

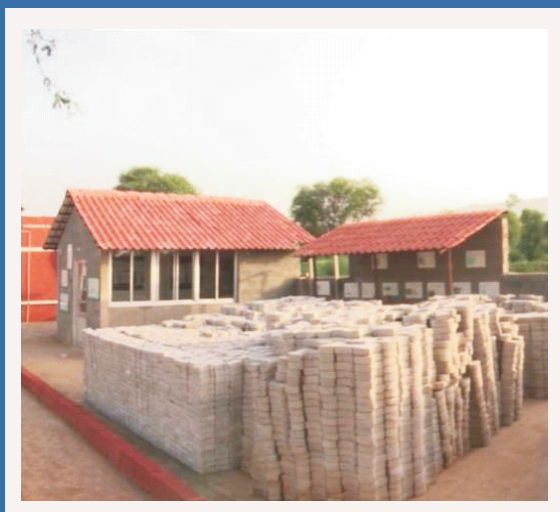
# Green Building Centers

Building Sustainable Enterprises.....Creating New Markets

TARA Machines and Tech Services Pvt Ltd, a social enterprise of the DA group, has partnered with ACC and is setting-up TARA-ACC branded "Green Building Centres". These franchises are a one-stop shop for all green building requirements, from design to facilitation of construction. Over 15 green building centres will be operational by 2015.

The Green Building Centre is a very attractive social entrepreneurship model with high investment returns. The setup of the Green Building Centres , co-branded with ACC cements, provides best technology solutions as well as a quality brandname to develop a strong and growing business model for the entrepreneur.

Green Building Centres have multiple economic, environmental and social impacts. Other than creating employment and giving a boost to the local economy, they have a huge potential in mitigating climate change impacts through promoting energy and resource efficiency and waste utilisation.



## How to set up your Green Building Centre

- Market survey and feasibility
- Creation of a business center
- Material testing and mix design
- Signing of agreement with ACC
- Construction and training at site
- Quality control procedures established
- Inauguration and launch of the center

## Developing Partnerships

### ACC

- *Presence across India*
- *Strong channel of partners, distributors and dealers*
- *Offer of new business opportunity for next generation of dealers*
- *Associated with high quality*



### Development Alternatives

- *Access to scientists and material laboratories*
- *Technical knowledge of material mixes and machinery for manufacturing*
- *Focus on training and development*

### Local Entrepreneur

- *Ability to invest in setting up business for next generation*
- *Knowledge of local market*
- *Alignment of vision – value for customer, sustainability and social benefit*

*The initiative aims to develop a sustainable business model for rural and semi-urban India with a clear mandate of providing value-for-money housing solutions to customers through concrete product 'Centers of Excellence'*

# Product Portfolio

## Fly Ash Bricks



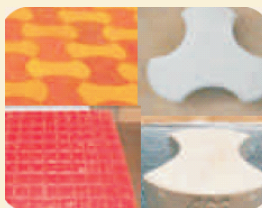
- Consistent strength as per IS norms
- Uniform Size and Shape required less mortar and plaster
- Approved for use in various government departments

## Hollow solid concrete blocks



- Speedy construction
- Good thermal comforts
- Available in various sizes
- Saving on manpower

## Concrete Pavers and Floor Tiles



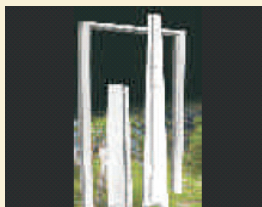
- Easy to install and maintain
- Available in several design and colours
- Quick replacement possible
- Decorated exterior use, petrol pump use, rural and city roads
- Fully tested MPA 5 to 50 grade

## Concrete Roof Tiles



- Durable and Strong
- Comfortable in summers and winters
- Easy to maintain
- Colour as per requirement

## Concrete Door and Window Frames



- Excellent surface finish
- Does not rust
- No threat from pests
- Handle and bolt are easy to fit

## Triple Bottom Line Approach

- **Economic** – Inclusive business model with 100% utilization of ACC cement
- **Environmental** – Annually
  - 770 MT of CO<sub>2</sub> emission saved
  - 6480 MT of soil saved
  - 4200 MT of waste utilised
- **Social** and Shelter– 20 livelihoods created directly per center and 50 livelihoods created indirectly



### For further details, please contact:

Development Alternatives  
B-32, TARA Crescent, Qutub Institutional Area, New Delhi - 110 016, India  
Tel: 91 (11) 2656 4444, 2654 4100, 2654 4200, Fax: 91 (11) 2685 1158  
Email: mail@devalt.org, Website: www.devalt.org

