

GOVERNMENT OF INDIA
MINISTRY OF STEEL

LOK SABHA
UNSTARRED QUESTION NO. 824
FOR ANSWER ON 07.02.2024

BRANDING OF STEEL PRODUCTS

824. SHRIMATI SANDHYA RAY:

Will the Minister of STEEL be pleased to state:

- (a) whether the Government is planning to introduce any initiative to promote the labelling and branding of steel sector products in the global market;
- (b) if so, the details thereof;
- (c) the details of the other initiatives of the ministry to promote the vision of 'Make in India' and promoting India as the "manufacturing centre" of the world; and
- (d) the role of the State of Madhya Pradesh in production of steel and the steps taken by the Government for encouraging production of steel?

ANSWER

THE MINISTER OF STATE IN THE
MINISTRY OF STEEL

(SHRI FAGGAN SINGH KULASTE)

(a)&(b): Yes, Sir. Branding of steel products provides for labeling of Domestic Steel products by way of Made in India Label along with a QR Code, containing the details of the product, both for domestic steel products and for steel manufactured for exports.

(c)&(d): Steel is a de-regulated sector, and the role of the Government is to facilitate the steel industry by laying down the policy guidelines and establishing the institutional mechanism/structure for creating conducive environment for fostering steel production. However, Government has taken following measures to promote the vision of 'Make in India', promoting India as the "manufacturing centre" of the world and encouraging production of steel:-

- (i) Notification of National Steel Policy, 2017, which lays down the broad roadmap for encouraging long term growth for the Indian steel industry, both on demand and supply sides.
- (ii) Notification of Domestically Manufactured Iron & Steel Products (DMI&SP) Policy to provide preference to domestically manufactured iron and steel products in Government Procurement.
- (iii) Notification of Steel Scrap Recycling Policy to enhance the availability of domestically generated steel scrap.
- (iv) Notification of Steel Quality Control Orders to make quality steel products available to the domestic and export markets.

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- (v) Production Linked Incentive Scheme for specialty steel to promote the manufacturing of Specialty Steel within the country.
- (vi) Adjustments in Basic Customs Duty on steel products and raw materials along with calibration of trade remedial measures to enhance the competitiveness of India's steel sector.
- (vii) Engagement with various stakeholders including industry associations and domestic steel industry for resolution of their issues by the concerned Ministries/Departments of the Central Government and State Governments.
- (viii) Interaction with various Ministries/Departments of the Government and other stakeholders for enhancing steel usage in the country.

The details of the capacity and production of crude steel in the State of Madhya Pradesh during last 5-years are as under:-

Year	Capacity (in '000 tonnes)	Production (in '000 tonnes)
2018-19	555	506
2019-20	553	438
2020-21	457	369
2021-22	987	569
2022-23	877	644

Source: Joint Plant Committee (JPC)
