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DAY 3
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An enriching session on women empowerment in steel sector during the India Steel 2017 Show

Women Power

Growing Influence of Women in Steel

Constituting half the population, women are the joint decision makers at home. They can be the perfect brand ambassadors for steel. With this belief FICCI organised a discussion with women from the sector. Below are the glimpses.

If women constitute half the population in India and play the role of influencer, then why is their presence in the manufacturing sector so scarce? Raising this point, Vinita Bimbhet, Immediate Past President, FICCI Ladies Organisation opened the panel discussion on 'Growing Influence of Women in Steel'. Rita Singh, Chairperson & Managing Director, MESCO Steel, felt that often job in the manufacturing, and specifically in the steel segment, is looked at as a dull and dirty job. "However, now with automation, the scenario has changed. Also, no more it is a physical job from which women usually run away.

Considering the changed scenario, I hope that manufacturing becomes one of the career choices for women in the times to come," she added. Throwing light on the global scenario, Yashika Singh, Economist Rio Tinto India added, "Lack of participation of women in the manufacturing sector is observed globally." However, on the brighter side, she noted that as the manufacturing is going through localisation, which, in turn, calls for flexible labour practices, there is an increase in the feminisation of the manufacturing industry.

BRIDGING THE GENDER GAP
Soma Mandal, Director (Commercial),

महिला शक्ती

इस्पात में महिलाओं का बढ़ता प्रभाव

देश की आबादी में महिलाओं की संख्या आधी है और घर में निर्णय प्रक्रिया में उनका सहभाग होता है। वें इस्पात के लिये सही ब्रांड एंसेसडर्स हो सकती हैं, इस भरोसे के साथ फिक्कीने इस क्षेत्र की महिलाओं के साथ एक चर्चासत्र का आयोजन किया। इस चर्चा की झलक नीचे दी है।

अगर महिला देश की आबादी का आधा हिस्सा है और प्रभाव की भूमिका करती है, तो उत्पाद क्षेत्र में वें दुर्लभ क्यों हैं, यह सवाल उठाने हुए फिक्की महिला संघटन की तत्काल पूर्व अध्यक्ष विनिता विमभेट ने 'इस्पात क्षेत्र में महिलाओं का बढ़ता प्रभाव' इस विषय पर चर्चा की शुरुआत की। मेस्को स्टील की अध्यक्ष और प्रबंध निदेशक, रिता सिंह ने बताया कि आम तौर पर उत्पाद क्षेत्र के और विशेषतः इस्पात विभाग की नौकरी को मुस्त और गंदा काम समझा जाता है। "लेकिन अब, स्वचालन से इस स्थिति में बदलाव आया है। अब यह ऐसा भी शारीरिक काम नहीं जिससे महिलाएँ आमतौर पर दूर भागती हैं। इस बदलाव को

देखते हुए, मैं यह आशा करती हूँ कि आनेवाले दिनों में महिलाओं के लिये यह करियर का विकल्प होगा," उन्होंने कहा। वैश्विक स्थिति पर प्रकाश डालते हुए रिता टिनतो इंडिया के अध्यक्षी, याशिका सिंह ने कहा, "विश्वभर उत्पाद क्षेत्र में महिलाओं का सहभाग कम दिखता है। इस के बावजूद एक उज्ज्वल पक्ष पेश करते हुए उन्होंने इस बात का उल्लेख किया कि उत्पाद क्षेत्र में स्थानीयकरण हो रहा है और इसके कारण सुविधाजनक श्रम प्रदाएँ लाने की जरूरत

Contd on page 2

Continued from page 1

Steel Authority of India explained why it is necessary to bridge the gender gap: "Manufacturing contributes to 16 percent of GDP and is projected to reach at 25 per cent in the coming years. To reach this number, there is a need of skilled and talented workforce."

"In this case, if we neglect women as potential candidates, we are missing out on 50 percent of possible candidates. This naturally means that with the increased number of women working in the manufacturing sector, there will be a rise in GDP."

Mandal further added that for the growth of a company or the manufacturing sector as a whole, it is necessary to create a gender-neutral environment. The recruitment should take place purely on the talent basis.

GENDER NEUTRALITY

Agreeing to the sentiment, Shamita Shah, Group Head (Corporate Finance & Risk Management), Tata Steel Ltd added, "The math is simple. If your customers are women and their representation lacks in the company, then the company is losing out on the insight of the possible consumer behaviour."

Today's working generation is more responsible and the couples share the domestic responsibilities equally. With this changed mindset, she believes, new policies are required. "As a result, Tata Steel has introduced flexible working hours, work from home facilities, which have not only helped the company increase the number of women staff, but also have increased the productivity of the entire staff," she concluded.

है; उत्पाद क्षेत्र में नारीकरण की बढ़ती हुई है।

लैंगिक अंतर को घटाना

योमा मंडल, निदेशक (वाणिज्य), भारतीय इस्पात प्राधिकरण, ने समझाया कि लैंगिक अंतर को भरना क्यों जरूरी है: "विनिर्माण का सकल देशी उत्पाद (जीडीपी) में 16 प्रतिशत योगदान है और आनेवाले वर्षों में 25 प्रतिशत तक बढ़ने का अनुमान है। इस संख्या तक पहुंचने के लिए कुशल और प्रतिभाशाली कर्मचारियों की जरूरत है।"

"इस मामले में अगर हम संभावित उम्मीदवारों के रूप में महिलाओं की उपेक्षा करते हैं, तो हम 50 प्रतिशत संभव उम्मीदवारों को खो रहे हैं। इस का सीधा मतलब है कि विनिर्माण क्षेत्र में काम करनेवाली महिलाओं की संख्या में वृद्धि याने जीडीपी में वृद्धि।"

मंडल ने आगे कहा कि एक कंपनी या विनिर्माण क्षेत्र के संपूर्ण विकास के लिए एक लिंगनिष्पक्ष माहोल बनाना जरूरी है। भरती केवल प्रतिभा के आधार पर की जानी चाहिए।

लिंग-तटस्थता

इस भावना के साथ सहमत होते हुए, टाटा स्टील लिमिटेड के समूह प्रमुख (कार्पोरेट फाइनेंस एंड रिस्क मैनेजमेंट) शमिता शाह ने कहा, "यह गणित सरल है। अगर आपके ग्राहक महिलाएं हैं और कंपनियों में यदि उनके प्रतिनिधित्व का अभाव है, तो कंपनी संभावित उपभोक्ता ग्राहक व्यवहार की सूक्ष्मदृष्टि से अवगत नहीं हो सकती।"

आज की कार्यपालनी अधिक ज़िम्मेदार है और आज की दम्पति धेरू उत्तरदायित्व को समानता से बाँट लेती है। इस बदलती मानसिकता के साथ, महिला को लगता है कि नई नीतियों की आवश्यकता है। "परिणामस्वरूप, टाटा स्टील ने अपनी महिला कर्मचारियों के लिए सुविधाजनक कार्यसमय तथा घर से काम करने की सुविधा की शुरूवात की, जिससे न केवल कंपनी में महिला कर्मचारियों की संख्या में वृद्धि हुई है, बल्कि सभी कर्मचारियों की उत्पादकता भी बढ़ गई है," उन्होंने अपने वक्तव्य का समापन करते हुए कहा।

Knowledge Sharing

CEOs Speak at India Steel 2017

The session aimed at the experts sharing their concerns and perspectives that will help grow the industry further.

In order to convey the steel industry's response towards the regulatory developments, CEOs of major companies gathered at the inaugural function of India Steel 2017. The dignitaries appreciated the steps taken by the government towards the growth of the industry. Naveen Jindal, Chairman, Jindal Steel and Power Ltd, suggested that it would be beneficial if some relief could be given to the industry on the taxation side. Rita Singh, Chairperson & Managing Director, MESCO Steel, seconded it and said that the high cost of freights is another challenging area for the steel industry.

P Madhusudan, Chairman & Managing Director, Rashtriya Ispat Nigam Ltd; Prashant Ruia, Director, Essar; T V Narendran, Managing Director, Tata Steel Ltd; Suketu V Shah, Chairman, Alloy Steel Producers Association of India, also expressed their respective thoughts and concerns.



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Session: Make Steel - Make in India for Reducing Import Dependency

A thrust to the steel sector requires a significant reduction in imports. Visionaries of the industry discuss ways to attain the goal.

Imports is one of the major concerns that the Indian manufacturing industry is facing today. To address this challenge in the steel segment, a panel discussion was held on Day 2 of India Steel 2017. The session revolved around how better quality steel can be produced in India so that dependency on imports can be reduced.

The discussion was moderated by Jayant Acharya, Director, (Commercial & Marketing), JSW Steel Ltd & Co-Chair, FICCI Steel Committee.

Vikram Amin, Executive Director, (Strategy & Business Development), Essar Steel Ltd; Sushim Banerjee, Director General, Institute of Steel Development & Growth; Dr A S Firoz, Chief Economist, JPC-ERU; Deependra Kashiva, Executive Director, Sponge Iron Manufacturers Association; Vijay Sharma, Vice President (Sales & Distribution), Jindal Stainless Ltd and Dr Sandip Ghosh Chowdhury, Chief Scientist, National, Metallurgical Laboratory were among the panellists.

The participants were of the view that the increasing demand of steel in the traditional and emerging sectors is the need of the hour and how steel industry should be technologically competent. They also discussed specialised steels like CRGO and amorphous electrical steel and also future steel products.



Ensuring Raw Material Security for Indian Steel Industry

India today aims for steel production of 300MT per annum by 2030, hence an availability of raw materials becomes all the more critical.

This session was moderated by Shivramkrishnan Hariharan, Chief Commercial Officer, Essar Steel Ltd & Co-Chair, FICCI Steel Committee. NKNanda, Director (Technical), National Mineral, Development Corporation, spoke on how raw materials' prices have a direct effect on the profitability and, hence, on the growth of the steel industry. Adopting new technologies for mining can help with the consistent quality of raw materials, he opined. To produce quality products, steel companies need good quality of coal and iron ore emphasised Prithul Kumar, Director, Ministry of Mines, Government of India. The government is working towards ensuring the quality and keeping the fluctuating prices of the raw materials in check.

Sanjay Mehta, President, Metal Recycling Association of India spoke on how recycling of steel is important and cannot be neglected.

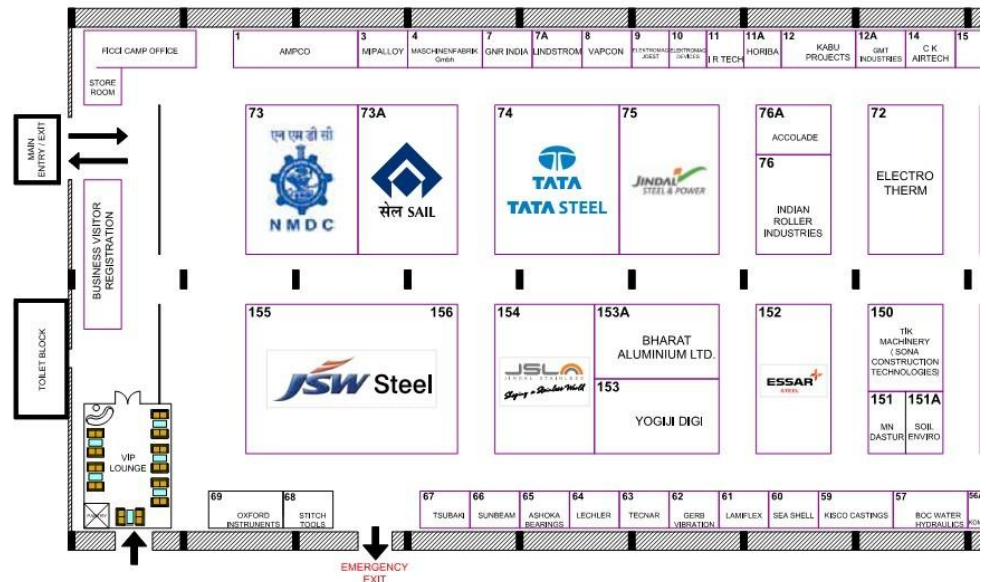
Other eminent speakers present were Manish Kharbanda, Executive Director, Jindal Steel & Power Ltd; R N Jha, Director (Technical), Mineral Exploration Corporation Ltd and R K Sachadev, President, Coal Preparation Society of India.

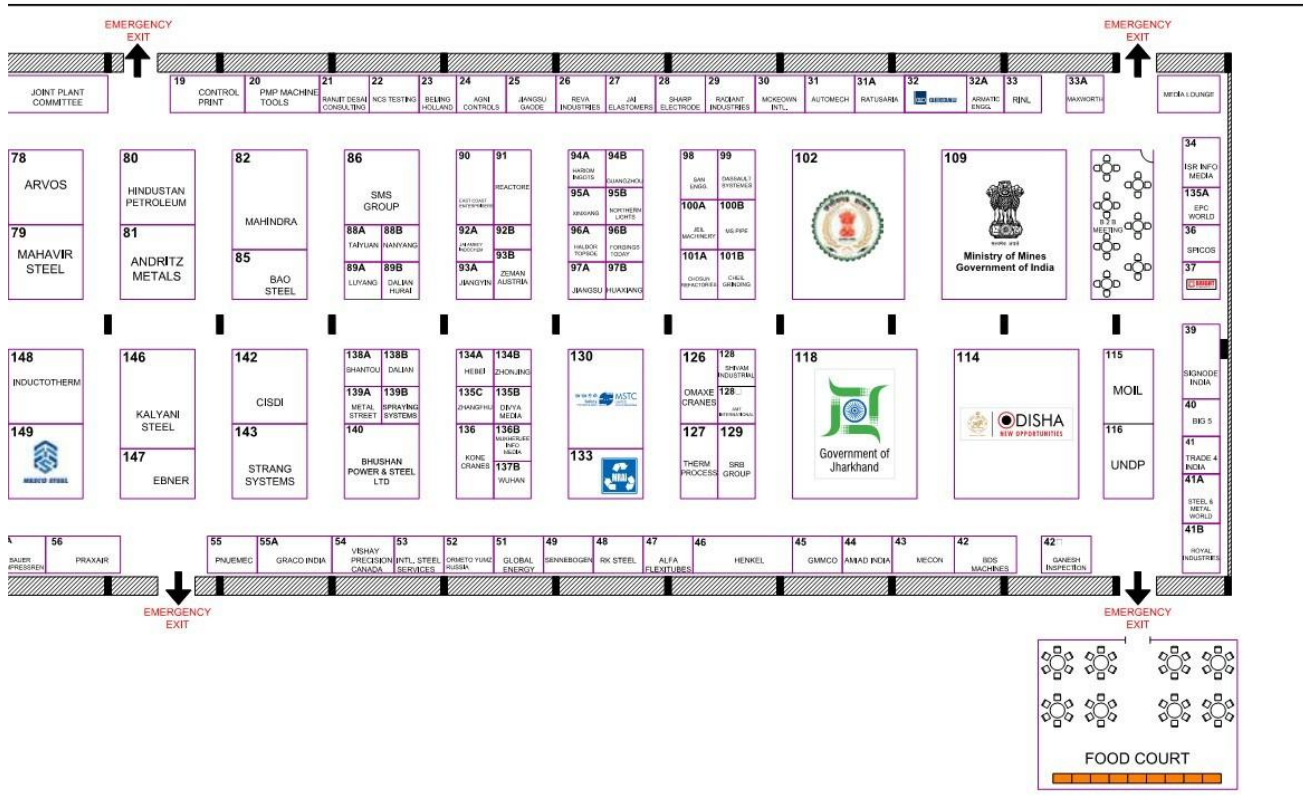
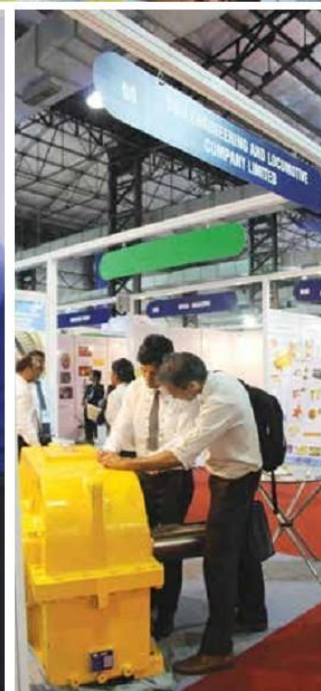


At a glance of India Steel 2017 Show



APRIL 19 - 21, 2017
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Session: Enhancing Capabilities of Indian Steel: Technology, Innovation and R&D

For any sector to grow, it must keep pace with the changing market trends and innovate. That's what the steel sector too is actively involved in.

It is of paramount importance to remain competitive when serving a global market. Hence, capability enhancement becomes imperative for India. To discuss this, FICCI invited Dr S N Srinivas, Programme Analyst, United Nations Development Programme; A M Parial, Vice Chairman, Chhattisgarh Infotech & Biotech Promotion Society; Dr Vijay Joshi, Consultant, DRSLAG Consulting Firm, Australia; Subrata Mitra, Joint Managing Director, M N Dastur; Mark Ferguson, Managing Director, PSI Metals UK Ltd; and Sharan Monga, Research & Intelligence Analyst, Solvay.

The panel spoke on the big role IT plays in the industry by making it more energy efficient and increasing productivity. Ferguson added that Industry 4.0 is equally important for capability enhancement.

Mitra held the view that adopting newer technologies will help the Indian steel industry to be competitive.

The session was moderated by Sushim Banerjee, Director General, Institute for Steel Development & Growth.



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Valedictory Session

The valedictory session held during the India Steel 2017 show provided an apt platform to the participating states (Jharkhand and Odisha) and Railways to share their role and contribution towards promoting the Indian steel sector.

The valedictory session was held at the end of conference sessions of India Steel 2017. During this session, A K Behra, Executive Director (Traffic Transportation), Railway Board, said that Railways are an inseparable part of the steel industry and it has been supporting the sector. In order to strengthen its support further, Railways have recently taken major policy initiatives such as the removal of dual pricing of iron ore, short lead concession on traffic within 100 km, etc. Adding the state's perspective, Vineel Krishna, Managing Director, Odisha Mining Corporation, noted that the state has the required connectivity and the ease of doing business with portal set up by the state government for clearances. Arpan Gupta, Deputy Director & Head, Mines & Metals, FICCI, gave the vote of thanks with the hope that the audience had something to take away from the conference programme.



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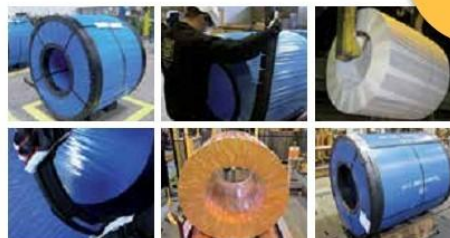


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