महान भारत का महा इस्तीफात

भारत भविष्य की ओर आगरा।
नये स्वभाव, नई आशाएँ, नया विश्वास।
इस नई उमंग का केन्द्र है सेल स्टील।
हर पल उसम उपभोक्ता सेवा के साथ।
वर्तमान और भविष्य संबंधित को मेयर।
PREFACE

The emerging scenario has proved that SAIL is in the right track. In order to reach our goal for the year SAIL needs to carry on the effort with the determination and vigour. The brighter side of the story has been the synergy in revival. While the two major units Bhilai and Bokaro have surged ahead, Durgapur touched the milestone of entering the zone of net profit and Roukela is in sight of better days. We should keep in mind that real success is built not on sparks of brilliance but consistency in performance.

In dynamic situation, we need to look ahead for new investment opportunities while consolidating the gains. As the leader of Indian steel industry SAIL has the responsibility to carry the industry forward. We need to learn a lot from the experience of China, where the steel industry is blazing a trail in bolstering the infrastructure and steering the process of development. All recent analyses predict high rate of growth for the Indian economy, which is likely to gain strength over the coming years. The Government of India has also laid a new road map envisaging huge investment in infrastructure.

It is time us to re orient our strategy to growth and new prospects as we launch ourselves into the future. This has to remove in tandem with our continuing efforts to enhance operational efficiency, lower cost and be globally competitive.

This means a grand expansion plan adding to the production capacity by around million tonnes. The target is pretty challenging. It is not just the expansion of capacity but concurrent improvement in quality, reduction in cost and production of higher proportion of value added items.

The key factor for success will be the pace of decision making across the organisation. For this, we have not only to re-visit our systems and procedures but also bring about major transformation in our attitude in order to match the requirement for high-speed decision-making.

It is time to introspect and find out ways to achieve such change in mindset so that we don’t relapse into a syndrome of status quo. In fact, the success of our plan for the future hinges on this presumption. As we go along we have to think not only to maintain our market share but also to improve
upon it. Therefore, the strategy for our corporate plan has inbuilt flexibility so that we may be in a position to add new elements in a dynamic market environment.

Today SAIL can boast of possessing all the major ingredients which make us the most suitable company for taking a leap into a future and expand our frontiers. We have the best and most diversified infrastructure for steel making in the country. We have the expertise, a point that has been well established by the fact that most of the new players in the steel sector have sourced talent from our organisation. In addition, today, we have been able to compared with that of the best-managed companies across the world. Hence, we now have the required capability to keep on tapping the financial resources as requirement keeps on arising. These factors should be enough to give us the confidence for achieving what we want to achieve.

Riding on the wave of success, SAIL have launched major management initiatives to build further on achievements.

It is heartening that SAIL have not lost time in going ahead with our corporate plan to add more capacity in production of hot metal and synchronising the facilities downstream. Our recently held b2B meet with world-class technology and equipment suppliers, engineering, procurement and construction and strategic alliance partners in New Delhi was a fruitful effort. Some of the major companies of the world expressed keen interest for providing required support in terms of latest technology. Various issues that emerged are now being followed up meticulously to prepare the ground for implementation of SAIL growth plan. A good beginning has been made with several investment proposals, valued at around Rs 1,000 crore, being sanctioned. Many other proposals are in the pipeline. SAIL intend to speed up the process to keep pace with our expansion plan schedule.

SAIL have also been proactive in augmenting and securing the availability of input materials for sustaining production in tune with our plans. Two major landmarks have been the memoranda of understanding signed by us with Kudremukh Iron Ore Company Ltd (KIOCL) and BHP Billiton (BHPB). The objective is to augment supply of superior quality of iron ore for meeting the requirements of our plants. Besides, the MoU with BHPB, the world's largest natural resource company, is a step towards forming a strategic alliance to jointly develop coking coal and iron ore mines both in India and other countries. These measures are initiatives that will insulate the company against any future constraints in input availability.