

Ambuja Cements Uplifts Healthcare Facilities for the Tribal Community in West Bengal's Farakka region

EDITOR'S SYNOPSIS

- Ambuja Cements, in collaboration with the health department, launches modern healthcare doorstep services for the tribal community in Farakka region.
- 100% institutional delivery has been achieved in Shymlapur village.

West Bengal, 20th December 2023: Ambuja Cements, the cement and building material company of the diversified Adani Group, through its CSR arm, has forged a strategic partnership with the Health Department in order to enhance the healthcare facilities for the the tribal communities of Shymlapur village in Farakka region of Murshidabad district. This is a substantial step towards integrating modern healthcare practices into community welfare that has been relying on traditional treatments so far.

A doorstep healthcare service, spearheaded by Health Sakhi Kalpana Mandal, specifically addresses the unique challenges faced by tribal women in accessing healthcare. They dedicatedly focus on providing late-night assistance, pregnancy testing, and family planning services. Their 'Matriyan' program, offering free vehicle services, plays a pivotal role in ensuring that vital healthcare reaches every household in the tribal village.

The success of this initiative is evident from the effective delivery of pregnancy test kits, blood pressure screenings, HB testing, and the distribution of essential supplements and family planning resources. This comprehensive approach has resulted in a noteworthy achievement: a 100% institutional delivery rate in Shymlapur village.

The infusion of modern healthcare practices is creating a positive impact on the tribal communities of Shymlapur. The empowerment of tribal women through specialized services, exemplifies how modern healthcare practices are tailored to meet the specific needs of the community, ensuring comprehensive and culturally sensitive care.

Going beyond doorstep services, the program includes health camps and educational sessions, actively fostering heightened health awareness among the tribal community. This holistic approach not only improves healthcare access but also seamlessly integrates the tribal population into mainstream healthcare services.

Ambuja Cements' commitment to enhancing healthcare in Murshidabad's tribal areas aligns seamlessly with its business ethos. These initiatives not only elevate the quality of healthcare but also cultivate a sense of trust and engagement within the community, paving the way for sustainable health advancements.

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. & Sanghi Industries Ltd has a capacity of 74.6 million tonnes with eighteen integrated cement manufacturing plants and fourteen 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 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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