

## Ambuja Cement Foundation empowers 2.7million beneficiaries and reaches out to 15.6 lakhs community members in 2020

**Mumbai, May 6, 2021:** Ambuja Cement Foundation (ACF), the Corporate Social Responsibility (CSR) arm of Ambuja Cements Ltd, has reached out to 2.7million beneficiaries through its CSR programs. In the year of pandemic, it has extended its reach and successfully touched the lives of 15.6 lakhs community members in 2020. These include various community-led programs such as health and sanitation, livelihood generation, women empowerment, education and water resource management.

Being an inclusive and socially responsible organisation, community well-being is deeply ingrained in the Company's culture. ACF works with communities around the manufacturing sites across 11 states to enrich and uplift their lives.

*"Ambuja Cements has been at the forefront of undertaking community development initiatives. Empowering 2.7 million community members is a testament to our innate ethos of energising, involving and enabling communities".* Said **Neeraj Akhoury, CEO & MD, Ambuja Cements**

*"The COVID-19 pandemic was far from a deterrence and we continued our efforts to uplift the lives of the community members. We also sprang into action with our COVID relief interventions focused on the safety and well-being of the communities and helped as many people as we could."* said **Pearl Tiwari, Director and CEO, Ambuja Cement Foundation.**

With an eye on the future, Ambuja Cement is progressing well on its key strategic priority- Sustainability & its Sustainable Development (SD) Plan 2030. The SD Plan 2030 has a sharper focus on climate and energy, building a circular economy, conserving resources and nature, and driving meaningful change in the lives of communities. This in line with its vision to become the **'Most Innovative, sustainable and Competitive Building Solutions Company'** in India.

Ambuja Cements has consistently channeled its efforts towards socially and financially empowering communities through various initiatives.

Under its agro-based livelihood generation programme, ACF extended animal husbandry projects to 15 locations covering 9,629 families. Furthermore, over 48,000 women farmers participated in training sessions conducted by the foundation maintaining an overall outreach of 2.1 lakh farmers this year.

As part of its skill and entrepreneurship development initiative, ACF trained over 65,000 people with 74% of the graduates getting placed in different organisations. During the lockdown, the institute adapted to virtual training and successfully trained 5,742 students and ensured job placements to 4,269 of them.

In 2020, the Company also worked towards water management and with this focus developed and revived 127 water harvesting and recharge structures amounting to storage capacity of 1.10 million m<sup>3</sup>. Since safe drinking water is on the government agenda, ACF took an approach to initiate community participation in water distribution and surveillance of water.

Health and Sanitation has been a major focus for community development. The Maternal and Child Healthcare (MCH) interventions reached additional 15 villages covering 31,311 families. The nine community clinics established to cater 48 surrounding villages treated 1,186 patients during the year.

# Ambuja Cement

Through baseline studies Non-communicable diseases has resulted in a big health issue in the communities. Thus ACF is now actively tackling this issue by extending project interventions to 183 villages in 8 different locations.

During the year, the foundation assisted 813 SHGs apply for the COVID Sahay Loan to receive ₹4.26 crores as livelihood support. It also enabled women make 5,65,305 face masks that were sold to health authorities, medical stores and even to Ambuja Cement.

With education being a key pillar for sustainable development, ACF introduced teaching aids and built capabilities for students and teachers alike. In a period of three years, 88 schools received 'A' grading as compared to just 3 in 2016, reflecting a 350% jump.

Since COVID-19 took priority in 2020, ACF continued to focus on protecting the community through sanitation of villages and relief work. Through frontline work forces and others village level leaders ACF was able to maximize awareness and curb the virus in its core villages.

## **About Ambuja Cement Foundation:**

*Ambuja Cement Foundation is a grassroots pan-India implementing organisation that harnesses the power of partnerships — between communities, Government and other like-minded corporates and NGOs — to help solve pressing community problems and to foster prosperity.*

*For the past 28 years, ACF has created significant impact. A full-fledged Research and Monitoring Unit, along with numerous external, independent studies show significant change – in income levels, health indicators and overall harmony and happiness. Its work has spread beyond its core villages, and by working hand in hand with like-minded organisations, the Foundation aims to significantly impact the pressing issues currently inhibiting the country.*

## **About Ambuja Cement:**

*Ambuja Cements Ltd., a part of the global conglomerate LafargeHolcim, is among the leading cement companies in India. Ambuja Cement has a cement capacity of 29.65 million tonnes with five integrated cement manufacturing plants and eight cement grinding units across the country.*

*Ambuja Cement 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. These products not only fulfil important customer needs but also help in significantly reducing carbon footprints.*

For more details, visit <http://www.ambujacement.com>

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