



Velammal College Of Engineering And Technology, Madurai – 009



Department of Civil Engineering

Centre of Excellence For Sustainable Construction Practices And Materials

CoE Head

Dr. A. Latha, Professor/Civil

About CoE

The **Centre of Excellence (CoE) for Sustainable Construction Practices and Materials** established by UltraTech Cement is an industry–academia initiative aimed at promoting innovation, research, and skill development in the field of sustainable construction. The CoE serves as a dedicated platform within academic institutions to bridge the gap between theoretical knowledge and practical industry requirements by providing advanced laboratory facilities, hands-on training, and exposure to modern construction technologies. It focuses on the development and application of eco-friendly and high-performance construction materials. In addition, the centre emphasizes sustainable practices including low-carbon construction techniques, resource efficiency, and durability enhancement of structures. Through activities such as workshops, faculty development programs, student training sessions, and collaborative research projects, the CoE enhances technical competency and encourages innovation among students, researchers, and professionals. Overall, it plays a significant role in fostering sustainable infrastructure development and preparing future engineers to address environmental and technological challenges in the construction industry.

About UltraTech Cement Limited:

UltraTech Cement Ltd. is the largest manufacturer of grey cement, Ready Mix Concrete (RMC) and white cement in India. It is also one of the leading cement producers globally. Its operations span across India, UAE, Bahrain, Bangladesh and Sri Lanka. UltraTech is the largest manufacturer of concrete in India. UltraTech is the one-stop shop for every primary construction need. Its meteoric rise as India’s largest cement brand reflects on the organisation’s focus on cutting edge technology, research and technical services. UltraTech Cement provides a range of products that cater to the various aspects of construction, from foundation to finish. UltraTech’s parent company, the Aditya Birla Group, is in the league of Fortune 500 companies. It employs a diverse workforce comprising of 120,000 employees, belonging to 42 different nationalities across 36 countries. The Group has been ranked number 4 in the global; Top Companies for Leaders; survey and ranked number 1 in Asia Pacific for 2011.

Impact:

- Accelerates the adoption of sustainable construction practices in real projects.
- Creates a skilled workforce aligned with current industry needs through continuous exposure to UltraTech Cement expertise.
- Acts as a technology transfer hub, bringing latest innovations from industry to academia.

- Improves problem-solving and analytical abilities of students through live case studies and experiments.
- Encourages interdisciplinary collaboration between researchers, faculty, and industry professionals. Contributes to reduction in construction cost and material wastage through optimized practices.
- Supports standardization and best practices in construction and material usage.
- Drives innovation in low-impact and durable infrastructure systems.
- Enhances the institution's research output, publications, and consultancy opportunities.
- Builds a culture of continuous learning and professional development in sustainable engineering.



Inauguration of Centre of Excellence For Sustainable Construction Practices And Materials

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CoE Head
(Dr. A. Latha)

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HoD/Civil
(Dr. R. Ganesan)