

Press Release

Arasmeta Cement Plant distributes 100 DESKIT bags to students

January 28, 2019, Arasmeta: To motivate children towards study and improve their body posture, Nuvoco's Arasmeta Cement Plant (ACP) distributed 100 DESKIT bags to children of Government Primary school, Arasmeta village. Undertaken as part of Shakshar Bharat initiative; this initiative will instil school going behaviour, make study feasible and help ease backaches.

DESKIT, is an affordable bag which has a detachable plywood study table with foldable legs made of mild steel (MS) tubes, weighing only 680 grams. The table is attached to the front flap of the bag, which is made of high quality waterproof fabric, to avoid contact with the student's back.

In a country where students don't have access to basic study infrastructure, both in school and home these bags have benefitted them immensely. Children have difficulty in sitting down while studying as they do not have any type of bench / table, and most of them does not even have school bags. DESKIT will serve a dual purpose by which students carry their books easily and write smoothly in attached desk. These bags were given to students from STD III to V.

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]