

Press Release

## **Nuvoco's Chittorgarh Cement Plant signs MoU with Govt. Of Rajasthan to adopt and support 162 Anganwadi centres**

*Project DAMRU will have Nuvoco working with ICDS to develop model Anganwadi centres over next five years*

**February 10, 2018; Nimbahera:** In line with Nuvoco's 'Sakshar Bharat' initiative; the Chittorgarh Cement Plant (CCP) today signed an MoU (Memorandum of Understanding) with the Government of Rajasthan, to adopt and support 162 Anganwadi centres being run under the Government-sponsored ICDS (Integrated Child Development Service) programme. The MoU was signed by Mrs. Lakshmi Charpota, Dy. Director ICDS, Chittorgarh – Govt. of Rajasthan; and Mr Raghvendra Rao Jahagirdar, Vice President, CCP; Mr. Bhawar Lal Bisnoi, Block Development Officer (BDO), Nimbahera; Mr Rajeev Ranjan, Deputy General Manager, CSR, and Mr Ravi Prakash, Senior Manager, CSR with Mr Chamalal Jingar, SDM – Nimbahera as witness.

According to the MoU, Nuvoco will help the administration to fill the identified gaps between needs and resources in service components of ICDS; such as nutrition, pre-schooling, capacity building of workers and empowerment of community. The scope of the programme covers 32 Anganwadi centres in Arnoda, 25 in Keli, 20 in Kanera, 34 in Mandala Charan, 13 in Binota and 34 in Nimbahera. Speaking at the occasion, Mr Jahagirdar said, "A country that has the highest number of malnourished children in the world and also accounts for largest child deaths, the private sector intervention, under public-private-partnership model, becomes significant. Through 'DAMRU', Nuvoco will be touching lives of around 9500 children and 3500 adolescent girls and mothers in rural Rajasthan on a sustained basis."

Mr Chamalal Jingar, SDM – Nimbahera, expressed his happiness with Nuvoco's initiative and said, "If children stay at the anganwadis for the allotted time; then they will be able to learn and grow using the natural and ideal medium of play. Nuvoco's DAMRU initiative is in sync with the district's priority programme of 'Project UDAAN', which focuses on maternal and child health."

The 'DAMRU' (**D**eveloping **A**nganwadi as **M**odel **R**e-creation **U**nit) programme has been designed by Nuvoco's CSR team with the intent to transform Anganwadis into modern play schools. DAMRU also aims to create awareness about the need for care of underprivileged children – their health, education and nutrition. This MoU is a small, but significant, step in this direction for achieving the objectives of providing nutritious food to children and reducing maternal and child mortality ratio.

**Photo caption:** From (L-R) Mr. Ravi Prakash, Senior Manager, CSR – CCP; Mr. Bhanwar Lal Vishnoi, BDO – Nimbahera; Mrs. Lakshmi Charpota, Dy. Director ICDS – Chittorgarh; Dr. Yusuf Ali Solanki, HR Head – CCP; Mr. Chamalal Jingar, SDM – Nimbahera; Mr. Raghvendra Rao Jahagirdar, Vice President - CCP; Mr. Rajeev Ranjan, DGM – CSR; Mr. Shridhar Ayyar, HR Head – Ready-mix & Aggregates, and Ms. Vaijayanti Karande, Head – Communications.

About Nuvoco



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

Nuvoco Vistas Corp. Ltd. (formerly Lafarge India Limited), is a leading manufacturer and retailer of construction materials with a vision to build a safer, smarter and more sustainable world. Nuvoco started operations in India in 1999 and over the past eighteen years, it has emerged as one of the major players in India; a reputation that is built on the foundations of Quality, Innovation, Safety 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 close to 70 plants across the country. Our operational focus is currently across two business divisions; in Cement we are amongst one of the leading players in Eastern, Central and North India; with high performance blended cement variants. Our premium product portfolio includes The Original Jojobera PSC, Concreto, Duraguard, Duraguard Microfiber, and Infracem. We have also forayed into value added products like construction chemicals, wall fill solutions and cover blocks. Our Ready-Mix Concrete is trusted alike by large developers, small contractors, builders, architects, government agencies, and individual house builders. The premium product range comprises Mega™ Series, Mega™ LWC, InstaMix, Artevia™, Agilia™. 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](http://www.nuvoco.in)]