

Media Release

Ambuja Cements Transforms Waste Management in rural region of Chandrapur under Swachh Bharat Mission 2.0

EDITOR'S SYNOPSIS

- Ambuja Cements implemented the Lighthouse Initiative in three villages – Kukudsath, Mangi Buj and Upparwahi to enhance waste-management practices
- The initiative aims to create a model village that will inspire other communities to adopt efficient and effective waste management practices.

Ahmedabad, 30th October 2023: Ambuja Cements, the cement and building material company of the diversified Adani Group, through its CSR arm has implemented the Lighthouse Initiative in Kukudsath village as part of the Swachh Bharat Mission 2.0. The initiative aims to focus on enhancing effective solid waste management and upholding the principles of 3Rs: Reduce, Reuse, and Recycle.

The Lighthouse Initiative, a collaborative initiative with Ambuja Cements, has been implemented in Kukudsath, Mangi Buj and Upparwahi villages. Kukudsath village, recognised for its exceptional sanitation efforts with the SMART Gram Puraskar in 2016, has shown remarkable progress in improving its various sanitation metrics. Additionally, the community has implemented various sustainable practices such as RO water usage, innovative waste-water management through magic pits, and the installation of solar panels.

Despite these commendable efforts, Kukudsath village faced a significant challenge pertaining household-level garbage collection and segregation. Many households were still using oil tin boxes to collect all types of waste, including wet, dry, and plastic refuse.

To address these challenges, Ambuja Cements has taken the lead in implementing the Lighthouse Initiative, in collaboration with the Department of Drinking Water and Sanitation (DDWS) and select corporates. It will target around 75 *gram panchayats* (GPs) in the shortlisted states. The project began with a series of awareness and motivation programs based on the SBM 2 guidelines and ensured that proper solid and liquid waste management solutions were implemented by involving the Village Development Committee members, Self Help Groups, adolescent groups, women, and PRI members.

To boost the awareness further, an exposure visit was organized to model villages, Rajgad and Kosambi, to pick up invaluable insights into effective garbage-collection and segregation systems.

In a bid to encourage household-level segregation, Kukudsath Gram Panchayat distributed two dustbins to each household, facilitating proper waste segregation at its source. Additionally, Ambuja Cements generously provided 16 large dustbins (120-litres each) for

community-level garbage collection. The *gram panchayat* is now able to efficiently collect garbage from the large dustbins, via Granta Gadi, and dispose it off responsibly at a Nadep unit. A solid waste segregation shed is also underway with two compost pits and fencing in coordinate with the SBM department.

Mr. Ajay Kapur, CEO Cement Business, said, "We are proud to have collaborated with the Department of Drinking Water and Sanitation to bring about a positive change in waste management practices. The success of these lighthouse-villages will serve as a beacon of inspiration for other villages and blocks to achieve similar standards of efficiency and effectiveness in waste management."

Ambuja Cements remains committed to its vision of creating a sustainable and greener India. Through projects like the Lighthouse Initiative, the brand continues to make a significant impact on the lives of rural communities, promoting environmental stewardship, and driving positive change.

About Ambuja Cements

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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