

Steelium **Voice**

Issue 21; April '10 - June '10

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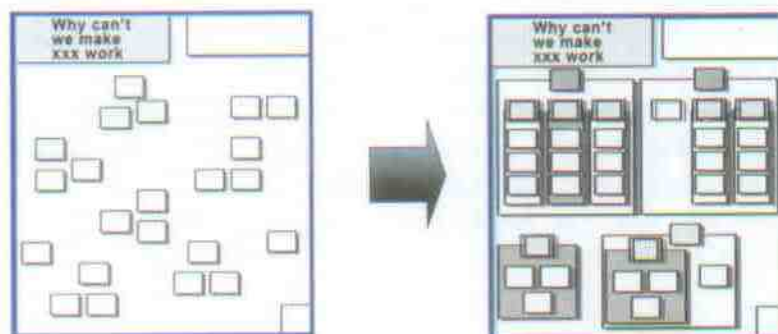
Affinity Diagram

Affinity Diagram is a creative process applicable to areas where finding causal relationship is difficult.

- An affinity diagram is a tool / method used to organize complex situations and identify problems
- It gathers large amount of disorganized, confused and intertwined verbal data (ideas, opinion, issues etc)
- It organizes the verbal data into groups based on natural relationship. Such information of distinct groups help meaningful picture to emerge, thereby making it feasible for further analysis and to find a solution to the problem

When to Use:

- To explore unknown areas
- To unify thinking of diverse group of people
- When facts or thoughts are not clear



STEPS

Step 1: Define the issue for discussion between relevant parties, discussing the difficulties/opportunities, critical points to overcome etc

Step 2: Organize a brainstorming or brain writing session on the issue, collecting free opinions from all members

Step 3: Put them down on Post-its, wherein there is one Post-it per fact or idea and the desirable total number of Post-its is about 20. Give 3 to 4 per member in a 6-member session

Step 4: Check the understanding of the members

Step 5: Group ideas together by affinity, choosing similar ones together and single ones as loners

Step 6: Choose a title for each group and write the title on the Post-its above each group, encircling the Post-its for loners

Step 7: Further groupings

Affinity Diagram for "Issues of supplier not adhering to the schedule"

Financial	Logistics	Supplier Issues	Financial
Organisation on hold due to credit problems - order shipment delayed until invoices paid	Import issues cause delay in goods reaching warehouse	Lack of priority from supplier	Booking in procedure result in delays
	Supplier delivers late due to logistics problems	Supplier hasn't agreed the date recorded on buying system	Buyer captures incorrect supplier date on system
		Part shipment received for order requires full delivery	No delivery date specified on order
			Failure for buying teams to expedite goods

Stratification Diagram

When data from a variety of sources or categories have been lumped together, it becomes impossible to conclude meaning. Stratification is a technique that separates the data so that patterns can be seen.

When the observed values represent two or more sub-populations according to the conditions which existed at the time of data collection, they are called strata, and dividing data into strata is called stratification.

When to use stratification:

- When data comes from several sources or conditions
- When data analysis may require separating different sources or conditions for detailed study of the problem.

Stratification Consideration:

- Examples of different sources that might require data to be stratified:

By work force: operator, section etc, by machinery and equipment, by raw materials: supplier, previous process, lots, place of manufacture etc, by product: product category, destination, special order etc, or by measurement / inspection.

- Always consider before collecting the data whether stratification might be needed during analysis. Plan to collect stratification information. After the data is collected it might be too late.



Number of rejections stratified based on Supplier (A&B), Operator (1,2,3,4)

Combined data from a chemical reaction process in two vessels, A and B



No. of data points = 100

Mean = 85.05

Stdev = 1.35

Max : 87.9

Min : 82.7

After Stratification : Two vessels, A and B



Now it is telling a different story. Vessel A and vessel B are behaving differently, therefore to be dealt with differently.



Road Safety

Road safety should encompass all the means to adhere while driving or walking on the road. Following should be kept in mind, to reduce the increasing number of accidents:



Don't use your mobile phone while driving

Always adhere to speed limits



Belt up in the back

Don't drink and drive



Take special care about children, senior citizens and pedestrians

Always wear helmets and seat belts



Keep your distances

Walk Safely



Beharbari

M/s Sagar Steels conducted a Truck Body Meet on 30th August, '10 in association with their dealers, M/s Shree Hanuman Hardware and M/s Prakash Hardware. More than thirty-five fabricators were present at the meet. Mr. S.K. Prasad (Senior Manager-Sales, Tata Steel) had an interactive session with the fabricators on the benefits of using Galvano in manufacturing truck bodies. Mr. Ananda Shanker De (Marketing Coordinator, Tata Steel), Mr. Hemant Kumar Agarwal (Proprietor - Sagar Steel), Mr. Manohar Sharma (Proprietor- Shree Hanuman Hardware) and Mr. Rampreet Singh (Proprietor- Prakash Hardware) were also present on the occasion.



Jamshedpur

R. S Bokaro recently conducted a Bus Body Customer Meet on 13th June, '10. More than twenty-five bus body manufacturers from Jharkhand had participated to discuss the advantages of Galvano in the bus body segment.



Karimganj

A Fabricators Meet was conducted at Karimganj recently by Mr. Daulatram Ramkumar, one of the dealers of Sagar Steel. About twenty fabricators had attended the meet. Mr. Ananda Shanker De (Marketing Coordinator, Tata Steel) and Sales Executives Mr. Apurba Mahanta and Mr. Jiban Krishna Kalita were also present on the occasion.



Silchar

A Fabricators Meet was recently conducted by M/s Traders at Silchar, wherein thirty fabricators had attended the meet. Mr. Ananda Shanker De (Marketing Coordinator, Tata Steel) and Sales Executives Mr. Apurba Mahanta and Mr. Jiban Krishna Kalita were also present on the occasion. The meet was organised to discuss the benefits of Tata Steelium in the furniture segment.



Kolkata

Bubna Commercial Co. conducted a Bus Body Customer Meet on 29th July, '10. The meet was attended by more than twenty bus body customers. Mr. Bibek Mukherjee (Head Sales - Retail, Tata Steel), Mrs. Atrayee Sanyal (COM- Distribution & Branded Products, Tata Steel) and Mr. Vivek Chauhan (Product Manager - Tata Steelium & Galvano) were present on the occasion. A technical presentation was organised by Mr. Ravi Prakash (Head Technology - Tata Steel) to discuss the advantages of Galvano in the bus body segment.



Vasai

M/s Naresh Steel Industries conducted Vijeta Awards ceremony at the premises of M/s Arrow Engineers on 28th August, '10. The winners were Mr. Vijay Soma Nachankar, Mr. Lalji B. Gupta and Mr. Vijay Manohar Ravan. Mr. Nilesh Gholap (Head of Purchase), Mr. Ramesh Gunjal (Head of Dispatch), Mr. Shankar Khade (Head of Fabrication), Mr. Kishor Shorode (Head of Stores), Mr. Saurabh Shah (Director - Naresh Steel) and Ms. Sonal Nalavde (CSE - Naresh Steel) were also present.



Nagpur

Vijeta Awards ceremony was conducted by M/s Tejram Ramniwas Agrawal at the premises of M/s Pai Automobiles, Nagpur on 20th July, '10. The winners Mr. Sitaram Yevde and Mrs. Sheela Patil were felicitated by Mr. Anurag Pandey (Head Sales - Retail, Tata Steel) in the presence of Mr. Joshi (Production Head - Pai Automobiles).



Malappuram

Steelium Zone was inaugurated at A.R.Nagar, Kolappuram, Malappuram District. Mr. V. Ravichandran (CSM- Tata Steel), Mr. K.K.Mahin (Managing Partner - Kummenchery Steels) and Mr. Vijaya Dara (Head Sales - Retail, Tata Steel) were present on the occasion. The first customer was Mr. Lohithakshan of Coastal Furniture Industries.



Silchar

A new Steelium Zone was inaugurated by the name of M/s M.S. Traders on 20th August, '10 by Mr. Ananda Shankar De (Marketing Coordinator, Tata Steel) at Silchar recently.



Nagaon

A new Steelium Zone was inaugurated on 8th September, '10 at Nagaon in the name of M/s H.M. Hardware. It was inaugurated by Mr. S.K.Prasad (Senior Manager Sales, Tata Steel) and Mr. Hemant Kumar Agarwal (Proprietor - Sagar Steels).



We thank our customers through the Vijeta Awards ceremony and hope that these awards will encourage them to strive harder.

Pune

M/s Naresh Steel Industries conducted Vijeta Awards ceremony at the premises of M/s Dacs Electrosystems (P) Ltd on 27th August, '10. The winners Mr. Santosh Sunil More, Mr. Papesh Baban Gharbude and Mr. Santosh Bhargude were felicitated. The ceremony was attended by all the shop floor employees and officials.



Thane

Vijeta Awards ceremony was organised at Revathi Enterprise, Vasai, on 28th June, '10. The winners Mr. Santosh Kumbhar, Mr. Surendra Varma and Mr. Rajesh Lopes were felicitated during the occasion.



Thane

Vijeta Awards ceremony was conducted at Desmi Equipments Pvt. Ltd., Thane on 28th June, '10. The winners Mr. Sachin Chakle, Mr. Manoj Singh and Mr. Purushottam Sawant were felicitated for their efforts and overall performance.



Nagpur

M/s Tejram Ramniwas Agrawal organised Vijeta Awards ceremony at Dada Dharamnath Pvt.Ltd., MIDC, Nagpur on 20th July, '10. The gold award winner Mr. Narendra Bhole was felicitated by Mr. Anurag Pandey (Head Sales - Retail, Tata Steel) in the presence of Mr. Pradeep (Head - Purchase) and the shop floor employees. Mr. Sumit Agrawal from M/s Tejram Ramniwas Agrawal was also present for the occasion.



Nagpur

Vijeta Awards ceremony was organised by M/s Tejram Ramniwas Agrawal at the premises of Shanti Metal Pvt. Ltd., Nagpur on 20th July, '10. Mr. Anurag Pandey (Head Sales - Retail, Tata Steel) felicitated the winner Mr. Arjun Singh Rahuvanshi in the presence of Mr. Chakrabarty (Head- Productions), Mr. Padmakar (Head-Accounts), Mr Sumit Agrawal of M/s Tejram Ramniwas Agrawal and the shop floor employees.



Mumbai

Naresh Steel organized Vijeta Award ceremony at the premises of VNS Switchgear (I) Pvt Ltd., Mumbai on 22nd July, '10. The winners Mr. Ajit Khaimar, Mr. Sandeep Bansode and Mr. Mangesh Gole were felicitated in the presence of Mr. Nihir Shah, Mr. Parimal Mehta, Mr. Pritesh Shah, Mr. Kantilal and Mr. Sukumar.



Satara

Vijeta Awards Ceremony was conducted at M/s Precise Systems, Satara on 27th August, '10. The winners Mr. Ashok Phanse, Mr. Ravindra Phalke and Mr. Eknath Nipane were rewarded for their dedication and perseverance in the presence of the shop floor employees.



Nasik

Vijeta Awards Ceremony was conducted at M/s Vibha Corporation, Nasik on 20th August, '10 to felicitate the winners Mr. Shantaram Powar, Mr. Vitthal Karande and Mr. Sanjay Ahire.



Nagaon

Vijeta Awards ceremony was organised by M/s Sagar Steels at the premises of M/s Powerline Industries, Nagaon on 27th August, '10. The winner Mr. Ratan Biswas was felicitated by Mr. S.K.Prasad (Senior Manager Sales, Tata Steel). The other nominees, Mr. Indrajit Das and Mr. Dilip Nath. Mr. Rajib Mahanta (Plant Manager), Mr. D.K. Hazarika (Administration Head) and all the shop floor employees were present on the occasion.



Hojai

M/s Sagar Steels organised Vijeta Awards ceremony at M/s Surbala Steel, Hojai on 27th August, '10. The nominees were Mr. Narayan Barman, Mhd. Samsul Jamal, Mr. Pranjit Rajbongshi and Mhd. Mainul Haque Sheikh. Mr. S.K.Prasad (Senior Manager Sales, Tata Steel) felicitated the winner Mr. Narayan Barman and Mr. Pradeep Debnath (Proprietor, Surbala Steel) felicitated the runners-up. Mr. Tridip Sharma (Sales Executive, Sagar Steels) and Mr. Apurva Mahanta (Sales Executive, Sagar Steels) were also present on the occasion.



Milestone Celebration of M/s. G S Radiators Ltd. – CNC Plasma Cutting Machine Inaugurated

M/s. G S Radiators Ltd., the flagship company of the city-based GST Group, is one of the Key Account Customers of Tata Steelium, served by M/s Sangeeta Steel Corporation. G S Radiators Ltd., manufacturing radiators and combine parts recently inaugurated CNC Plasma Cutting Machine, the first of its kind in Punjab, on 20th February '10. GST Group is now foraying into agriculture and industrial sheet metal business.

The celebration was conducted under the banner of 'LINKS', a unique customer engagement program launched by Tata Steelium, with the objective of building stronger relationship with its end-customers. The event was jointly celebrated by Tata Steelium and its authorized distributor, M/s Sangeeta Steel Corporation at the premises of GS Radiators Ltd.

The program was graced by Mr. Hira Singh Gabria, Honourable Cabinet Minister, Government of Punjab, as the Chief Guest. Other important dignitaries included Dr. S. S. Johl, Prominent Economist (Padma Bhushan), Mr. Frans Lankveld, Managing Director, Van Lankveld BV, Netherland and Mr. A.V. Mohan (Head, Cutting & Welding Business), L&T. The program was presided over by Mr. V. R. Swaminathan, (Senior Manager Sales – Retail, Flat Products, Tata Steel), who gave a brief on Tata Steelium's journey since its inception as a Brand, and the value it sees in customer relationship through sharing of knowledge and caring for customer growth.



Inauguration Ceremony

Maraica Industries, Kolkata

Established in the year 1955, Maraica Industries, is an ISO 9001:2000 certified automotive company manufacturing sheet metal press components. Backed by state-of-the-art manufacturing unit in Chennai and Kolkata, the company has evolved as a premier organization in the press components industry. Over a period of fifty years, the company has achieved various milestones.

The Chennai unit is built over 25,000 sq feet area and using state of the art technology in the production processes, they have successfully carved a niche for themselves. The power press/hydraulic press upto 500 tonne, auto injection moulding machine upto 350 tonne, pressure dry casting upto 250 tonne - gives them an edge over their competitors. The unit is armed with a full fledged tool room which is supported with CNC wire cut technology. The CTL machine helps them achieve the right sized sheets for production. Powder coating, plating, liquid painting and anodizing facilities are also available. Since its inception, the company has come a long way in making a name in almost every field of automobile engineering - Metal Pressing, Powder Coating, Plastic Moulding or Surface Plating, to name a few.

Their association with Tata Steelium has been extremely fulfilling. Quality and uniformity of the products, efficient customer service and quick supply chain has enabled them to decrease their overall costs and achieve their targets fruitfully.



Components made by Maraica Industries

New Swan Enterprises, Ludhiana

Established in 1985, New Swan Enterprises is an ISO/TS 16949:2009 & ISO: 14001 certified company manufacturing auto components. They have emerged as one of the leading manufacturers and exporters of sheet metal automotive components, high precision sheet metal assemblies, heavy duty trailer parts, pressed flange, exhaust parts and PVC coated components. Their group turnover has reached US\$ 35.87 million. New Swan also has a presence in the world market, wherein products are exported to Germany, Australia, Sweden, USA, UK, Poland, Canada, Turkey and the UAE. The company has received prestigious awards like Zero Defect Supplier award from Delphi, Outstanding Vendor Partnership award from CII, Quality under Project Uptech award from State Bank of India.

New Swan Group has three plants located at Ludhiana. They supply sheet metal auto components to automobile giants like HSI, Hero Honda, Tata Motors, Swaraj Mazda, Piaggio, Bajaj, Maruti and Sonalika Tractors. It has complete in-house facilities to perform the different functions of manufacturing, processing and testing besides Special Purpose Machines, which enables the company to achieve high levels of production, and subsequent reduction in labour cost. Fine blanking precision metal parts manufacturing and other related facilities like Tool Making Heat treatment, Surface Treatment etc. are all performed under one roof, enabling them to provide a rapid turn around service for their customers.

They have been associated with Sangeeta Steel Corporation, the authorized distributor of Tata Steelium since 2002. Mr. U S Ahuja, Managing Director - New Swan Group plays a pivotal role in supporting the knowledge sharing sessions, Vijeta Awards and customer plant visits conducted by Sangeeta Steel Corporation. Mr. Kanwardeep Singh (Executive Director) adds, "The visit to Jamshedpur Plant during February '10 was a good exposure for us. We were fully impressed with the plant working and especially the personnel, managing the system".



Receiving the National Award



New Swan Auto Components,
Ludhiana



Fine Blanking Press

Suraksha Meet

Tata Steel's safety and wellness measures devoted to attain international standards, with aim to ensure Zero harm to the people customers associated with Tata Steel.

As part of the Tata Steelium Suraksha Program, a safety workshop was organised on 23rd July at Bluestar, Dadra for their employees and vendors.

The safety session was taken forward by Mr. P. Gupta (West – Safety Co-ordinator, Tata Steel) followed by the screening of a movie on safe loading and unloading. Mr. Anurag Pandey (Head of Sales Retail, Tata Steel), Mr. Rampal Yadav (Senior Manager-Sales, Ahmedabad, Tata Steel) and Rajeev Singh (SKM Galva India Pvt Ltd.) were present for the session. The customers thoroughly appreciated the safety initiative.



Dear Customer,

In spite of a difficult economic situation there has been substantial growth in the manufacturing sector over the last couple of quarters. This is a heartening news for all of us associated with Tata Steelium, and we hope that India's industrial growth continues unabated.

Steelium Voice is an important platform of communication with our customers and we have tried to bring about various improvements in this newsletter from time to time. We have also received various suggestions from some of you and we look forward to more inputs from you. We also invite articles on various topics which you feel will be of interest to our readers.

In this issue, we present before you some of the initiatives that we have undertaken in the last quarter including various Customer & Dealer Meets and the Vijeta Awards. We also celebrate the milestones achieved by our customer M/s. G S Radiators Ltd. In the Champion Customer section, we present the achievements of our key customer M/s Maraica Industries and M/s New Swan Enterprises.

In our Knowledge sharing section 'Back to Basics', we familiarize you with Affinity and Stratification diagrams, some of the essential TQM concepts used in day-to-day analysis.

In the 'Suraksha' section, we focus on the Suraksha Meet held at Dadra for Bluestar and their vendors. Road Safety is another area we focus on, given the extremely high number of road accidents that happen every year in our country.

We thank you for your support for Tata Steelium & Galvano and wish you the very best for the festive season.

Regards,

A handwritten signature in black ink, appearing to read 'P. Anand'.

P. Anand

Head of Marketing

Branded Products-Tata Steelium & Galvano

Flat Products, Tata Steel

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