

# Case Study: National Council for Cement and Building Materials

Client: NCB

Website: [www.ncbindia.com](http://www.ncbindia.com)

## Overview:

National Council for Cement and Building Materials was established in the year 1962, formerly known as Cement Research Institute of India and later classified as National Council for Cement and Building Materials (NCB) in 1985. NCB is the crest of continuous research, education, energy & environment, quality management services, laboratory services, training, testing and evaluation of materials, waste utilization, technology development and much more. It was initially inaugurated with the mission to promote research and scientific work and the trade of building materials. The main unit is in Ballabgarh, Haryana which is a unit which collects service offerings through 8 corporate centers, from different locations. NCB is an integral part of Ministry of Commerce and Industry, Government of India.

## Business Context:

In order to carry out its mission of enhancing quality and foster development in research, NCB required a complete revamp of their website. Fast Conversion analyzed the project requirement, implemented a strategic solution for their website by integrating a dynamic Content management system that can be manually accessed by them.

## Solution:

We adhered to their content & feature recommendations and developed an interactive & engaging design for their website. As per their specifications, we incorporated a bilingual version (Hindi and English), provided clickable drop down menus and sub menus, clickable PDF files that leads to direct download, search space etc.

## Technical Benefits:

Content Management System – WordPress is an open source platform that offers website authoring, administration tools, collaboration & is designed to allow admins with least knowledge of web programming or markup languages to manage and create web content with perpetual ease.

- WordPress powered website offers ease of Use. Adding content, images, new web pages etc can be done easily.

- WordPress is browser friendly. Hence, it can be opened from any computer.
- The website is SEO friendly.
- The design of the website is 100% scalable and customizable.
- The website supports blogging and has RSS feed / email subscription options connected to its blog. Readers can comment.
- The website can provide access to multiple admins, here, NBC needed a backend admin panel.

**Contact Us:**

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