

Nuvoco wins the FICCI CSR Award 2017-18 for Women Empowerment
Project Aakriti bags the top spot for engaging local women in a sustainable source of livelihood



Mr. Suresh Prabhu - Minister of Commerce & Industry and Civil Aviation handing over the award to Mr. Rajeev Ranjan, Assistant Vice President, CSR and Corporate Affairs and Apurva Chaudhary, CSR Manager, Chittorgarh Cement Plant.

Nuvoco Vistas Corp Ltd (formerly Lafarge India Limited), one of the country's leading building materials manufacturers, bagged the FICCI CSR Award for 2017-18 in the Women Empowerment category at the 17th edition of FICCI CSR Awards ceremony held in New Delhi. They were awarded for their project 'Aakriti', which has brought about economic empowerment of women in the community by engaging them in sustainable sources of livelihood.

The project has been implemented in the Nimbaheda block of Chittorgarh; where, over time, 400 women from neighbouring villages have been trained in tailoring and associated skills. The project runs across five villages of Mangrol, Bhawaliya, Unkhliya, Arniya Joshi, Nimbaheda in Chittorgarh. Project Aakriti has managed to transformed the lives of women and their respective households by

empowering them. Their financial independence has led to them have a stronger voice in domestic decision-making; while additionally improving the overall quality of life through better access to education, nutrition intake and asset creation. The project started as a pilot in 2014-15 when Nuvoco upgraded the stitching training centre to a 'Production Centre'.

Speaking on the win **Joydeep Chatterjee, Chief of Projects, CSR & Corporate Affairs, Nuvoco**, said, "Aakriti has been one of our most challenging projects as it required changing highly conservative mindsets while also identifying a sustainable source of livelihood that was also considered acceptable for women in that milieu. It is also one of our significant initiatives in enterprise development, which is thriving and self-sustaining. Viewed against this backdrop; the FICCI Award is an important validation of our efforts."

This year, the awards had over 150 corporates and organisations participate in the various categories.

About Nuvoco

Nuvoco Vistas Corp. Ltd. (formerly Lafarge India Limited), is a leading manufacturer and retailer of building materials with a vision to build a safer, smarter and more sustainable world. The company started operations in India in 1999 via acquisitions; and it has since emerged as one of the major players in India. Today it has an installed capacity of around 10.92 MTPA with six cement plants in Chhattisgarh, Haryana, Jharkhand, Rajasthan and West Bengal; and a pan-India presence in the ready-mix concrete (RMX) business with around 70 plants across the country. Our aggregates business is based out of Kotputli with a capacity of 240 tonnes per hour. In Cement we are amongst one of the leading players in Eastern, Central and North India; with high performance, premium blended cement variants, which include Duraguard, Duraguard Microfiber, PSC, Concreto, and Infracem. We also offer value added products like construction chemicals, wall fill solutions and cover blocks. Our RMX range; comprising specialised products like Agile, Artiste, XLite, InstaMix, and Robuste; is trusted alike by large developers, small contractors, builders, architects, government agencies, and individual house builders. We are proud contributors to landmark projects like Lodha World One, the Metros [Delhi, Jaipur and Mumbai]. Guided by the enduring principles of safety for its employees and social responsibility for the community, the company is charting new roads in providing solutions to meet the country's infrastructure needs. [www.nuvoco.in]