

Media Release

Ambuja Cements Revamps Rural Livelihood through Technological Advancements in Marwar Mundhwa region

EDITOR'S SYNOPSIS

- Ambuja Cements transformational approach aimed at rejuvenating the traditional agriculture practices and improving the lives of farmers In Marwar Mundhwa region of Rajasthan.
- The initiatives include the construction of Farm Ponds that are designed to collect and store rainwater to ensure water availability for farming even during dry spells.

Jaipur, 20th October 2023: Ambuja Cements, the cement and building material company of the diversified Adani Group, under its CSR initiatives, has played a pivotal role in helping farmers in Rajasthan transform traditional agricultural practices to drive social and economic development within communities. In the Marwar Mundhwa region of Rajasthan, an initiative was launched that centered on revitalizing the agricultural sector by introducing 'Farm Ponds' and 'Drip Irrigation Systems' to improve the lives of farmers.

The region, known for its arid climate with an annual rainfall of 443 mm, has historically posed significant challenges to its farming communities. The absence of perennial rivers and a heavy reliance on rainfall for agriculture had left numerous farmers in dire economic straits. This has led to abandoning farming as a profession by some, while others struggled to meet their daily needs. Ambuja Cements intervened and instilled positivity in regional farmers.

Ambuja Cements's key actions were focused on the introduction of Farm Ponds that were designed to collect rainwater and surface water. With financial support from Ambuja Cements and contributions from the farmers themselves, many have successfully installed these ponds on their land. This initiative has revolutionized the farming landscape, enabling farmers the capability to depend on stored water for their farming and agricultural activities, even during the periods of scarce rainfall and other dry seasons.

Recognizing that the availability of water in Farm Ponds could still be a challenge during dry spells, Ambuja Cements innovative approach combined tradition with technology. Farmers were encouraged to adopt drip irrigation systems, connected to their farm ponds with support from the government's various schemes. This ingenious approach empowered them to maximize the use of available water resources and mitigate the impact of erratic rainfall.

As a resultant, Ambuja Cements transformative approach helped the farmers almost doubling their income. This substantial increase in income has breathed a new life into the agricultural sector in the region, infusing a renewed sense of hope into its farming communities.

The unflinching commitment of Ambuja Cements under its CSR initiative remains steadfast in its commitment to sustainable development and the prosperity of the communities it serves. The synergy of traditional wisdom, technological advancements along with the collaboration between farmers and Ambuja Cements has ushered in a positive change in the region. The radiant smiles on the faces of the farmers are a testament to the profound impact of this initiative, reigniting an enthusiasm for farming.

About Ambuja Cements Limited

Ambuja Cements Limited, part of the Adani Group, is among India's leading cement companies. Ambuja, with its subsidiary ACC Ltd. has a capacity of 67.5 million tonnes with fourteen integrated cement manufacturing plants and sixteen cement grinding units across the country. Ambuja has been recognised as India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report 2023 and among 'Iconic Brands of India' by The Economic Times. 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. With a world-class R&D centre, the quality of Ambuja's products and services, as well as its commitment to technological development, make it a preferred brand in building materials. To further add value to customers, the Company has launched innovative products like Ambuja Plus, Ambuja Cool Walls, Ambuja Compozem 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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