



CCE-02/STC-18/Cem/B/2026

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 their application.
- Blended cements and use of supplementing cementitious material (SCM) and their applications in concrete construction.
- Concrete mix design and role of chemical admixtures.
- Creating awareness about good construction practices and acceptance criteria for concrete.
- Color variation in cement, lumps issue in cement, cracks in cement.
- Handling of complaints and redressal.
- Problems of cement marketing and aspects of market development.

Mode of Training:

Offline/Physical at NCB-Ballabgarh

Duration and Timings

2 days (15-16 July 2026); 10.00 hrs to 17.00 hrs (Indian Standards Timing)

Course Fee

Non-Residential

₹ 12,000 plus G.S.T. @ 18% (i.e ₹ 14,160/-), per participant

Residential

₹ 17,100 plus G.S.T. @ 18% (i.e ₹ 20,178/-), 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 : +91-129-2666645/868/ 867
E-mail : cecb@ncbindia.com Website: www.ncbindia.com

NOMINATION FORM



CCE-02/STC-18/Cem/B/2026

Training Programme on Consumer Complaint and Handling Technique in Cement Marketing (15-16 July 2026)

Please return the completed form to :

Centre for Continuing Education Services

National Council for Cement and Building Materials

(Under the administrative control of DPIIT, 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

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E-mail Tel/Mb

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