

JSW Steel

Wins Prime Minister's Trophy



JSW Steel, India's leading steel manufacturer has won the prestigious Prime Minister's Trophy for excellence in performance for the year 2012-13. The trophy will be awarded to JSW Steel's Vijayanagar plant, situated in Karnataka, for being the best integrated steel plant in the country based on overall performance and different parameters. It is awarded annually by the Prime Minister of India and carries a trophy along with a cash prize of Rs 2 crore. JSW Steel's Vijayanagar facility is the first integrated steel plant in the country to produce 10 million tonnes of steel from a single location.

The evaluation for the award is done by a panel of judges comprising technologists, economists, consumers of steel and workers' representatives on a set of criteria covering operational, financial, market, export, quality, customer satisfaction, environment and human resource related parameters. The company went through multiple rounds of rigorous assessments, wherein the enthusiasm and involvement of its employees along with the plant's technical excellence was highly appreciated by the panel of judges for the Prime Minister's Trophy.

Dr Vinod Nowal, deputy managing director, JSW Steel said, "Winning the Prime Minister's Trophy for our Vijayanagar facility is a matter of great pride for us and reinforces our commitment to pursue excellence in all our endeavours. I am confident that this award will go a long way in setting new benchmarks in efficiency and practices."

At present, JSW Steel operates six steel making facilities in different locations across the country and this is the first time when the company has been awarded with PM's Trophy. The prestigious award

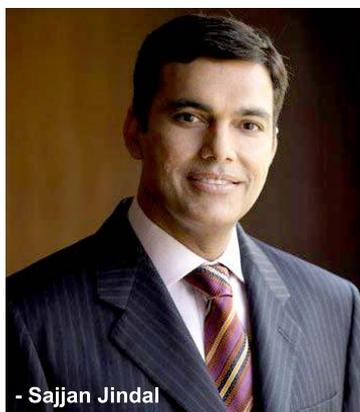
will be conferred by Honourable Prime Minister Narendra Modi at a ceremony to be held in New Delhi. The award is intended to spur steel plants to achieve international standards of efficiency, quality and economy in their operations.

Earlier, JSW Steel had won the Steel Minister's Trophy twice, during 2007-08 & 2011-12. The then Union Minister of Steel Veerabhadra Singh had handed over the trophy for the year 2007-08 when he was in Vijayanagar to flag-off the Hot Strip Mill (HSM)-II in July 2010.

About the Award

The trophy instituted in 1992-93 on the suggestion of the then Prime Minister PV Narasimha Rao, recognizes the outstanding performance of the integrated steel plants. The award is intended to spur steel plants to achieve international standards of efficiency, quality and economy in their operations. The primary objective of the scheme is to generate a sense of competition among the steel plants so that they continuously benchmark themselves with the best and improve their performance. As per the recommendations of the Expert Committee and amendments carried out by the Government of India, the 13 main parameters have been evolved for evaluating the performance

of the integrated steel plants. They are-Steel capacity utilization, Efficiency of operations, Financial performance, Export performance, Quality of products, Environment management, Corporate Social Responsibility, Safety, Thrust on R&D, Customer satisfaction, Enabling parameters, Employees' Satisfaction Index, Observation of the Panel of Judges based on plant visits.



- Sajjan Jindal