Media Release

ACC Empowers Rural Women in Karnataka through Kitchen Garden Intervention Program

EDITOR'S SYNOPSIS

- ACC's Kitchen Garden Intervention Program established to improve the diets and livelihoods of rural families in the Kudithini Village
- As a pivotal intervention, the program involves seed distribution through Self-Help Groups aimed to augment food diversity and reduce dependency on the market for vegetables

Karnataka, 27 November 2023: ACC, the cement and building material company of the diversified Adani Group, as a part of CSR initiative, continue to make significant strides in improving the livelihoods of rural communities through its Kitchen Garden Program. One such success story emerges from Kudithini Village, Bellary district of Karnataka. Here, Sarojamma has become testament to the transformative power of Self-Help Groups and kitchen gardens in changing lives.

ACC through the Kitchen Garden Intervention Program aims to build the foundations of sustainable homes and also nurturing the growth of self-reliant communities. By partnering with Self-Help Groups and providing essential resources, ACC and Adani Foundation empowers the women to cultivate flourishing kitchen gardens. These gardens help enrich their diets and also cultivate a sense of self-sufficiency and pride.

Living with a family of two, Sarojamma, like many others in the district, heavily relied on crops grown on their farmland and purchased produce from the local market. This limited their diet to grains and seasonal vegetables. With a willingness to explore new avenues to enhance her family's dietary palate, she joined ACC's Kitchen Garden Intervention Program. As an impact, Sarojamma's garden has flourished into a vibrant garden of chili, radish, ladyfinger, beans, coriander, green leafy vegetables, and tomatoes. The abundant harvest not only caters to the entire family's nutritional needs, but also exceeds their expectations. Importantly, this initiative has significantly curtailed their dependence on external markets.

The Kitchen Garden Intervention Program, a cornerstone intervention of ACC and Adani Foundation, includes distributing seeds through Self-Help Groups and establishing gardens near hand-pumps and waste disposal areas. This initiative aims to diversify food sources, thereby reducing dependency on produce purchased from the markets.

ACC's Kitchen Garden Intervention Program focuses on empowering rural women by providing them with the necessary resources and knowledge to cultivate their kitchen gardens. Through this initiative, women like Sarojamma can grow a variety of fruits, vegetables, and herbs, ensuring a diverse and nutritionally-rich diet for their families. By promoting sustainable agriculture practices the program enhances food security and contributes to the economic development within the local community.

As we continue to sow the seeds of positive change, ACC and Adani Foundation through their social initiatives remains committed to fostering food security, economic growth, and a brighter future for rural India.

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, 83+ 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 recognized 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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