

**Media Release**

# **ACC's Pragmatic Approach to Conserve Water & Create a Sustainable Environment in Odisha**

## **EDITOR'S SYNOPSIS**

- ACC empowers Katapali Gram Panchayat to enhance water resources and sustainability in the agricultural district of Bargarh in Odisha
- ACC and Adani Foundation provided support to the initiative under CSR, with an estimated cost of Rs 16 lakhs.
- The initiative benefits the 2500-members of the community and facilitates year-round cultivation on 50 to 60 acres of land.

**Ahmedabad, 20<sup>th</sup> November 2023:** ACC, the cement and building material company of the diversified Adani Group under its CSR initiative, has taken up the responsibility of water conservation in Bargarh district of Odisha state with the aim to upgrade the groundwater levels and foster a clean and environmentally-friendly atmosphere.

In the face of Bargarh's challenging climate, characterised by high temperature fluctuations, ACC has taken a proactive approach towards water conservation. Water scarcity poses a significant challenge to the residents in the region of Katapali that receives an annual rainfall of around 1050mm. This impacts agriculture, which is the backbone of the region's economy. In a bid to address the issue of water scarcity in the region, ACC supported Katapali Gram Panchayat in the participatory approach to deepen the Katapali Pond. This project, involving excavation of soil from the pond, was successfully executed by ACC and Adani Foundation with an estimated cost of Rs 16 lakhs.

The deepening of Katapali Pond has significantly increased its water storage capacity. This initiative, carried out in a collaboration of community members with the village administration, promises to benefit around 2500 members of the local community significantly. Moreover, it also paves the way for a year-round cultivation on 50 to 60 acres of land area.

ACC and Adani Foundation continues to provide support in the Bargarh District, motivating other industries and organisations to prioritise and place environmental sustainability at the forefront. Their collaborative initiatives, in partnership with various stakeholders, not only addresses the immediate challenges faced by the region, but also works towards a more sustainable future for Bargarh and its people.

### **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 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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