



Nuvoco Vistas Corp. Ltd.
(formerly Lafarge India Limited)

Press Release

Nuvoco wins 5th CSR Impact Award 2018

Project Samridhi gets recognized in the Women Empowerment category

September 28, 2018, Mumbai: Nuvoco Vistas Corp Ltd (formerly Lafarge India Limited), one of the country's leading building materials manufacturers, recently bagged the 5th CSR Impact Awards 2017-18 in the Women Empowerment category. Nuvoco's Project Samridhi won the award for bringing about economic empowerment of women in the community by engaging them in sustainable source of livelihood. The award was handed over to the team by Mr. Anant Kumar Hegde, Union Minister of State for Skill Development and Entrepreneurship, Govt. of India.

The CSR Impact Awards is an initiative of NGOBOX to encourage companies, CSR foundations and CSR implementing agencies, to deliver high impact through CSR projects and adopt multi-stakeholder approach, leading to excellence in project outcomes. This initiative focuses on identifying high impact CSR projects in 14 categories at a pan-India level. The awards seek to appreciate project specific impacts made by the organisations in particular thematic areas, to set benchmark in projects planning, identification and delivery of results. 22 award winners were selected from 110 applications after a two-stage evaluation concluding with the jury round. Winners in other categories included Tata Steel Limited, Swades Foundation, ICICI Foundation, and Jindal Steel & Power Limited; to name a few.

Speaking on the win **Joydeep Chatterjee, Chief of Special Projects, CSR and Corporate Affairs**, said, "As a socially responsible Corporate, Nuvoco has always been driven to bring about holistic development in our surrounding villages and their marginalised communities. Through Samridhi (mushroom cultivation project), we have been able to make the women 'Saksham' in terms of economic and social empowerment, and have brought them at par with their male counterparts. This award is a recognition of how, even small but meaningful initiatives can lead to significant and long-term transformations."

Project Samridhi supports over 120 women across five villages, namely Barbaid, Deuli, Latiyaboni, Machhbanda, and Nidhirampur. It is being implemented in the Gangajalghati block of West Bengal's Bankura District. Through this initiative, Nuvoco aims to make women an equal contributory member of the family, and Samridhi has already managed to change the lives of many households by giving women financial independence, and as a result, a stronger voice in domestic decision making. Additionally, it has also helped in improving the overall quality of their lives through better access to education, nutrition intake, and assets creation. With an overall increase in earnings by 40% in the household, this income gives the women of the village an equal footing with their male counterparts. Being a self-sustaining business plan, the cultivated mushrooms are marketed and sold by the villagers themselves.

Photo Caption: Mr. Amit Pidiha, Vice President Mejsa Cement Plant and Mr. Rajeev Ranjan, Assistant Vice President - CSR & Corporate Affairs Nuvoco receiving the award at the hands of Mr. Anant Kumar Hegde, Union Minister of State for Skill Development and Entrepreneurship, Govt. of India.



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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. Nuvoco started operations in India in 1999, and it has since emerged as one of the major players in India; with a reputation that is built on the foundations of Quality, Innovation and Trust. 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 in the north; with a capacity of 240 tonnes per hour. In Cement we are a leading player in Eastern, Central and North India; with high performance blended cement variants, which include The Original Jojobera PSC, Concreto, Duraguard, Duraguard Microfiber, 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 and the Metros (Delhi, NOIDA, Jaipur and Mumbai). Guided by the enduring principles of safety for its employees and social responsibility for the community, Nuvoco is charting new roads in providing solutions to meet the country's infrastructure needs. [www.nuvoco.in]