

Ambuja Cements' CSR arm, Ambuja Cement Foundation, trained 74,000 youth across the country

Mumbai / Ahmedabad, 16th July, 2021: Ambuja Cement Foundation has empowered 74,000



youth across the country through its 35 **Skill and Entrepreneurship Training Institutes (SEDI)** in 10 states. Where there continues to be an imbalance between supply and demand in India, Ambuja Cement Foundation is helping to educate youth through its 43 certified courses in eight sectors with a placement rate of 75%.

“At Ambuja Cements, we are committed to creating jobs and closing the skills gap not only in urban areas but also in rural India. Our initiatives have helped empower 65000 youth. This is a testimony to our ethos of contributing to our country’s Skill India initiative,” said **Neeraj Akhoury, MD & CEO, Ambuja Cements.**

Pearl Tiwari, Director and CEO, Ambuja Cement Foundation, said, *“Education and training are the most important components to create jobs for any economy. It is very important to bridge the skill gap and support the spirit of entrepreneurship not only in urban areas, but also in rural areas, especially after COVID-19 when people are back to work. Through SEDI, we aim to motivate youth and equip them for both, jobs and entrepreneurial opportunities, enabling job creation and economic progress. We wholeheartedly believe in contributing to the Government’s Skill India mission and look forward to many more milestones.”*



SEDI is a unique skilling initiative introduced by Ambuja Cement Foundation that focuses on enhancing employability of rural youth through intensive vocational training courses. It aims to provide sustainable livelihoods by strengthening earning capacity through training programs. The initiative provides employment and promotes entrepreneurship to help students start their own business and equip them with the necessary skills

to thrive.

SEDI also trains differently abled people in courses like hospitality, AC and Refrigerator Repair, Smartphone Repair and BPO Call Centre Executive, and have provided them with placement opportunities, which has transformed their lives. ACF has also introduced this model to the intellectually disabled students of Ambuja Manovikas Kendra (AMK) in Ropar, Punjab, partnering with a like-minded foundation by introducing courses in bakery and entrepreneurship options.

Ambuja Cement

Established in 1993, Ambuja Cement Foundation helps rural youth learn various skills through its customized programs so they can find jobs, build careers, and start businesses in their local markets or neighborhoods. ACF also provides mentoring and support to help youth transition into formal employment.

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 3 decades, 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 organizations, the Foundation aims to significantly impact the pressing issues currently inhibiting the country.

About Ambuja Cements:

Ambuja Cements Ltd. is a member of Holcim, the global leader in innovative and sustainable building solutions. Among the leading cement companies in India with a capacity of 29.65 million tonnes, Ambuja Cement has 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 Kawach, Ambuja Roof Special, Ambuja Compocem and Ambuja Cool Walls, under the umbrella of Ambuja Certified Technology, which help in significantly reducing carbon footprints. It's sustainable operations and initiatives help advance the Company's philosophy of contributing to societal well-being.