



CCE-02/STC-36/Cem/B/2025

## Consumer Complaint and Handling Technique in Cement Marketing

### Intended for

Professionals engaged in marketing activity of cement.

### Objective

The course aims at imparting relevant knowledge as required to marketing executives on various aspects of quality requirements of ordinary portland cement, blended cements and concrete and role of quality of cement in good construction practices.

### Course Contents

- Cement specifications – properties and relevance and quality requirements and International standards on cement and alignment to BIS specifications.
- Testing of cements for quality and application.
- Blended cements and use of supplementing cementitious material (SCM) and their applications in concrete construction.
- Concrete mix design and role chemical admixtures.
- Creating awareness about good construction practices and acceptance criteria for concrete.
- Handling of complaints and redressal.
- Problems of cement marketing and aspects of market development.
- Color variation in cement, lumps issue in cement, cracks in cement.

### Mode of Training:

Offline/Physical at NCB-Ballabgarh

### Duration and Timings

2 days (02-03 December 2025); 10.00 hrs to 17.00 hrs (Indian Standards Timing)

### Course Fee

#### **Non-Residential**

₹ 11,550 plus G.S.T. @ 18% (i.e ₹ 13,629/-), per participant

#### **Residential**

₹ 16,650 plus G.S.T. @ 18% (i.e ₹ 19,647/-), per participant

[Limited residential accommodation is available in the hostel located within the campus of NCB Ballabgarh. The accommodation is booked on first-come-first-serve basis only].

#### **Discount on Course Fee**

A discount of 10% and 15% on course fee will be extended if an organization nominates 3 and 4 or more participants respectively for the course.

### Mode of Payment: Online

01. State Bank of India, CRI Faridabad Branch (Code 03794), Faridabad-121004, Haryana, India

SB Account No.: 37301477161

MICR Code: 110002194

IFSC Code: SBIN0003794

### Participation Certificate

NCB will issue a certificate of participation on conclusion of the training course.

### Venue & Communication Address

Centre for Continuing Education Services  
National Council for Cement and Building Materials  
34 KM Stone, Delhi-Mathura Road (NH-2)  
Ballabgarh-121 004, Haryana, INDIA  
Tel : +91-129-2666 868/ 867  
E-mail : [cecb@ncbindia.com](mailto:cecb@ncbindia.com) Website: [www.ncbindia.com](http://www.ncbindia.com)

# NOMINATION FORM



CCE-02/STC-36/Cem/B/2025

**Training Programme  
on  
Consumer Complaint and Handling Technique in Cement Marketing  
(02-03 December 2025)**

**Please return the completed form to :**

Centre for Continuing Education Services

**National Council for Cement and Building Materials**

(Under the Administrative Control of Ministry of Commerce & Industry, Govt. of India)

34 KM Stone, Delhi–Mathura Road (NH–2) Ballabgarh–121 004, Haryana, INDIA

**Tel:** +91-129-2666645/ 868/ 867; **E-mail:** cceb@ncbindia.com;

**Website:** www.ncbindia.com

To be Filled in by the Nominee

Name of Participant (in Block Letters) Dr /Mr /Mrs /Ms .....

Qualifications .....

Position / Designation .....

Organisation .....

Address for Communication .....

..... PIN 

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E-mail ..... Tel/Mb ..... Fax .....

Non-Residential  Residential

Signature of the Participant

To be Filled in by the Sponsor

Name of Sponsoring Organisation .....

GSTIN .....

Address for Communication .....

..... PIN 

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E-mail ..... Tel ..... Mobile .....

UTR No. .... Dated ..... ₹ .....

Date :

Signature of the Sponsor with stamp of Organisation