

## Annual Dealers' Meet

Sagar Steels organised their Annual Dealers' Meet on 20<sup>th</sup> Dec., '09 in Guwahati. About 80 dealers of Steelium and 50 dealers of Galvano were present at the meet. Mr. Santosh Antony (CSM), Mr. S. K. Prasad (CAM), Mr. Ananda Shanker De (Marketing Co-ordinator), Mr. Hemant Agarwal and Ms. Madhu Agarwal (Proprietor) were present. Mr. Antony emphasised the importance of extending good service to customers.



Sagar Steels

## Reforms Training

A training session was organised by Sagar Steels, Guwahati on 15<sup>th</sup> of Nov, '09. This training was conducted by a human resource development organization called "Reforms". Mr. S.K. Prasad(CAM) and Mr. Hemant Kumar Agarwal (MD) were present. The entire programme focused on the need of encouragement for better performance. Major points of discussion were effective communication, attitude, responsibility, conflict, teamwork, time management and other related topics.



Sagar Steels

## MSME Exhibition

An 'Exhibition on Business Expo-2009' was organised at Jaipur by MSME., Govt. of India, under the National Vendor Development programme on 20<sup>th</sup> & 21<sup>st</sup> of Nov, '09. Pelikan Dossier Pvt. Ltd. set up a stall at the exhibition displaying products manufactured from 'Tata Steelium'. The exhibition was organised over 2 days with a total footfall of about 7000. Discussions on quality and availability were held with around 60-70 visitors who had visited the stall.



Pelikan Dossier Pvt. Ltd

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## Shree Sai Krishna Steels inaugurates Service Centre

A modern Steel Service Centre, Hriday Industries, was inaugurated by Mr. Peeyush Gupta (COMS, Flat Products - Tata Steel) on 5th Oct., '09. We congratulate Shree Sai Krishna Steels for this new initiative, which will help them service their customers even better.



Dear Customer,

FY'11 is the time for new beginnings, and I am sure that you have had a good start to the year, leaving behind the recessionary wave that had hit us last year.

At Tata Steelium, we have many new initiatives planned out, particularly in respect to the enhancement of the service support that we and our channel Partners provide to you. Our new feature "Back to Basics" is a simple effort to reinstate fundamentals, for more efficient output. I am sure that you will benefit greatly from the planned initiatives.

Whatever be the situation, it is important that we never loose our customer and quality focus. Total Quality Management (TQM) is a subject that is close to the heart of everyone of us at Tata Steel. TQM has been indispensable to Tata Steel, and it has paved the way for our recent achievement - joining the elite club of Deming prize winners. In this issue we present a brief introduction to TQM in our Special Features section.

It always gives us great pleasure to celebrate and commemorate the successes of our customers. In this issue, we present a profile of Mungi Brothers, who are leading manufacturers of sheet metal automatic components. Please do keep sharing your successes and achievement with us, for they provide us the inspiration to move forward with greater zeal and enthusiasm.

The Vijeta Awards continue to be an important initiative for us, for it provides an opportunity to say a small thank you to your employees and shop floor workers. We treat this privilege as an honour, and I would like to once again like to thank all organizations who have ensured ongoing success of this landmark initiative. Customer meets, meets for furniture fabricators dealers' continue to strengthen the bonds that Tata Steelium shares with its channel partners and end-users. Another added feature to this issue is genral updates on the steel industry which we hope will provide useful information to you.

We once again thank you for your unflinching support for the brand. Your support and satisfaction is what motivates us to conquer all the challenges that we face, as we continue to maintain a leading position for our brand. Please do share with us your problems and concerns so that we can further improve our products and services. Also, write to us about how we can make Steelium Voice more interesting and relevant.

Best wishes.

Regards

P. Anand  
Head of Marketing  
Branded Products-Steelium  
Flat Products, Tata Steel

# Steelium voice

Issue 19 October '09-December '09

## Inside

**Focus:** Total Quality Management  
**Customer Profile:** Mungi Brothers  
**Link Events**  
**Back to Basics**  
**Steelium Surakasha**

The Tata Steelium programme 'Back to Basics', is an initiative to bring out the fundamentals we were trained in, years ago. It is a simple effort to refresh and restore the essentials to improve our skills and instill the same in our day-to-day lives to enhance efficiency and competency at work.

### Check Sheet

The Check Sheet is a tool for collecting data in a consistent form and it provides an easy, structured way of recording data and assures that the data will be recorded in a similar manner. It controls and monitors the production process, analyses the cause and effect and allows inspection of non-conformance. It is also used to arrange data automatically so that it can be used later. In this example a check sheet is being used for inspection. The format is to be designed based on the requirements. The fields can be customised.

Product name		Lot number		Date	
Process name					
Measuring method		Measuring instrument		Recorded by:	

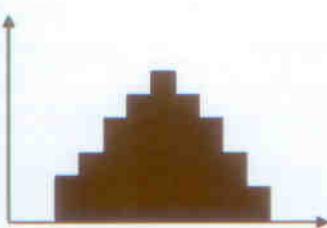
	Monitoring Number of defects in a Day			Total
	Shift A	Shift B	Shift C	
CHATTER	III III III	III III III	III	33
SPM ROLL MARKS	III	III	II	12
SPM PINCH MARKS	III III	III II	II	18
SPM SCRATCHES	II	III		5
SPM DENTS	II	III III		10
RUBBING MARK - SPM	III			5
BLACK SPOTS NON REMOVABLE		II	I	3
Total	38	37	11	86
Number inspected	2037		Percentage defects	4.3%

## Histogram

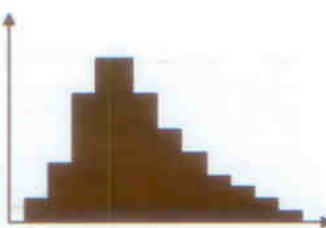
A Histogram is helpful in the visual depiction of data at a glance. It shows the distribution of the occurrence of an event.

### Benefits

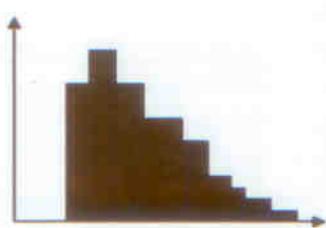
- The shape of the histogram shows process behavior
- The shape and size of the dispersion helps identify otherwise hidden sources of variation
- Presence of multi-modes may give a hint about mixed processes
- The Histogram is used to determine the capability of a process
- The Histogram is the starting point for the improvement process



Normal Distribution



Skewed Distribution

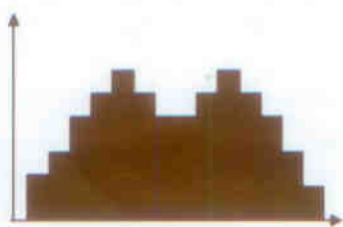


Skewed Distribution, no tail on one side

The ideal case, if a point has a chance to assume any value around a target (in absence of special cause variation), it will take this shape. Most unlikely to exist in reality.

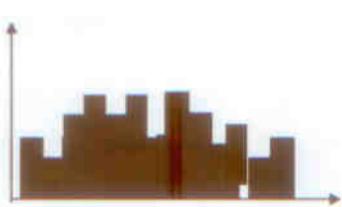
Maybe because the specification limit is only on one side or the process is controlled on one side. Value lower than a certain value does not occur. Most commonly found.

Maybe because beyond some point the output is considered as a defect.



Multiple Processes

Existence of more than one process, can lead to wrong conclusion. Needs to be stratified.



Comb Shaped

Maybe because of a particular tendency in the way data is rounded off.

## Safety Tips for Internet Banking

Online banking is an enormously popular and safe way to access your bank account, but it pays to be aware of the ways in which criminals can try to gain access to your account. You can learn how to protect yourself and your money.

Follow these internet safety tips and bank safe



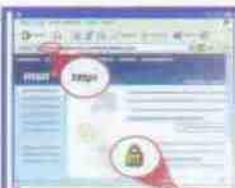
Never reply to online queries from a bank about your account or any other personal details. Personal information should not be kept in a public computer or in emails.



SMS alerts are an important tool as any transaction carried out on an account is reported to the account holder through an SMS.



Login from a trusted computer only. It is important because if you use a public computer, and it has spyware installed, your information may be stolen before you know what happened to you. Operate only from PCs at home or from personal laptops.



Always check the URL of your bank's web site. Fraudsters can lure you into entering your user ID and password at a fake website that resembles your bank's. If you see anything other than the bank's genuine URL, it has to be fake.



Operate your online bank accounts through virtual keyboards on screen as they are not easily identified by hackers.



Also, avoid easy-to-guess passwords, like first names, birthdays, child's or spouse's name and telephone numbers. Try to have an alpha-numeric password, one that combines alphabets and numbers.

## Indore

SKM Steel Ltd. Indore organised a Suraksha Meet on 14<sup>th</sup> Nov., '09. Approximately 25 executives from different companies participated in this event. The introductory speech was given by Mr. C.M. Attri (CAM).

Mr. Manoranjan Paras, a safety expert from Tata Steel made a presentation on storage, handling and other day to day activities that have safety implications. R.D. Farkiya (Dir.) SKM Steel Ltd., Indore also spoke on the occasion.



SKM Steel Ltd.

## Chennai

Sri Balaji Steel Traders organised a Safety Meet on 8<sup>th</sup> Oct., '09 along with other distributors from south M/s. Thirupathy Steels and M/s. Govindaraja Mudaliar and Sons. About 50 participants from various industries attended the meet. Mr. P. S. S. Sridhar welcomed the gathering and Mr. G. S. R. Krishnan (CAM) Tata Steel, Chennai inaugurated the meet.

Mr. Azam Kumar conducted the meet and explained various safety measures that should be adopted within various industries.



Sri Balaji Steel Traders

## Chandigarh

Bhagwati Steel Sales, Mohali organised a 'Steelium Suraksha' Safety Awareness Program for its customers at CII – Chandigarh during 27<sup>th</sup> Oct., '09, followed by a Safety Visit to the customer's premises on 28<sup>th</sup> Oct., '09. Mr. Ramesh Swaminathan (CAM - Chandigarh) and Mr. Prabhat Kumar (CSM - North) were present. Mr. Manoranjan Prasad, Head (Safety) addressed the participants and shared his insights on best safety practices in the workplace and elsewhere, and also engaged the participants in discussions.



Bhagwati Steel Sales

The programme focused on educating workers on Workplace Safety, on-the-job safety requirements, Road Safety and the importance of safety in daily life. The programme was attended by Key Account Customers (KACs) of Tata Steelium and Galvano from Chandigarh and Himachal Pradesh.

## Motihari

A Furniture Fabricator Meet was organised by BMW Ventures Ltd. at the premises of Kapildeo Pd. & Sons on 25<sup>th</sup> Nov., '09 in Motihari. Around 43 people attended the meet. An introductory film on Steelium Links was screened at the event followed by a question and answer round. Mr. S.K. Karn (A.G.M), Mr. Nehal Ahmad (B.M) from BMW Ventures Ltd. and Mr. Binod Kumar from Kapildeo Pd. & Sons were present on the occasion.



Kapildeo Pd. & Sons

## Dimapur

Sagar Steels organised a Fabricators' Meet on 1<sup>st</sup> Nov., '09 in Dimapur. Approximately 15 people attended the meet. They were satisfied with the new cutting plan, which included tips on how to minimise wastage from sheets with wider widths. They will now be able to provide the required quantity of sheets to their fabricators using this cutting plan.



Sagar Steels

## Patna

BMW Ventures Ltd. organised a Furniture Fabricators' Meet on 26<sup>th</sup> Nov., '09 at the premises of Agarwal Steel Traders in Patna. Approximately 36 fabricators attended the meet. Mr S.P. Sharma (Dy. GM), Mr. S. K. Karn (A.G.M), Mr. Nehal Ahmad (B.M) were present on the occasion.



Agarwal Steel Traders

## Imphal

Sagar Steels organised a Fabricators' Meet on 28<sup>th</sup> Oct., '09 in Imphal. Marketing Coordinator, Mr. Anand Shankar De and Sales Executive Mr. Apurba Mahanta were present at the event. The meet was attended by 70 fabricators. An AutoCAD drawing containing a new cutting plan was distributed among the fabricators.



Sagar Steels

# Customers' Meet

## Madurai

Sri Balaji Steel Traders organised a meet on 14<sup>th</sup> Nov., '09 at Madurai. Mr. Ravichandran, (CSM - Tata Steel) made a presentation on the global demand for steel products and pointed out the advantages of Steelium over other brands. Mr. G. S. R. Krishnan (CAM - Tata Steel) made a presentation on the production of Steelium and explained the salient features of the production process.



Sri Balaji Steel Traders

## Haryana

Sanjeev Industrial Corporation organised an annual Knowledge Sharing Summit and Customer Meet on the 29<sup>th</sup> of Oct., '09. Mr. Anup Chaturvedi of Maruti Suzuki India Ltd. made a presentation on the demand and supply for automobiles both nationally and internationally. Mr. P. Anand – Head Marketing (Branded Products – Steelium) addressed the conference on behalf of Tata Steelium, informing customers about service improvements.



Sanjeev Industrial Corporation

## Faridabad

Rakesh Steel organised a Customer Meet on 28<sup>th</sup> Oct., '09 in Faridabad. 93 delegates from 41 OEMs attended the meet. The issues discussed were Relationship Building Activities, Transition from ISO 9000-2000 to ISO 9000-2008, Japanese Management and its impact on Indian Industries, Basic Principles of Accident Prevention and Insta Loans. Mr. P. Anand (Head-Marketing, D & BP, Tata Steel) addressed the meet. Mr. B. N. Gupta (MD - Rakesh Steels) was present and the meet was appreciated by all the delegates.



Rakesh Steel

## Pune

Tata Steel Processing and Distribution Ltd. organised a Customer Meet on 9<sup>th</sup> Dec., '09. Mr. Sandipan Chakravorty (MD, Tata Ryerson), Mr. Peeyush Gupta (COMS, Flat Products, Tata Steel), Mr. Abraham Stephanos (COO, Tata Ryerson), Mr. Sushanta Ganguly (CSM – West, Tata Steel), Mr. Samir Gupta (Chief, CRC West - Tata Steel), Mr. Riten Choudhury (VP, Procurement- West, TSPDL) were present at the meet. Mr. Sushanta Ganguly spoke on strategic initiatives taken by Tata Steel towards enhancing value for their customer and emphasised the importance of maintaining strong relationships with them.



Tata Steel Processing and Distribution Ltd.

# Vijeta Awards

## Guwahati

Sagar Steel organised a Vijeta Awards Ceremony for their customer, Vivek Jyoti Steel. Mr. S.K. Prasad, (CAM-FP-Tata Steel) and Mr. Hemant Agarwal were present on the occasion. The winners were felicitated with certificates and trophies.



New Swan Enterprises

## Kolkata

Tata Steel Processing and Distribution Limited, Kolkata organised Vijeta Awards at the premises of Filter Manufacturing Industries Pvt. Ltd. in Kolkata on 23<sup>rd</sup> Dec., '09. The company CMD, Mr. Pritish Basu commented on Vijeta Awards saying, "It is a very positive initiative especially for the shop floor. My work force has been excited about it."



Filter Manufacturing Industries Pvt. Ltd

## Pune

Tata Steel Processing and Distribution Limited, Pune organised Vijeta Awards for Shree Diesel on 30<sup>th</sup> Oct., '09. Mr. Piyush Nahar, Mr. Vivek Pusalkar, Mr. R Kartik, Mr Sushanta Ganguly and Mr. Satyajit Maiti (Tata Steel) were present at the event. The winners Mr. Ajay Lad and Mr. Sanjay Gaydhani were awarded certificates.



Shree Diesel

## Nashik

Vijeta Awards was organised by Tata Steel Processing and Distribution Limited, at the premises of Max Energy Pvt. Ltd. in Nashik on 3<sup>rd</sup> Nov., '09. The winners Mr. Kiran Deshmukh, Mr. Santosh Kumar Behera and Mr. Anil Vetal were felicitated by Mr. Satyajit Maiti and Mr. Vivek Pusalkar.



Max Energy Pvt. Ltd.

## Mumbai

SKM Steels Ltd. organised a Vijeta Awards Ceremony at the premises of Kishore Engg. Works, Mumbai on 7<sup>th</sup> Oct., '09. The winners Mr. Shantibhai Panchal, Mr. Bhagwan Das and Mr. Ninad Rout were felicitated.



Kishore Engg Works

# Vijeta Awards

## Ludhiana

Sangeeta Steel Corporation celebrated a Steelium Vijeta Award Ceremony on 11th and 12<sup>th</sup> Dec., '09. The event was highly appreciated by all customers present. Mr. V.R. Swaminathan (CAM), Mr. Sanjay Behera (CAM) and Mr. Deepak Sharma (Marketing Coordinator) were present on behalf of Tata Steel Ltd. Vijeta Award Ceremonies were organised for their five key customers.

Sangeeta Steel organised a Vijeta Awards Ceremony for their customer New Swan Enterprises. Mr. Kanwardeep Singh, (Executive Director) and Mr. Rajinder Singh (GM, Production) from New Swan Enterprises were present at the occasion. The winners were Mr. Raju Kumar Pandey, Mr. Ram Naresh and Mr. Manpreet Singh.



Shree Diesel



Shree Diesel

A Vijeta Awards Ceremony was organised for JRB Strips Pvt. Ltd. Mr. Surinder Garg, (MD) and Mr. Puneet Garg, (Director) were present at the event. The winners, Mr. Sube Singh, Mr. Sharvan Kumar and Mr. Bahader Singh were felicitated with awards.



JRB Strips Pvt. Ltd.

A Vijeta Awards Ceremony was organised for Emkay Automobile Industries Ltd. Mr. Sikandar Singh (VP, Materials) was present at the meet. Awards were won by Mr. Madhukant Rai, Ramgahan Kumar and Mr. Sailesh Kumar Patel.



Emkay Automobile Industries Ltd.

A Vijeta Awards Ceremony was organised for Technico Strips & Tubes Ltd. Mr. Ajay Gupta (MD) and Mr. Arjun Gupta (Director) were present on the occasion. The winners were Mr. Harinder Singh, Mr. Ramesh Singh and Mr. Suresh Pandey.



Technico Strips & Tubes Ltd.

A Vijeta Awards Ceremony was organised for G S Radiators Ltd. Mr. Lukesh Rally (Finance Manager) and Mr. Rupinder Singh (Production Head) were present at the event. The winners Mr. Rajbans Singh, Mr. Bhupinder Singh, Mr. Balbeer Singh and Mr. Balbir Singh were felicitated.

G S Radiators Ltd.

## TQM in Management - An Overview

The roots of Total Quality Management (TQM) can be traced back to early 1920s when statistical theory was first applied to product quality control. This concept was further developed in Japan in the 40s, led by Americans, such as Deming, Juran and Feigenbaum.

In the 1950s, quality control became a main theme of Japanese management. The Deming prize, established in December 1950 in honour of Edwards Deming, was originally designed to reward Japanese companies for major advances in quality improvement. Under the guidance of the Japanese Union of Scientists and Engineers (JUSE) it is now also available to non-Japanese companies.

The term 'total quality' was used for the first time in a paper by Feigenbaum at the first international conference on quality control in Tokyo in 1969. The term referred to wider issues within an organization. In the 1980s to the 1990s, having observed Japan's success of employing quality issues, western companies began introducing their own quality initiatives.

Today, Total Quality Management (TQM) as a management philosophy seeks to integrate all organizational functions (marketing, finance, design, engineering, production, customer service, etc.) to focus on meeting customer needs and organizational objectives. TQM empowers the whole organization, from the employee to the CEO, with the responsibility of ensuring quality in their respective products and services. TQM is not specific to one type of enterprise, it is a philosophy applied wherever quality is required.

TQM enhances the ability of an organization to deliver world class performance. Practising TQM ensures that an organization has challenging and customer-oriented business objectives and strategies; an organization uses TQM properly to achieve these objectives and obtains outstanding effects as a consequence. At Tata Steel, TQM has always been a major area of focus on its corporate agenda. TQM has been inculcated in all levels of the organization and consistent monitoring has been maintained to ensure that there is no compromise on quality, on any issue, however minor it might be. Tata Steel has continuously endeavoured to practise TQM and has thereby won recognition from JUSE. In the year 2009, Tata Steel joined the elite club of Deming prize winners.



The Deming Medal



Tata Steel wins the Deming Award

Other organizations that have won the prestigious Deming prize have been Toyota, Hitachi, Mitsubishi and Nissan. Indian companies have realised the inherent strengths of TQM and have begun to apply TQM principles in practice.

### Mungi Brothers

Founded in 1984, Mungi Brothers has been in business for over a decade. They began as manufacturers of sheet metal automobile components and expanded into a variety of pressed and fabricated sheet metal components and sub-assemblies. Mungi Brothers are known for their strict adherence to commercial and technical commitments and high levels of customer service. Their plants are located at Zaheerabad, Pune and Nashik. Their manufacturing facilities are supported by state-of-the-art technology with CAD/CAM facilities and in-house tool making with the help of advanced ECM and EDM machines. They have been on the forefront of advanced manufacturing by constant upgradation of technology, supported by the adoption of integrated quality systems in their production lines, as per ISO 9000 guidelines.

Spanning ten years, Mungi Brothers' association with Tata Steelium has been long and fruitful. In fact Steelium's high standard of quality and service have ensured zero complaints. Tata Steelium is integral to the manufacturing process at Mungi, and both Tata Steelium and Mungi look forward to many more decades of association.



Zaheerabad Plant



Zaheerabad Press Shop



Zaheerabad Assembly Line



Coach Building Trim Assembly Line



Coach Building Panel Assembly Line

## Steel Market Update for Q1 FY'11

### Raw Material

- Prices of Coal, the major raw material for manufacture of Steel have increased by 60 \$/MT over the last quarter. This increase in Coke price has led to a hike of 30\$/MT in the manufacturing cost of Steel.
- Prices of Iron ore, another important raw material for manufacturing Steel has also increased by 60\$/MT over the last quarter. This justifies a hike of 72 \$/MT in the cost of steel.

### Supply Scenario

- In the first quarter of FY 2011, supplies from domestic producers will be majorly constrained as most domestic mills will opt for the annual shut down.
- During their annual shut down phase, Steel suppliers are likely to build stock in order to manage their customers.

### Demand Scenario

- Economic growth indicators such as GDP and IIP have forecasted favourable trends of 8% and 9% respectively, for the first quarter of FY 2011.
- Demand growth will be fuelled by sectors such as Auto (9%-10% YOY), Infrastructure (7%-8% YOY) and Consumer Durables ( 20% YOY).

### Regulatory Scenario

- As per the financial budget of the Government of India disposable income of customers has increased marginally and is likely to induce growth within the economy.
- More than Rs. 1, 75, 000 Crores has been allocated for infrastructure development, which is more than 40% of the total plan allocation.
- RBI will be tweaking the interest rates to manage growth and control inflation.