

**Media Release**

# **Ambuja Cements Implements Lighthouse Initiative for enhanced waste management in Vadnagar village of Gujarat**

## **EDITOR'S SYNOPSIS**

- 2500 kg of plastic waste has been collected and sent to Ambuja Cements for safe disposal.
- Ambuja Cements supported Vadnagar by focusing on behavior change communication, community development, and awareness activities.

**Gujarat, 29 January, 2024:** Ambuja Cements, the cement and building material company of the diversified Adani Group, has marked a significant achievement in community development by successfully implementing a solid and liquid waste management initiative in Vadnagar village, Gujarat, through the Lighthouse Initiative (LHI).

This pioneering project, a collaboration between the public and private sectors under the Ministry of Drinking Water and Sanitation, is set to roll out across 75 Gram Panchayats (GPs) in 15 states during its initial phase, with Vadnagar leading as the first village to effectively implement the LHI project.

With the support from Ambuja Cements, Vadnagar Gram Panchayat, located in Kodinar block of Gir Somnath district, has become a standout example in plastic waste management (PWM) under Phase II of the Swachh Bharat Mission Grameen (SBM-G).

Ambuja Cements ensured effective waste management under LHI by supporting Vadnagar for house-to-house waste collection and segregation. Additional initiatives, including the creation of a rag-picker group and the establishment of necessary infrastructure, contributed to the successful management of plastic waste. Notably, 2500 kg of plastic waste has been collected and sent to Ambuja Cements for safe disposal.

The community received education on the significance of Solid and Liquid Waste Management (SLWM) and Plastic Waste Management (PWM) through meetings and awareness programs, leading to improved waste segregation practices.

Apart from waste segregation practices, Vadnagar received support from Ambuja Cements for infrastructure development and corporate CSR involvement, focusing on behavior change communication, community development, and awareness activities.

Ambuja Cements, with its relentless commitment to effective waste management and community welfare, remains at the forefront of initiatives that redefine the landscape of sustainable development.

**About Ambuja Cements Limited**

Ambuja Cements Limited, part of the Adani Group, is among India's leading cement companies. Ambuja, with its subsidiaries ACC Ltd. & Sanghi Industries Ltd, has a current capacity of 76.1 million tonnes with eighteen integrated cement manufacturing plants and seventeen cement grinding units across the country. Ambuja has been recognized as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report, 2023. Ambuja has provided hassle-free, home-building solutions with its unique sustainable development projects and environment-friendly practices since it started operations. The Company has many firsts to its credit – a captive port with four terminals that has facilitated timely, cost-effective, cleaner shipments of bulk cement to its customers. To further add value to customers, the Company has launched innovative products like Ambuja Plus, Ambuja Cool Walls, Ambuja Compocem and Ambuja Kawach under the umbrella of Ambuja Certified Technology. These products not only fulfil important customer needs but also help in significantly reducing carbon footprints. Being an employee friendly workplace, Ambuja Cements has been ranked No. 1 in 'Best Companies to Work For' survey in 2022 by Business Today in the Construction and Infrastructure sector.

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