

# Technology and Action for Rural Advancement (TARA)

## PRESS BRIEF

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### **TARA Receives “Special Recognition - Product of the Year 2024- Cement & Concrete” Award for LC3 at the 2nd World of Concrete India Awards, Mumbai**

TARA (Technology and Action for Rural Advancement), part of the Development Alternatives Group, has been honored with the **“Special Recognition - Product of the Year 2024- Cement & Concrete”** award at the prestigious 10th World of Concrete India event for its pioneering role in promoting Limestone Calcined Clay Cement (LC3). This recognition underscores TARA's leadership in catalysing change in the construction industry, particularly through sustainable building materials.

LC3, an innovative product, is transforming the face of the construction sector by offering a low-carbon alternative to traditional cement. Its introduction into the Indian market, driven by TARA, marks a significant shift towards eco-friendly construction practices. By reducing carbon emissions, LC3 is paving the way for a more sustainable infrastructure development approach, aligning with global efforts to combat climate change.

The 10th edition of World of Concrete India, a premier event showcasing cutting-edge technologies and innovations in the construction industry, recognized the vital role LC3 plays in bridging sustainable development with economic growth. This award acknowledges the product's potential to contribute significantly to the reduction of carbon emissions, thereby addressing some of the critical challenges posed by climate change.

On receiving the award, TARA has set a new benchmark for sustainable innovations within the construction sector. The recognition highlights the growing importance of eco-friendly solutions in shaping the future of infrastructure and housing, showcasing LC3 as a key innovation in building a sustainable future.

“I would like to dedicate the recognition of Limestone Calcined Clay Cement LC3 to my team members, academic partners IITM and UQ and all the cement companies in India and across the world. Without your active help and support this would not have been possible” said **Dr. Saumen Maity, Chief Technical Officer, TARA & Vice President, DA Group** on receiving the award.

For more information about LC3 and TARA's efforts in promoting sustainable construction practices, visit [www.tara.in](http://www.tara.in)

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### **About Technology & Action for Rural Advancement (TARA)**

The Society for Technology & Action for Rural Advancement (TARA) is a social enterprise of the Development Alternatives Group, set up in year 1985 at New Delhi, India. TARA's vision is to create sustainable livelihoods on a large scale, in pursuit of which, it develops and promotes "scalable solutions for people and the planet". As an 'incubation engine', TARA's organisational objectives have been defined around impact in the areas of Employability, Entrepreneurship, Clean Technology, Basic Needs, Natural Resource Management, and Institutional Strengthening. A mix of projects and revenue-based activities deliver a range of replicable enterprise-based business models, community development packages and capacity building solutions in five sectors - Renewable Energy, Water Sanitation and Hygiene, Affordable Housing, Livelihood Support and Recycling.

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Some pictures from the ceremony

