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19-21 April, 2017
Mumbai Exhibition Centre
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DAY 2
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Birender Singh, Minister of Steel, Government of India taking a tour of the exhibits at the India Steel 2017 show

Growth Trajectory

Paving the road to success

India Steel 2017 once again lived up to its expectations with a highly optimistic start. The tone of the first day of the event was set just right with the unprecedented number of visitors and exhibitors for the interesting product launches and educative sessions.

Day one of the three-day India Steel Expo was full of action with product launches and knowledge-sharing conferences going on hand-in-hand. The day kick-started with an inaugural session following panel sessions that saw experts from the Ministry and industry reflecting their thoughts on the present positive Indian steel scenario.

A CALL TO BETTER THE BEST

Birender Singh, Minister of Steel, Government of India apprised, "In financial year 2016-17, the Indian Steel industry performed exceedingly well. We doubled our exports of steel products. India became a net exporter of steel after a gap of three years. Steel imports were reduced by 1/3rd and increased production of crude steel by around 9

विकास का प्रक्षेप पथ

सफलता की राह बनाना

इंडिया स्टील 2017 की शुरुआत फिर एक बार उम्मीद पर खरी उतरी तथा अत्यधिक आशावादी हुई। अभूतपूर्व आगंतुक और अपने रोचक उत्पादकों को पेश करने हेतु और शिक्षापद सत्र का आयोजन करनेवाले प्रदर्शकों ने पहले दिन ही इस प्रदर्शनी को दिलचस्प बनाया।

तीन दिवसीय इंडिया स्टील एक्सपो के पहिले दिन की शुरुवात उत्पादकों की पेशी और जानकारी के सहभाजन हेतु आयोजित विचार गोष्ठी के साथ जोश में हुई। दिन का आरंभ पैनल सत्र के साथ हुआ, जिस में मंत्रालय और उद्योग के विशेषज्ञों ने भारत के इस्पात की स्थिती के बारे में सकारात्मक विचार रखे।

अच्छे को उत्तम बनाने की अपील
केंद्रीय इस्पात मंत्री बिरेंद्र सिंह ने अवगत कराते हुए

कहा, "वित्तीय वर्ष 2016-17 में भारतीय इस्पात उद्योग ने बहुत अच्छा प्रदर्शन किया। हमारी इस्पात उत्पाद की निर्यात दुगुनी हुई। तीन साल के रोक के बाद, भारत शुद्ध निर्यातक के रूप में पेश हुआ है। इस्पात की आयात एक तिहाई से घट गई और कच्चे इस्पात का उत्पादन नौ प्रतिशत से बढ़ गया। पिछले वित्तीय वर्ष में भारत में इस्पात की खपत तीन प्रतिशत से बढ़ गई।"

Contd on page 2



Continued from page 1

percent. During the last financial year, consumption of steel in India increased by 3 percent."

"Let our mission for 2017-18 be 'Plus One Percent Growth Rate,'" he enthused. With Rs 4 lakh crore of investments planned in infrastructure sector, there is a huge opportunity for increasing consumption. The World Steel Association has projected Indian steel demand to grow by 5.7 percent in 2017. While globally steel demand has been projected to grow by 0.5 percent in 2017. So the demand in India will grow 10 times the world levels in 2017.

ACKNOWLEDGING EFFORTS

While complimenting the Govt.'s efforts for India having created the platform and reviving the steel sector of the country, Dr A Didar Singh, Secretary General, FICCI, said, "The steel industry is what it is today because of the Government." The 3rd edition of India Steel is a stupendous success with over 250 buyers, more than 7,000 visitors, and interest from around 75 countries. "There is suddenly a new buzz in the air and everybody wants to be a part of it," he noted.

BENEFITS ABOUND

In his opening address, P K Singh, Chairman, Steel Authority of India Ltd & Chairman, FICCI Steel Committee, spoke of the vision of increasing India's steel production capacity to 300 MT per annum by 2030 from the present 120 MT. "Indian steel industry is on a path of revolution. We soon will become the second largest producer of steel. But we need to increase our consumption from 61 kg to a world average of over 200 kg." He further added, "One of the ways where the consumption of steel can increase is if its use in sectors such as infrastructure, shipbuilding,

automobile, railways is grown."

Steel's benefits are numerous namely it is highly sustainable, recyclable, and also 90% of its by-products can be reused. These benefits, he said, need to be promoted and communicated. People should be made aware of these in order to increase its consumption.

A POSITIVE SCENARIO

"India has all the ingredients we look for in a successful economy," said Dr Edwin Basson, Director General, World Steel Association. He came to India two years ago and can see the change that has happened in these two years.

Dr Basson can identify what it takes for a nation to progress; thing that can put us from the position of the third largest producer of steel to the second. According to him most of our factors are in our favour: a large young population, a growing need for infrastructure that will put an emphasis on the demand for steel and a well-qualified labour force. He has a perspective though: industry should be wary of the changing market trends. Instead of just investing in production, investments must be made in innovations too. However, India isn't facing any danger. Globally, it has set an example of a responsible attitude.

"There has been a hockey stick turn to the Indian steel industry in the last financial year. India being a low consumption country, we still have a trajectory to 300 MT. This is along with the parallel growth of high quality steel as we move ahead," said Dr Aruna Sharma, IAS, Secretary, Ministry of Steel, Government of India.

"Let us all pledge ourselves to work together towards the goal of 'Make in Steel for Make in India.' Let us make concerted and whole-hearted efforts to ensure that the steel sector thrives and maintains vibrancy," Birender Singh concluded spiritedly.

"हमारा नियोग 2017-18 में 'एक प्रतिशत अधिक विकास' यह होना चाहिए," उन्होंने अशा जातायी। दुनियादी ढांचा क्षेत्र में चार लाख करोड़ रुपये के निवेश की वजह से खपत बढ़ने के लिये बड़ा अवसर है। विश्व इस्पात संघटन ने अनुमान लगाया है कि 2017 में भारत में इस्पात की मांग 5.7 प्रतिशत से बढ़ेगी, जब की वैश्विक स्तर पर इस्पात की मांग 0.5 प्रतिशत से बढ़ेगी। इसलिये 2017 में भारत में विश्व स्तर के दस गुना मांग बढ़ेगी।

प्रयास का स्वीकार

इस्पात क्षेत्र को पुनर्जीवित करने हेतु और मंच बनाने के लिये किये गये सरकार के प्रयास की प्रशंसा करते हुए फिक्की के महासचिव डॉ ए दीदार सिंह ने अपने उद्घाटन भाषण में भारत की प्रति वर्ष वृद्धि का स्वीकार किया है। "वह सरकार कि वजह से है।" इंडिया स्टील के तिसरे संस्करण को शानदार सफलता मिली है, जिस में 250 खरीदार तथा 7000 से अधिक आगंतुक आये हैं, साथ ही 75 देश से रुची दिखाई गयी है। "अचानक बड़ी चहलपहल फैली है और हर एक उसका हिस्सा बनना चाहता है।" उन्होंने कहा।

प्रचुर मात्रा में लाभ

स्टील अथॉरिटी ऑफ इंडिया लिमिटेड के अध्यक्ष पी के सिंह तथा फिक्की स्टील कमिटी के अध्यक्ष ने अपने उद्घाटन भाषण में भारत की प्रति वर्ष वर्तमान इस्पात उत्पादन क्षमता को 120 दशलक्ष टन से बढ़ाकर सन 2030 तक 300 दशलक्ष टन तक ले जाने के लक्ष्य की बात कही। "भारतीय इस्पात उद्योग कार्ती के रास्ते पर है। हम जल्द ही इस्पात के दूसरे सबसे बड़े उत्पादक बन जाएंगे लेकिन हमें अपनी खपत 61 किलो ग्राम से विश्व औसत में 200 किलो ग्राम तक बढ़ाने की जरूरत है।" उन्होंने आगे कहा, "इस्पात की खपत में वृद्धि एक तरीके से हो सकती है अगर उसका इस्तेमाल इन्फ्रास्ट्रक्चर, शिपविल्डिंग, ऑटोमोबाइल, रलवे जैसे क्षेत्रों में ज्यादा मात्रा में किया जाय।" इस्पात के कई लाभ हैं, अर्थात यह अति टिकाऊ, पुनःप्रयोज्य है तथा उसके उपउत्पादों का भी 90 प्रतिशत पुनः उपयोग किया जा सकता है।

उन्होंने कहा, इस्पात के इन फायदों को बढ़ावा देना चाहिए तथा उसे संचारित किया जाना चाहिए। इसकी खपत बढ़ने के लिए लोगों को इसके बारे में अवगत करना चाहिए।

एक सकारात्मक परिदृश्य

"भारत में वे सारी सामग्रीयां हैं, जिसकी तलाश एक सफल अर्थव्यवस्था के लिए हम करते हैं," वर्ल्ड स्टील असोसिएशन के महानिदेशक डॉ एडविन बॅसन ने कहा। वे दो साल पहले भारत आए थे और दो साल में आए हुए परिवर्तन को देख सकते हैं।

डॉ बॅसन यह निश्चित कर सकते हैं कि एक राष्ट्र को प्रगति के लिए क्या करना पड़ता है: वह चीज जो हमें तीसरे सबसे बड़े इस्पात के उत्पादक के स्थान से दूसरे स्थान पर ला सकती है। उनके अनुसार हमारे अधिकांश कारक हमारे पक्ष में हैं: एक बड़ी युवा आबादी, इन्फ्रास्ट्रक्चर की बढ़ती जरूरत, इससे इस्पात की मांग पर तथा युद्योग्य श्रम बल पर जोर दिया जाएगा। हालांकि उनका एक परिप्रेक्ष्य है: उद्योग को बाजार के बदलते रुख से सावधान होना चाहिए। सिर्फ उत्पादन में निवेश करने के बजाय नवाचारों में भी निवेश किया जाना चाहिए। वैसे तो भारत किसी भी खतरे का सामना नहीं कर रहा है। विश्व स्तर पर इसने एक जिम्मेदार दृष्टिकोण का एक उदाहरण निर्धारित किया है।

"भारतीय इस्पात क्षेत्र में पिछले वित्तीय वर्ष में एक नया मोड़ आया। भारत, बतौर कम खपत देश, अभी भी 300 दशलक्ष टन के प्रक्षेप पथ पर है। हम जैसे-जैसे आगे बढ़ रहे हैं, यह उच्च गुणवत्ता वाले इस्पात की समानांतर वृद्धि के साथ है।" भारत सरकार के इस्पात मंत्रालय की सचिव डॉ अरुणा शर्मा ने कहा।

"हम सभी यह संकल्प करें कि हम 'मेक इन स्टील फॉर मेक इन इंडिया' के लक्ष्य की ओर एक साथ मिलकर काम करेंगे। आईए, हम इस्पात क्षेत्र को कामियाब बनाने के लिए तथा उसे मुलगता हुआ रखने के लिए एकाग्रता से तथा पूरे दिल से प्रयास करें," विरेंद्र सिंह ने अंत में उसाहपूर्वक कहा।

Policy Matters

Making it in India with National Goods Policy 2016

National Goods Policy 2016 is a positive step to scale up manufacturing and establish India on the global map. Read on to know if it is heading the way it was supposed to.

Manufacturing is a key contributor to the economic development of any nation, adding jobs as well as increasing self-reliance. The National Manufacturing Policy envisaged manufacturing to contribute 25 per cent to GDP and create 100 million jobs. In contrast, till date, manufacturing activity contributes to 17 per cent of India's GDP and only 4 million jobs are estimated to have been created in the sector since 2010. The gap to stated aspiration is large.

The Capital Goods sector is a critical element to boost manufacturing activity by providing critical inputs, that is, machinery and equipment. The sector also provides direct employment to ~1.4 million people and indirect employment to ~7 million people. Moreover, it impacts users of capital goods estimated to be 50 times of the direct employment. However, the manufacturing industry has been going through a sluggish market

environment recently. Considering the primary importance of Capital Goods, the Union Cabinet has decided to scale up manufacturing and establish India on the global map. To achieve this, one of the important steps taken was the enactment of the Capital Goods policy.

POLICY IN PLACE

The policy aims mainly at the demand creation, technology depth and export promotion. As India increases indigenous production of manufacturing equipment, it is expected to play a bigger role in terms of exports.

Currently, India is the third largest economy in terms of purchasing power parity as per International Monetary Fund's World Economic Outlook 2016. India's growth in recent times has been fuelled by the services sector, which contributes around 50 percent of the Gross Value Added (GVA). Manufacturing, on the other hand, contributes to around

15 percent of GVA.

Having Capital Goods policy in place will see India growing at a robust pace, given that it upgrades its technology across various sub-sectors of manufacturing, increases its pool of skilled workforce and promote growth and capacity building of micro, small and medium enterprises.

BRIDGING TECHNOLOGICAL GAP

Touching upon technological aspects of the Indian manufacturing industry, Indian Machine Tool Manufacturers' Association (IMTMA) observes that there is a limited presence of hi-end and sophisticated manufacturing technologies. Furthermore, in case of indigenous existence of high-end technologies, constant denials have been noticed for indigenous development of these technologies. Indian users are cautious in accepting new developments by indigenous manufacturers especially for high-value, high-technology products. To overcome this situation, IMTMA suggests that the government should award risk-sharing development contracts to indigenous capital goods manufacturers so as to develop technologies / products for exclusive usage.

Additionally, there is a need to bring in 'technology transfer' as a key clause in all high-value capital goods imports as well as imports under concessional tariffs (including trade agreements). The domestic Capital Goods industry is currently meeting only 30-50 percent of the existing demand in the country. It is fair to target 80 percent share by the domestic manufacturing industry. This will ensure quick demand creation for the domestic Capital Goods industry for some time.

INDUSTRIES AND MINISTRIES TO WORK TOGETHER

IMTMA also suggests that the Capital Goods industry needs to work closely

with ministries responsible for user industry to create level playing field and positive bias in favour of domestic industry wherever technologies are appropriate.

To address the issue of demand creation, the industry needs to recommend amendments in procurement policy and introduce non-tariff barriers. According to IMTMA, there is also a need for a purchase preference policy with the norm of domestic value addition.

With Make in India as a key growth theme for India and Capital Goods industry as a key manufacturing sector, it is critical to enhance utilisation of domestic capacity towards meeting domestic demand. There is a need for a coordinated approach across ministries at an apex level to assess domestic market share of Capital Goods sub-sectors and systematically drive action.

Other recommendations that IMTMA puts forward are creation of a uniform public procurement policy, introduction of purchase preference policy, providing end-user incentives, schemes and mandates. The industry should also promote the growth of SMEs and create schemes across Capital Goods sub-sectors such as Technology Upgrade Fund to promote equipment replacement.

CONCLUSION

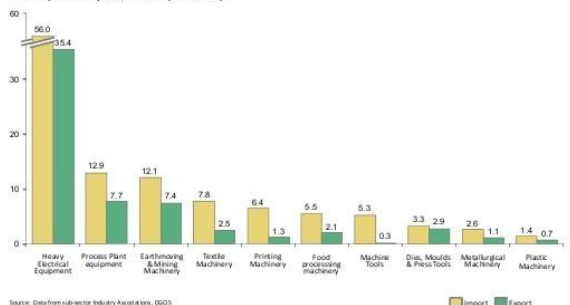
The industry needs to upgrade the existing testing and certification facilities and set up new ones and make standards mandatory to curb imports of sub-standard machines. The new Capital Goods policy has been passed at an opportune moment when the industry is gathering steam for its next movement. The policy which advocates adoption of a uniform Goods and Services Tax will usher in a predictable tax regime.

India has embarked on a journey to make the country a manufacturing hub through the Make in India initiative. With such initiatives and favourable policies in place, India's manufacturing and economy reach will reach a new height.

Source: Indian Machine Tool Manufacturers' Association (IMTMA)

India is a net importer across capital goods sub-sectors

India Imports & Exports, 2014-15 (Rs. '000 Cr)



Source: Data from sub-sector Industry Associations, GSIS

Source: Ministry of Heavy Industries & Public Enterprises Department of Heavy Industry

**NATIONAL CAPITAL
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"The Indian government's initiative towards curbing imports from China is remarkable. Another commendable step that the government is taking is encouraging exports."

Atmaram Nagargoje
Head Sales & Marketing
Accolade Engineering Pvt Ltd

Fabrication Technology

"Steel is irreplaceable as yet"

Atmaram Nagargoje, Head Sales & Marketing, Accolade Engineering Pvt Ltd, speaks about his company's part in the Indian steel sector and how steel as a material has no threat from the newbies. Read on.

Accolade Engineering Pvt Ltd, a Mumbai based company since 1997, leads in the field of equipment for the cement, fertilizer, petroleum, refinery and steel industry.

The company is one of the specialists in the field of fabrication technology having an excellent track record in various process industries with equipment installed in India as well as overseas.

Some of the sectors that the company serves are: fertilizer plants, petrochemicals, chemical plants, oil refining, offshore platforms, gas fields, power generation, cement and metallurgy.

Among the vast areas of activities, the company is also into conveying system for automation of material handling in steel industry.

"We emphasise on cost reduction and reliable solutions. One of the important industries that we cater to is material handling," said Atmaram Nagargoje, Head Sales & Marketing, Accolade Engineering Pvt Ltd.

GOVERNMENT'S AID

While leading its way through in the sector, support from the government is equally important. While appreciating the government for its initiatives, Nagargoje added, "The Indian government is working towards the growth of the steel industry. Its initiative towards curbing imports from China is remarkable. Another commendable step that the government is taking is encouraging exports."

STEEL'S TO STAY

On whether steel has any threat from the emergence of new materials, Nagargoje said, "Until today, steel is not replaceable except some components of auto sector that too by compromising on safety. I firmly believe that new research and development in the steel will head towards replacing plastic. Steel is definitely reliable and in the times to come it will surely beat plastic."

Conference Schedule

The day two of the three-day India Steel 2017 is slated to bring together the brightest in the field to brainstorm over issues concerning the industry and ways to resolve them. Here's the agenda of the sessions to be held:

Time	DAY II: April 20, 2017		
10:00-11:30	Session III: Panel Discussion - Make Steel - Make In India for Reducing Import Dependency	14:00-15:30	Session V: Panel Discussion - Enhancing Capabilities of Indian Steel: Technology, Innovation and R&D
	<p>Moderator: Syedain Abbasi, Joint Secretary, Ministry of Steel, Government of India</p> <p>Panelists:</p> <ul style="list-style-type: none"> Sunil Mishra, Managing Director, Chhattisgarh State Industrial Development Corporation Ltd Soma Mondal, Director (Commercial), Steel Authority of India Ltd Moyukh Bhaduri, Chairman-cum-Managing Director, Hindustan Steelworks Construction Ltd Deependra Kashiva, Executive Director, Sponge Iron Manufacturers Association Shivramkrishnan Hariharan, Chief Commercial Officer, Essar Steel Ltd Gee Woong Sung, Chairman and Managing Director, POSCO India Sivasubramanian Natarajan, Managing Director, ThyssenKrupp Industries India Pvt Ltd Shoji Muneoka, Chairman, Nippon Steel & Sumitomo Metal Corporation 	<p>Moderator: Sunil Barthwal, Joint Secretary, Ministry of Steel, Government of India</p> <p>Panelists:</p> <ul style="list-style-type: none"> Manish Kumar, Managing Director and Chief Executive Officer, National Skill Development Council Amit Kumar Jha, Assistant General Manager, Midrex Technologies Mukesh Bhandari, Chairman, Electrotherm (India) Ltd Jaco Cilliers, Country Director, United Nations Development Programme A M Parial, Vice Chairman, Chhattisgarh Infotech & Biotech Promotion Society Hiroshi Okuno, Chief Executive Officer, Primetals Technologies India Pvt Ltd Mark Ferguson, Managing Director, PSIMetals UK Ltd 	
11:45-13:15	Session IV: Panel Discussion - Ensuring Raw Material Security for Indian Steel Industry	15:30-15:45	Opening Remarks
	<p>Moderator: Subhash Chandra, Joint Secretary, Ministry of Mines, Government of India</p> <p>Panelists:</p> <ul style="list-style-type: none"> Dr Gopal Dhawan, Chairman-cum-Managing Director, Mineral Exploration Corporation Ltd D N Prasad, Advisor, Ministry of Coal, Government of India N K Nanda, Director (Technical), National Mineral Development Corporation Rajib Bhattacharya, Managing Director, Ferro Scrap Nigam Ltd Manish Kharbanda, Executive Director, Jindal Steel & Power Ltd Sanjay Mehta, President, Metal Recycling Association of India 	<p>Jyoti Vij, Deputy Secretary General, Federation of Indian Chambers of Commerce & Industry</p> <p>Session Take-Aways</p> <ul style="list-style-type: none"> a) Subhash Chandra, Joint Secretary, Ministry of Mines, Government of India b) Syedain Abbasi, Joint Secretary, Ministry of Steel, Government of India c) Sunil Barthwal, Joint Secretary, Ministry of Steel, Government of India <p>States Perspective</p> <ul style="list-style-type: none"> a) R K Sharma, Principal Secretary, Department of Steel and Mines, Government of Odisha b) Sunil Kumar Barnwal, Secretary, Department of Industries, Mines & Geology, Government of Jharkhand <p>Special Address</p> <ul style="list-style-type: none"> V K Saraswat, Member, NITI Aayog <p>Valedictory Address</p> <ul style="list-style-type: none"> Vishnu Deo Sai, Hon'ble Minister of State for Steel, Government of India <p>Vote of Thanks</p> <ul style="list-style-type: none"> Vinay Mathur, Deputy Secretary General, Federation of Indian Chambers of Commerce & Industry 	



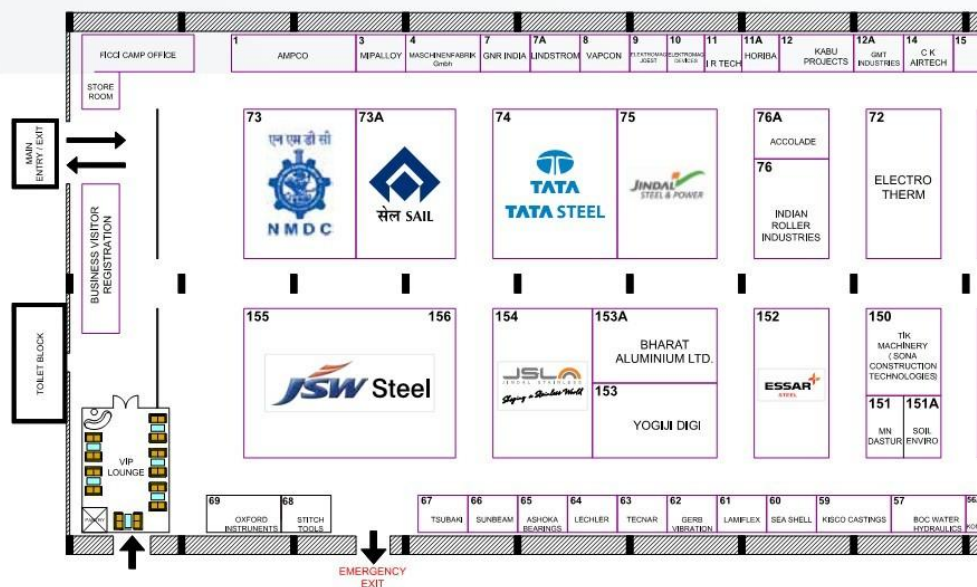
Strengthening India's Future

A sneak peek into the session: Demand Drivers for Indian Steel Industry

This session was moderated by Sunil Barthwal, Joint Secretary, Ministry of Steel, Government of India. During the session, Naresh Kumar, Chairman, New Delhi Municipal Council noted that initiatives like Smart City have opened the doors of opportunities for the steel industry. Taking the same view point forward, Prof Mahesh Tondon, Managing Director, Tondon Consultants Pvt Ltd emphasised on the importance of R&D in the sector. Defense is yet another sector that requires steel. However, the difference lies in the quality of steel rather than quantity, stated Dr Dinesh Kumar Likhi, Chairman & Managing Director, Midhani. Peeyush Gupta, Vice President-Steel Marketing & Sales, Tata Steel; Godfrey John, Director, Welspun Corp underlined how demand of steel can be driven by housing and piping industry respectively. Speaking on the automotive sector, Tarun Agarwal, General Manager, Maruti Suzuki shared that steel is an essential material for the automotive and automobile industry and its role cannot be neglected in the times when automotive sector is projected to grow further.



APRIL 19 - 21, 2017
Mumbai Exhibition Centre,
Mumbai, India

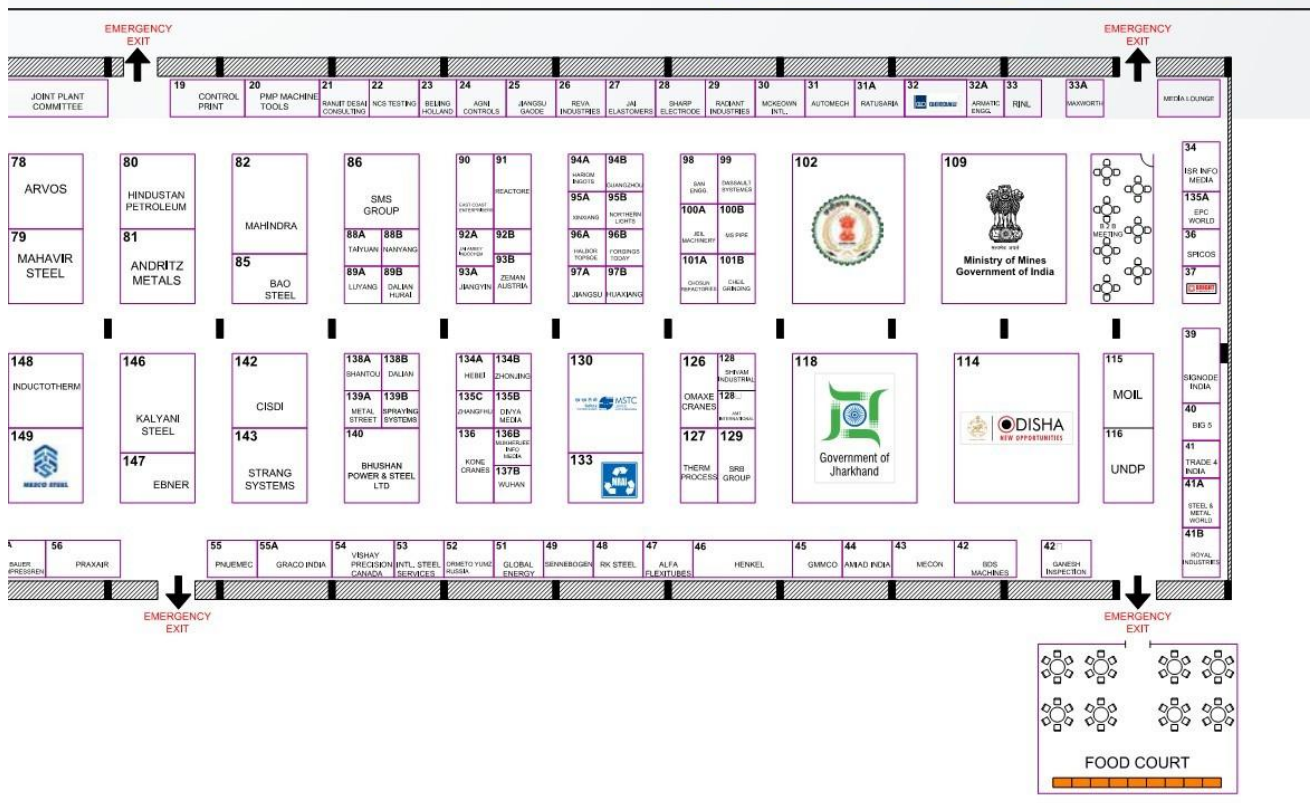




Strengthening India's Future

Creating Favourable Infrastructure, Logistics Support and Regulatory Environment

In order to achieve the vision of 300MT by 2025, the steel industry requires robust support from the government and other sectors in terms of favourable policies and right infrastructure. Highlighting this aspect, a talk was held yesterday on the platform of India Steel 2017 trade fair. This discussion brought various industry related bodies such as government, railways, steel companies, etc on the common forum to voice out their expectations and challenges.





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"This is a great platform to seek and address the issues that the steel industry is currently facing. Such forums also help in creating awareness about importance of steel sector in the growth of the country."

B Ganesh Pai
Vice President - Corporate Communications
Essar Steel India Ltd



"India Steel 2017 has gathered different segments of companies related to steel under one roof. Additionally, it is a good idea to have conference sessions pertaining to current challenges and issues that the industry is facing."

Rakesh Pattnaik
General Manager
Lamiflex Packtech India Pvt Ltd



"We are participating in India Steel 2017 to promote Vedanta Group & Balco as a provider of one stop solution for all aluminium needs of galvalume coating. We intend to meet prospective customers and educate them about our products and solutions."

Abhijeet Kumar
Manager - Value Added Products- Aluminium & Power
Vedanta Ltd