

**Media Release**

# **ACC's 'Bank Sakhi' Program Economically Empowers Rural Women in Uttar Pradesh**

## **EDITOR'S SYNOPSIS**

- ACC provides sustainable livelihood to rural women in Self-Help Groups (SHG)
- Bank Sakhi offers a platform for rural women to become financially independent and contribute to the development of their communities
- The program plays a pivotal role in bridging the gap between financial institutions and rural communities

**Ahmedabad, 8th November 2023:** ACC, the cement and building material company of the diversified Adani Group, has taken a significant step aimed towards empowering rural women through the 'Bank Sakhi' program. This initiative is designed to provide a sustainable source of livelihood for women in Self Help Groups (SHGs) in rural Uttar Pradesh.

ACC along with Adani Foundation is of the firm belief that empowering women economically is crucial for the wholesome development of society. One such inspiring story is that of Ms. Wasima, a 37-year-old member of SHG named 'Malik Shah Baba', who has always harbored dreams of working in the banking sector. She found an opportunity to realise her dreams through ACC's bank initiative – the Bank Sakhi program. The program offers has played a pivotal role in expanding financial inclusion in communities. The Bank Sakhi program allows banks to enlist third-party agents to provide banking and financial services on their behalf in remote locations.

This approach leverages innovative technologies like Micro-ATM devices equipped with printers and biometric readers, as well as mobile phones, to facilitate secure transactions. In essence, the model has been instrumental in bringing banking services closer to underserved and remote areas, making financial services more accessible to a wider population.

Upon being selected as a Bank Sakhi, Ms. Wasima now proudly represents the Bank of Baroda in Gauriganj, serving as a trusted face for her village community. She operates as a Banking Correspondence Sakhi (BC Sakhi) from her home, providing banking facilities. Her role as a BC Sakhi has made banking services more accessible to her community, allowing them to perform transactions even after traditional banking hours.

Another testament to the program's impact is the journey of Rubi, who became a Bank Sakhi for JEEViKA (NRLM) after meeting all the eligibility criteria. She received the training alongside eight other SHG members from JEEViKA. ACC and Adani Foundation has created inclusive opportunities for rural women, enabling them to contribute to the financial well-being of their communities.

ACC in its unique social value added initiatives along with Adani Foundation remains committed to creating sustainable opportunities for women in rural areas, with the 'Bank

Sakhi' initiative standing as a testament to its dedication to social responsibility and empowerment. It envisions a future where rural women can achieve economic independence and contribute to the growth and development of their communities.

### **About ACC Limited**

ACC Limited is a part of Adani Cement and one of India's leading producers of cement and ready-mix concrete. It is a member of the Adani Group - the largest and fastest-growing portfolio of diversified sustainable businesses. ACC has 17 cement manufacturing sites, over 88 concrete plants and a nationwide network of channel partners to serve its customers. With a world-class R&D centre, the quality of ACC's products and services, as well as its commitment to technological development, make it a preferred brand in building materials. Established in 1936, ACC has been recognised amongst 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. ACC is counted among the country's 'Most Sustainable Companies' and is recognised for its best practices in environment management and corporate citizenship. With sustainability at the core of its strategy, ACC is the first Indian Cement Company to sign the Net Zero Pledge with Science Based Targets.

### **About the Adani Foundation**

The Adani Foundation, the community support and engagement arm of the Adani Group, is dedicated to making strategic social investments to achieve sustainable outcomes throughout India. Since 1996, the Foundation has focused on core areas including education, health, sustainable livelihood, skill development and community infrastructure. With its strategies based on national priorities and global Sustainable Development Goals (SDGs), the Foundation is known for its innovative approach and focus on sustainability, which contributes to the well-being and wealth of communities surrounding the Adani Group's businesses and beyond. At present, it operates in 5,675 villages across 19 states, impacting the lives of 7.6 million people.

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