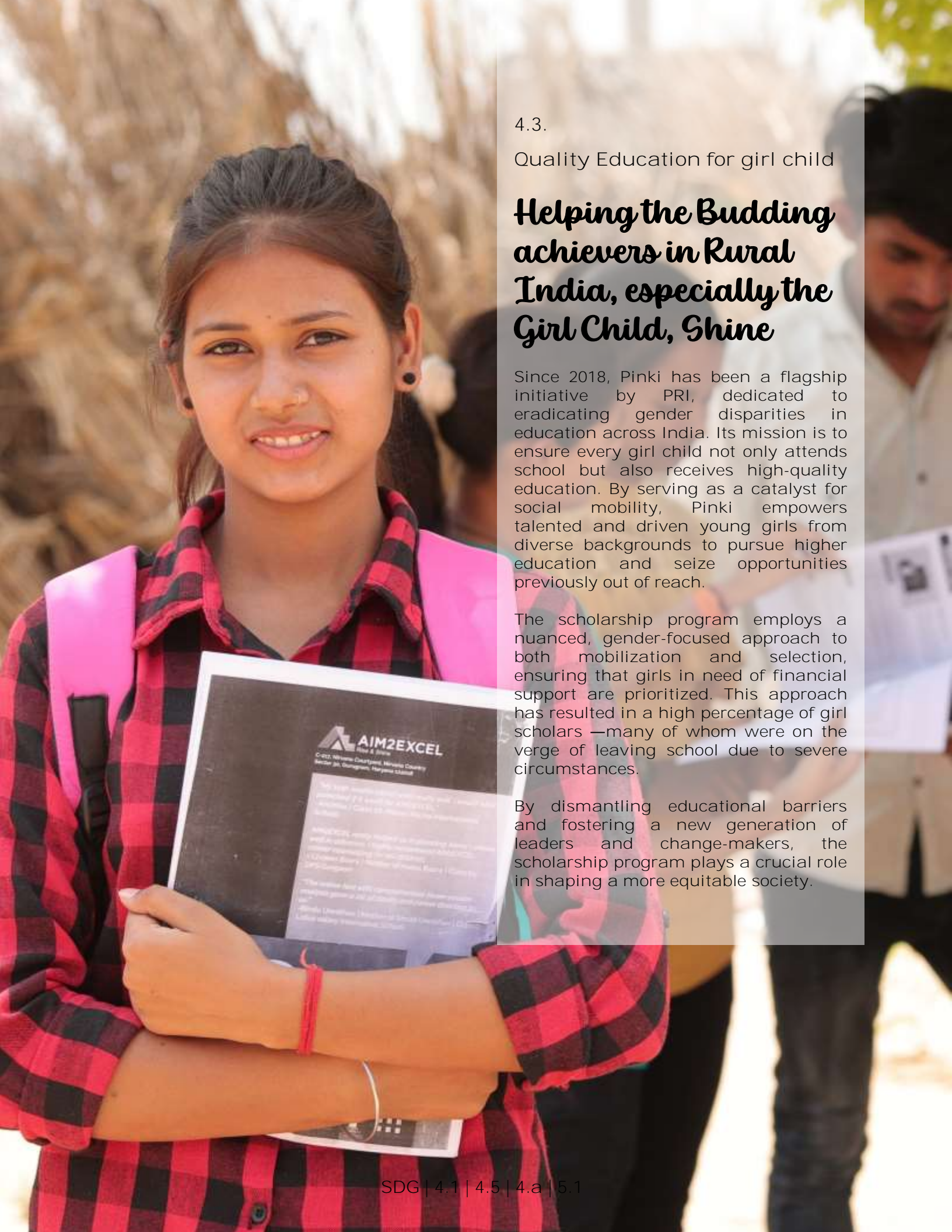
Women trained on financial literacy

20%

Increase in knowledge on financial literacy

4

Community-based start-ups supported



4.3.

Quality Education for girl child

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

Since 2018, Pinki has been a flagship initiative by PRI, dedicated to eradicating gender disparities in education across India. Its mission is to ensure every girl child not only attends school but also receives high-quality education. By serving as a catalyst for social mobility, Pinki empowers talented and driven young girls from diverse backgrounds to pursue higher education and seize opportunities previously out of reach.

The scholarship program employs a nuanced, gender-focused approach to both mobilization and selection, ensuring that girls in need of financial support are prioritized. This approach has resulted in a high percentage of girl scholars —many of whom were on the verge of leaving school due to severe circumstances.

By dismantling educational barriers and fostering a new generation of leaders and change-makers, the scholarship program plays a crucial role in shaping a more equitable society.

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)

15,075

Women Impacted

Empowering women is intrinsically linked to ensuring access to quality healthcare, especially in the realm of menstrual health and hygiene management.

Providing comprehensive and respectful menstrual health services is vital for removing the barriers that prevent women from fully engaging in society. Programs like Unnati in Nashik and Udaan in Behror are pivotal in empowering women by enhancing their control over their own bodies, challenging stigma, and facilitating access to essential healthcare. These initiatives offer education on menstrual hygiene, provide affordable and hygienic menstrual products, and create safe, supportive environments.

Additionally, programs such as Sanjeevani, Arogya Kendra, and Mobile Medical Units extend primary healthcare directly to rural women, ensuring they receive holistic medical care at their doorstep.

Refer to sections 2.3 & 2.4.3 for program details



4.5.

Empowering differently-abled women

Skill-building for differently-abled women is essential for empowering them to lead independent, fulfilling lives. Recognizing their unique strengths and potential, numerous initiatives are dedicated to providing them with opportunities for meaningful skill development.

The PRIF's collaboration with Sarthak Educational Trust exemplifies a commitment to diversity and inclusion by focusing on equipping differently-abled women from underserved communities across 16 states. This partnership aims to train and place these women in significant roles within over 1,000 companies in the IT-ITES, tourism, and hospitality sectors.

The program creates a safe, inclusive environment where differently-abled women can thrive. It offers specialized training through qualified instructors who adapt their methods to meet diverse needs—using sign language and video content for those with hearing impairments, and JAWS/NVDA software for those with visual impairments. The training is complemented by workshops, round table discussions, stakeholder seminars, regional summits, and corporate advocacy efforts aimed at increasing employment opportunities for differently-abled women in prestigious companies.

By providing essential skills, the program enhances self-confidence and employability, fostering both personal growth and broader societal inclusion. It challenges stereotypes and breaks down barriers, empowering differently-abled women to reach their full potential, contribute meaningfully to the workforce, and drive positive change within their communities.

800

Differently-abled Women mobilized

200

Differently-abled women Trained

140

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. Skill development in music
4. Skill Development in Sports
5. Skill Development of underprivileged youth in **alignment with government's** priorities



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



To build a trans-inclusive society, we must take bold steps toward empowering transgender communities. In a pioneering move, Pernod Ricard India launched the country's first corporate fellowship program for transgender youth, in collaboration with Tata Institute of Social Sciences (TISS) and the Collective Good Foundation (CGF) in 2023.

The program successfully entered its 2nd year, guiding 14 dynamic participants across India as they embarked on their career journeys in the corporate world. The Transformation Fellowship offers six months of classroom training, followed by six months of corporate immersion, with mentorship from top industry professionals, non-profits, and LGBTQI+ leaders. Upon completion, participants receive certification from TISS and are presented with placement opportunities.

The program's primary goal is to empower transgender individuals to access corporate employment opportunities by equipping them with in-demand competencies. By building knowledge and skills through targeted training, the fellowship enables participants to confidently pursue their career ambitions and contribute meaningfully to the workforce.



14
Trans-fellows trained

5.2.2.

Building A Trans-inclusive Society

Enabling Access To Dignified Employment For Transpersons

The program is a focused initiative aimed at empowering transpersons by providing them with the skills and knowledge necessary for employment and economic independence. By addressing the specific challenges transpersons face in education and employment, the program fosters inclusivity, equal opportunities, and social integration.

For the past two years, the Pernod Ricard India Foundation, in partnership with Connecting Dreams Foundation, has been running this specialized program to create livelihood opportunities for 100 aspiring transpersons in Delhi NCR. The program uses a two-pronged approach.

1. Basic Course: Offers a certification in IT basics, financial literacy, and emotional resilience.
2. Advanced Course: Focuses on career progression, using a diagnostic tool to guide participants toward waged employment or entrepreneurship.

This year, the program impacted 100 transpersons across four centers in Delhi NCR. All participants received NSDC certification and are now connected to job portals, with special training in leadership, interview skills, and grooming to boost their confidence in job interviews.

Additionally, the program nurtures the entrepreneurial aspirations of transpersons, helping them develop the skills and support needed to start their own businesses.

100

Transpersons trained and certified



5.3.

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.

532

Music Scholars
Trained

2

Centers of
Excellence



5.4.

Skill Development of Budding Talent In Sprinting

Project

Raftaar

PRI, in partnership with Bridges of Sports, launched Program Raftaar in Nashik's Dindori block to develop sprinting talents in underprivileged children. The program, which focuses on inclusivity, has reached over 800 children, with 531 selected for sprint training. Of these, 15 have advanced to rigorous sprinting development.

Beyond physical training, Program Raftaar instills essential life skills like discipline, teamwork, and perseverance, while also teaching the importance of nutrition and injury prevention. The initiative not only hones athletic ability but also empowers children with self-confidence, goal-setting, and skills that can shape their future success.

Training rural talented youth in sports is a transformative initiative that unlocks potential and fosters holistic development. By equipping young athletes with top-notch training and resources, project Raftaar not only nurtures their athletic prowess but also instill values of discipline, teamwork, and resilience. This empowerment goes beyond sports, creating role models who inspire their communities and break the cycle of poverty and limited opportunities. Investing in rural sports talent bridges the gap between urban and rural disparities, paving the way for a more inclusive and equitable future.

Through rigorous training programs, mentorship, and exposure to competitive platforms, the program is building champions who embody the spirit of perseverance and excellence, driving a ripple effect of positive change in society.



531

Athletes supported

15

Athletes for advance level training

5.5.

Skill Development of
underprivileged youth

Partnerships for upskilling

(i) UPSKILLING TRANSGENDER
YOUTH (MUMBAI)

Pernod Ricard India partnered with the National Skill Development Corporation (NSDC) to provide skill training to 240 transgender individuals in Mumbai, a vital step toward fostering inclusivity in the workforce.

This placement-linked program equipped participants with skills in retail sales and front office roles, while also raising awareness among stakeholders to build consensus on key issues affecting the transgender community. The initiative addressed the critical livelihood challenges faced by transpersons, as highlighted by the 2011 Census, where only 65% of transgender individuals secured employment for more than six months compared to 75% of the general population.

By bridging the gender-based skill gap and combating stigma and discrimination, this program empowered the transgender community, enhancing their economic independence and integration into formal employment sectors. This collaboration not only fulfilled a moral obligation but also contributed to long-term social and economic benefits, promoting a more inclusive and equitable society.

(ii) MULTI-SKILLING CENTRE
(GUMLA, JHARKHAND)

PRI and NSDC have joined forces to establish a Multi-Skilling Centre in the Gumla district of Jharkhand, with a focus on empowering women from local tribal communities. This centre is designed to be a comprehensive hub for learning and applying the latest technologies and trends in the agriculture sector. It offers training across a wide range of agricultural disciplines, including animal husbandry, fisheries, millet and pulses farming, cold storage logistics, beekeeping, essential oil distillation, and agro-tourism, among others. The aim is to equip women with the skills necessary to participate in and contribute to all phases of the agricultural business, from pre-sowing to post-harvest activities.

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

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 rapid decline in wildlife over recent decades has severely disrupted the natural balance of ecosystems. The Asian elephant, a keystone species, is vital to forest and grassland ecosystems. However, habitat loss and shrinking movement spaces have led to increased human-elephant conflicts, causing significant damage on both sides.

Pernod Ricard India and WWF India are working to conserve the Asian elephant by managing these conflicts in Assam. The project focuses on four districts, including Kamrup, near PR India's plant, and the high-conflict zones of Sonitpur, Biswanath, and Nagaon.

This year, 20 new anti-depredation squads (ADS) were established, and 25 existing squads were strengthened to respond effectively to crop-raiding elephants. These community-based squads are trained to safely manage elephant encounters until Forest Department officials arrive. Additionally, 20 kilometers of low-cost, non-lethal solar electric fences have been installed around agricultural fields, with 40 committees set up to maintain them. Elephant behavior is also monitored near railway tracks with 10 cameras.

The program is raising community awareness to reduce human-elephant conflict and has developed a manual, "Ele-safe," to guide safe, non-lethal fencing and other protective measures.

75

Anti-Depredation
Squads (ADS)
oriented

11

Fence
Committees
Established

22km

Low-cost,
elephant-safe
fencing



6.2.

Ecosystem preservation with biodiversity plots and agro-forestry

Watershed Afforestation

Regenerative practices are at the heart of restoring and conserving biodiversity and ecosystems, which are deeply rooted in rural landscapes and essential for the sustainability of agriculture. The vital connections between forests, pollinators, and keystone species are now more apparent than ever—not only to scholars and policymakers but also to the modern farmer. These connections are crucial for sustaining agricultural production, ensuring climate stability, and enhancing carbon sequestration.

The WAL program collaborates with farmers and local communities to promote large-scale afforestation and the preservation of trees and vegetation around water bodies and farmlands. In strategic efforts to green the landscape and fortify water structures, tree saplings have been planted along irrigation channels, percolation tanks, and farm pond bunds across the Derabassi, Behor and Nashik watersheds. This initiative serves a dual purpose: enhancing the environment while ensuring the long-term viability of critical water resources.

6.3.

Ecosystem preservation with agro-forestry

Building Biodiversity Plots with agroforestry

India is grappling with significant challenges in land degradation and deforestation, with over 1.5 million hectares of forests lost between 2015 and 2019, according to the Ministry of Environment, Forest, and Climate Change.

In response, Pernod Ricard India (PRI) has embarked on a vital initiative to conserve biodiversity by planting native and endangered species, creating a thriving natural habitat and fostering a self-sustaining ecosystem. These extensive agro-forests are not only a testament to PRI's commitment to environmental stewardship but also a powerful tool for enhancing the livelihoods of rural communities.

By integrating trees and crops in a manner that mirrors natural forest ecosystems, this approach revitalizes degraded land, boosts biodiversity, and captures carbon, thereby playing a crucial role in combating climate change. This initiative not only preserves the environment but also empowers communities, turning conservation into a pathway for sustainable development.



THE SEQUESTRATION PROJECT IMPACT

163K

trees planted

523

Acres under plantation.

85

Species of trees.
34 Fruit Bearing
Species, and 40
Timber Species

315

Farmer Lands

208

Community
Owned Lands

34

Fruit Bearing
Species: Guava,
Mango Lemon,
Jamun another
~41%

40

Timber : Teak,
16%, Bamboo
~4%

Fruit Bearing Species: Guava, Teak,
Mango constitute ~45% of species planted.
Lemon, Jamun, Bamboo, another ~14%

72K

tonnes of Co2e, over 20 years

5

States,
Covering 10
districts.

4.3

Crores Project cost.

184

Land tracts

120

Farmer Lands

60

Community
Owned Lands

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



Responsible Consumption in Society, At Scale

Address and systematically prevent underage drinking with particularly vulnerable cohorts.

Inculcate positive attitudes and behaviors for Responsible Consumption with high-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

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 endure one of the most demanding and hazardous occupations, often at the expense of their own health. Their work exposes them to extreme pollution and a lack of nutritious food, putting them at significant risk of non-communicable diseases such as hypertension, diabetes, lung infections, and liver cirrhosis. These risks are exacerbated by prolonged physical inactivity, widespread tobacco and alcohol use, and the absence of adequate healthcare and rest facilities during long hours on the road.

India, home to the world's largest population living with HIV, includes over two million migrants, among whom truckers face an alarmingly high prevalence of sexually transmitted infections (STIs), yet they remain an overlooked group in terms of healthcare access.

Recognizing these severe challenges, the Pernod Ricard India Foundation, in collaboration with Ambuja Cement Foundation (ACF), launched a comprehensive program in September 2020 at the Derabassi Truck Depot in Punjab. This initiative is dedicated to providing truck drivers with access to quality primary healthcare services and essential counseling.

The program goes beyond basic healthcare by actively promoting awareness and responsible behavior changes around substance abuse and road safety. Key interventions include the establishment of a vision care center, a dedicated counseling area for those battling alcohol and substance abuse, organizing road safety weeks in collaboration with the Regional Transport Department, creating peer-led support groups, and building the capacity of migrant groups to ensure the program's sustainability.

To further embed the program within the community, a trucker committee is being developed, comprising members from the trucker's union, local community-based organizations, and representatives from local government departments.

In the 2023-2024 alone, the program has reached out to 1,200 truckers, conducting 644 eye screenings, 266 OPD check-ups, and 3,004 non-communicable disease screenings. Additionally, it has facilitated 44 road safety awareness sessions and 72 health awareness sessions, making a tangible impact on the well-being and safety of these vital but vulnerable workers.

1,200
Truckers Impacted

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. 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 a cornerstone for driving large-scale socio-economic development. By fostering a multi-stakeholder ecosystem rooted in the essence of SDG 16, which emphasizes partnerships, the company aims to enhance public service delivery in critical, underserved regions, making it more transparent, accountable, and efficient.

A prime example of this vision is the Pernod Ricard India Foundation's trilateral partnership with Ashoka University and the Government of Haryana through the Chief Minister's Good Governance Associates program.

This initiative accelerates the implementation of innovative ideas to improve governance and catalyze social change across a wide spectrum of social development areas. It also provides an experiential learning platform for young professionals, grooming them to become stewards of effective governance within the state government machinery.

In 2023-2024, the PRI Foundation supported the work of three associates in the districts of Palwal, Charkhi Dadri, and Ambala, focusing on critical themes such as Women Safety, Child and Maternal Nutrition, Skill Building, Digital Education Inclusion, and Public Service Delivery. Through these efforts, the program is creating tangible, on-the-ground impacts that resonate with the broader goals of social development and governance reform.



3

Districts in Haryana supported by PRI

5,98,743+

Lives touched

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



CMGGA

Chief Minister's
Good Governance Associates

for a progressive Haryana

8 Impactful Years

8.2.

Incubations on women empowerment, circular economy and biodiversity

Nurturing Innovations Through Incubations

Launched in 2018, the Pernod Ricard India Foundation Social Impact Incubator program was born out of a vision to dismantle barriers that prevent social enterprises from achieving their full potential and to drive impactful social change.

In 2019, the program took a bold step by establishing women-centric incubators, uniquely designed to empower and uplift women entrepreneurs and enterprises dedicated to female-focused initiatives. Expanding its reach, two additional incubators were introduced in 2022, focusing on the critical areas of Circularity and Biodiversity. These incubators provide a comprehensive suite of support, including cutting-edge technology, expert mentorship, strategic networking, business advisory services, incubation, and fellowship funding.

To date, the program has nurtured 22 pioneering startups, each accelerating innovative solutions that collectively address 39 Sustainable Development Goal (SDG) targets. These startups are meticulously selected as incubatees and fellows based on stringent criteria, including proof of concept, relevance, effectiveness, efficiency, and governance.

Under the guidance of top-tier domain experts from esteemed institutions such as the Indian Institute of Management Calcutta Innovation Park (IIMCIP), IIIT Hyderabad, NSRCEL of IIM-Bangalore, and the Centre for Wildlife Studies, these startups are being groomed to become leaders in their fields, driving sustainable and scalable impact across the nation.

1 million+
Lives Impacted

15
Start-ups supported

9
Circular Economy Ventures

5
Incubations on Biodiversity conservation

39 SDG targets impacted

INCUBATION CENTRES @



Robust aspects of Stakeholder Engagement



PRI engages with government stakeholders starting from gram panchayats, to govt. departments, even Chief Ministers.



PRI leadership regularly visits the communities to understand their needs and challenges



PRI leadership and teams conduct capacity building sessions for empowerment programs



Corporate employees visiting CSR programs and motivating beneficiaries in their journeys of empowerment.



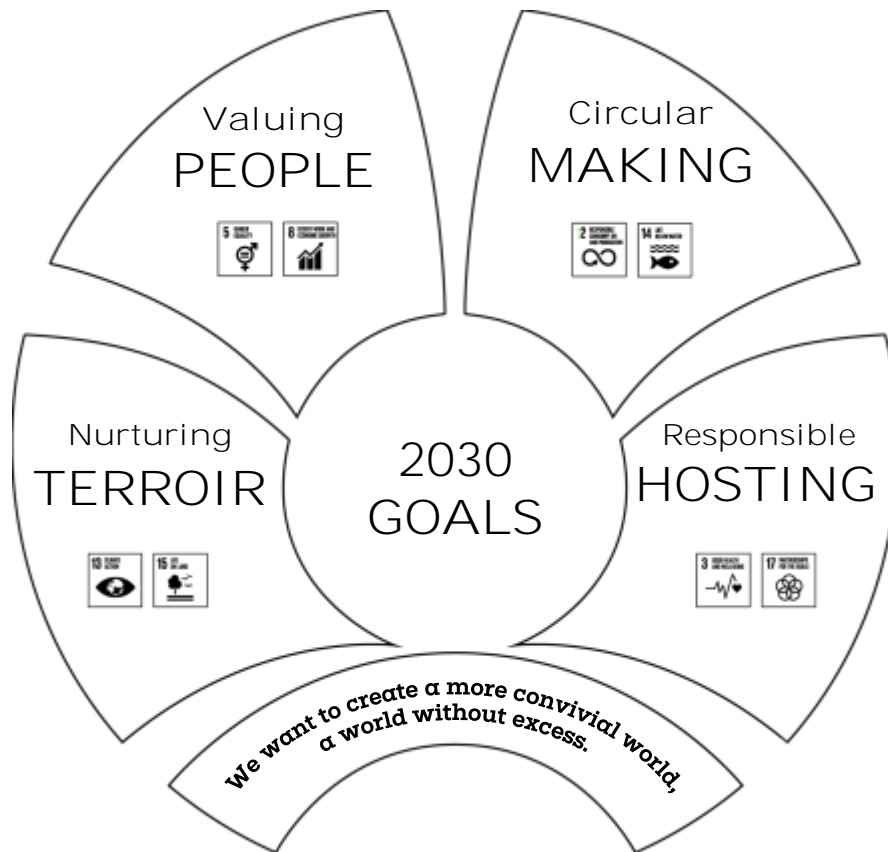
Plant teams regularly engaging in CSR initiatives for continued community connect, monitoring and ensuring social license to operate.



Regular meetings with farmers groups, FPOs, community members and high-influence, high-interest members to mitigate risks and maximize impact.

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/>

The CSR team and PRI leadership in action



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



Samarthya; Behror



Empowering the differently-abled; Delhi



Skill Development, Jharkhand, Varanasi



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



STEM Classrooms; Behror & Nashik



Train the Trainer; Nashik



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



Jaldhara, Gwalior



Pragati, Behror



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, Kanpur, Nashik



Awankhed PHC, Nashik



Saksham; Nashik



Tree Plantation; Derabassi



Srijal & Sanchay Derabassi



Living Soils; Derabassi



Mobile medical Van; Gurgaon, Gwalior, Derabassi



Ankur Uday; Nashik Skill Development



Pernod Ricard India

Transforming
Our Communities
& Accelerating
Local Development

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Leaving
No One
Behind



Pernod Ricard India

CORPORATE SOCIAL RESPONSIBILITY
PROGRAM REPORT
2023-2024