



Impacts in focus  
*ARISE in action*

ARISE  
ACHIEVING  
REDUCTION OF  
CHILD LABOR  
SUPPORT OF



Business skills training in Malawi



Baking classes in Brazil

In 2012, in partnership with U.S.-based NGO Winrock International and the International Labour Organization (ILO), JTI launched a multi-year program, Achieving Reduction of Child Labor in Supporting Education (ARISE), with the aim of helping to eliminate child labor in the tobacco growing communities where we do business.

The ARISE program works to tackle the social and economic factors that cause tobacco farmers to engage children in hazardous work and provides a long-term, sustainable solution to the problems associated with child labor in tobacco growing communities.

ARISE aims to ensure that children are not part of the workforce by providing education and engaging with tobacco farming communities in various ways. This ranges from providing educational materials, after-school tutoring, and mentoring, to vocational training for older children in farming schools. Through ARISE, we work with communities to improve their understanding of the long-term value of education, and the future prospects that it can bring. ARISE also works to replace lost income from child laborers through Family Support Scholarships, which can enable parents or guardians to send their children to school.

Through long-term investment and expansion of the program, we aim to ensure the ongoing prosperity of children and their families.

## Working to eliminate child labor

In Mthyoka, a village 33km from Malawi's capital, Lilongwe, the community depends on agriculture and small-scale businesses to sustain their livelihoods. During the intensive growing seasons, it has historically been regarded as normal practice for smallholder farmers to use their own children, or employ other children, to work on their farms.

When ARISE commenced in Mthyoka village, 30 of the most vulnerable households were identified in an effort to curb this trend. A Community Child Labor Committee (CCLC) was established in the village and the mothers within these 30 vulnerable households were each given financial support, to help develop individual and group businesses, on the condition that they enrolled and maintained their children in school.

ARISE aims to facilitate economic empowerment within households in order to alleviate financial dependency on children's labor and income. Together with the financial support

and some additional training provided by ARISE, the women established local businesses and initiated a village savings and loan scheme to enable borrowing. By 2013, their savings meant that the lost income from removing their children from farm labor had been recouped through their new business ventures. The women re-distributed this money according to the initial investment made by each of them, and they began saving once more. As a result of ARISE, their children are attending school on a regular basis, and the women were able to enroll 21 more children from the community into school, thanks to their savings, as well as purchasing play equipment for after-school programs.

The CCLC members monitor the school attendance of children and visit small-scale tobacco farmers in the village to assess the extent of any child labor.



Impacts in focus  
*Supporting recovery  
after the 2011 earthquake  
in Tōhoku*

# New rice variety developed by the JT Group set to revitalize local agriculture

October 2013 saw 12 farmers from Rikuzentakata City in Iwate Prefecture, one of the hardest-hit areas from the 2011 earthquake and tsunami in Japan, harvest their crop of a new rice variety. It was a significant moment, and those working to restore agriculture in the region have placed high expectations on the new rice variety, 'Takata no yume', developed by the JT Group. Ukyo Niinuma, who has leased the family's land to another farmer to grow Takata no yume, said, "It's a delight to see the new variety of rice growing in our field with its robust growth."

Takata no yume was originally developed by the JT Group's Plant Innovation Center (PIC) in 2000 as a new rice variety to suit the climate of the Tōhoku region. It was officially registered as 'Iwata 13', but before it was commercialized, our agribusiness was closed in 2003, leaving the seeds dormant inside the PIC's seed bank.



Ukyo Niinuma, who has leased the family's land to another farmer to grow Takata no yume

## Iwata 13 becomes Takata no yume

The Great East Japan Earthquake struck the Tōhoku region on March 11, 2011. The city of Rikuzentakata was hit by the tsunami and suffered unprecedented damages to its fields and crops. Nine months after the earthquake, the JT Group donated the ownership rights and dormant seeds of Iwata 13 to the city of Rikuzentakata in a bid to restore the city's primary industry and the livelihoods of its residents.

In April 2012, we set out to identify local farmers to cultivate the rice. At first, there was little uptake as farmers were reluctant to cultivate a nameless rice variety with no previous track record, especially in light of the challenges faced since the tsunami. However, with the help of the local government, we were able to find a farmer keen to grow the rice.

Taste was the most important consideration for the first cultivation, and JT employees with agricultural expertise visited

the farm on numerous occasions to provide assistance. In the autumn, soon after the first harvest was completed, the rice was entered in a tasting event and its taste was highly appreciated. At the same time, a competition was held to establish a new name for the rice variety and 'Takata no yume' was the winning name, meaning the 'dream of Takata'.

## A symbol of the reconstruction

Takata no yume has become a symbol of the reconstruction of Tōhoku. In 2013, 12 farmers harvested a total of 28 tons. Although only a small fraction of Iwate Prefecture's annual rice crop of 300,000 tons, it is nevertheless an important first step for the people of Rikuzentakata City, who welcomed the JT Group's commitment to assist in the reconstruction efforts.

In 2014, the farmers aim to produce 150 tons and expand sales to the general public. We will also continue to provide support in helping to revitalize Rikuzentakata City's agriculture.



Rice balls made of Takata no yume



A grower harvesting rice