CHAPTER - III

PROFILE OF THE STUDY UNIT
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INTRODUCTION

Before getting into the study of some aspects relating to an organisation, one must have some knowledge about the organization. So, it was decided to give some information and data about the unit under study to present a clear picture about the unit. This chapter deals with such information.

UNIT PROFILE

NAME OF THE COMPANY

The name of the company under study is Tamil Nadu Cements Corporation Ltd. (TANCEM), Ariyalur Cement works, Ariyalur.

HISTORY AND DEVELOPMENT OF THE COMPANY

Tamil Nadu Cements Corporation Ltd., (TANCEM) was established by the Government of Tamil Nadu. It started its operations on 1st April 1976 by taking over the cement plant at Alangulam nearer to sivakasi which is popularly known as Little Japan. Also, it set up another cement plant at Ariyalur located in Perambalur District in 1979. It started its production on 1.8.79.

TANCEM, as its expansion and conversion activities, set up Asbestos Sheet unit at Alangulam in 1981 and an Asbestos Pressure Pipe
plant at Mayanur in 1983. In 1989, it took over a Stoneware Pipe Plant from TACEL.

Thus, TANCEM has become a multiproducts company with an annual turnover of around Rs. 250 crores.

The plants of TANCEM at present are:

i) Alangulam Cement works, Alangulam, Virudhunagar (Dt.)
ii) Ariyalur Cement works, Ariyalur, Perambalur (Dt.)
iii) Tamil Nadu Asbestos Sheet unit, Alangulam, Virudhunagar (Dt.)
iv) Tamil Nadu Asbestos Pipe unit, Mayanur, Karur (Dt.)
v) Stoneware Pipe factory, Virudhachalam, Cuddalore (Dt.)

**MANAGEMENT OF THE COMPANY**

The company is managed by 9 Directors (as on March 2005) and a team of professionally qualified managers. The Directors are appointed by the State Government and in turn they appoint the managers. The Directors conduct the affairs of the company as per the policy and directions of the Government of Tamil Nadu.

**ORGANISATION SET-UP**

There are different departments which are headed by managers and who work according to the directions of the Board of Directors. The organisational set-up of the unit is given in Annexure as Appendix II.
MISSION OF THE COMPANY

The Mission of the company as pronounced by its management is given below:

"To produce and sell cement in the public sector so as to have a moderating internal market for making available cement at reasonable prices and to develop the business in the State by creating direct and indirect employment opportunities."

VISION OF THE COMPANY

The vision of the company as pronounced by its management is given below:

- To attain leadership in cement technology.
- To encourage the use of environment and friendly practices in production.
- To make available cement at affordable prices to the common man and Government departments.

CORPORATE OFFICE

The Registered Office and Administrative Office of the company (called the Corporate Office) is located at-

Local Library Authority Buildings,
II Floor, 735, Anna Salai,
Chennai - 600 002
PLANT SITE

The plant site of the company is situated at the following address:

Kollankurichi Road,
Ariyalur - 621 729.
Perambalur District

PRODUCTION CAPACITY

The licensed and installed capacities of production of the company are as under:

Licenced Capacity : 5,00,000 tonnes per annum.
Installed Capacity : 5,00,000 tonnes per annum.
Per day production capacity : 1500 tonnes.

PRODUCTION PROCESS

The company employs dry process for manufacturing cement.

PRODUCTS

The company manufactures two types of products (cement) which are as follows:

i) Ordinary Portland Cement (OPC)
ii) Portland Puzzolona Cement (PPC)

BRAND NAME

The company sells its products in the brand name of 'ARASU CEMENT'.
SHARE CAPITAL

The capital outlay of this company as on 31st March 2005 is Rs.28.76 crores, contributed by the Government of Tamilandu and its nominees.

WORKING CAPITAL

The working capital requirements of this company is around Rs.40 crores.

MINES

The company has two mines situated at Kollankurichi and Periyanagalur from where the required raw material, namely, the limestone is brought.

LABOUR STRENGTH

The labour strength of the organisation as on 31-03-06 is given below in Table 3.1.
### TABLE 3.1
LABOUR STRENGTH OF THE COMPANY

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Category</th>
<th>Factory</th>
<th>Mines</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Officers</td>
<td>137</td>
<td>11</td>
<td>148</td>
</tr>
<tr>
<td>2.</td>
<td>Administrative Staff</td>
<td>82</td>
<td>3</td>
<td>85</td>
</tr>
<tr>
<td>3.</td>
<td>Technical Staff</td>
<td>206</td>
<td>30</td>
<td>236</td>
</tr>
<tr>
<td>4.</td>
<td>Workers</td>
<td>188</td>
<td>22</td>
<td>210</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>613</td>
<td>66</td>
<td>679</td>
</tr>
</tbody>
</table>

Staff on deputation 11

Grand Total 690

Source: Primary Data

**INDUSTRIAL RELATIONS**

The relationship between the management and employees of the company is cordial and satisfactory.