

**Media Release**

## **ACC supports rural entrepreneurship and sustainable aquaculture through bio-floc technology in Bargarh region of Odisha**

### **Editor's Synopsis**

- ACC is providing a gateway for women to break traditional barriers and actively contribute to their communities by promoting the adoption of bio-floc technology.

**Odisha, 12<sup>th</sup> December 2023:** ACC, the cement and building material company of the diversified Adani Group, has been supporting the adoption of bio-floc technology in local communities of Odisha. Bio-floc, an eco-friendly fish farming method utilizing microorganisms to establish a harmonious aquatic ecosystem, proves to be lucrative, space-saving, and low-maintenance solution for farmers.

One of the beneficiaries of this initiative is Mamata Bhoi from Piplipali village in Bargarh district, Odisha. With ACC and Pratigya Trust's support, Mamata diversified her income by setting up a small bio-floc fish farming unit. Taking advantage of the 40% government subsidy for "Promotion of Intensive Aquaculture through Introduction of Bio-floc Technology," Mamata joined many other farmers in embracing this new and effective method

Mamata invested Rs. 2.5 lakhs initially, covering essential components like concrete tanks, a green net shed, an inverter, shrimp, feed, technical support, and water testing equipment. She sourced shrimp varieties from Kakinada and Bhadrak and underwent training from scientists at the Central Institute of Freshwater Aquaculture (CIFA). With these efforts, Mamata looks forward to harvesting her first shrimp batch soon, with an anticipated profit of Rs. 1.75 lakhs.

Bio-floc fish farming, utilizing microorganisms for nutrient recycling and water quality maintenance, finds a fitting environment in Odisha, which is abundant in freshwater resources and facing a high fish demand.

ACC's initiative is playing a pivotal role in uplifting rural communities, with a special focus on empowering women. By promoting the adoption of bio-floc technology, ACC is providing a gateway for women like Mamata Bhoi to break traditional barriers and actively contribute to their communities' sustainable development. The initiative extends beyond mere economic diversification; it serves as a catalyst for social transformation.

By empowering women in rural Odisha with the tools and knowledge needed for successful Bio-floc fish farming, ACC is creating a positive ripple effect, ultimately enriching the fabric of these 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 recognized amongst India's Most Trusted Cement Brand by TRA Research in its Brand Trust Report, 2023. 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.

**For further information on this release, please contact: [roy.paul@adani.com](mailto:roy.paul@adani.com)**