



BHUSHAN

THE INHOUSE MAGAZINE
OF BHUSHAN STEEL

ISSUE 02 | APRIL-JUNE 2010

EDGE



**HOT STRIP
MILL**



**AGGLOMERATION
PLANT**



**OXYGEN
PLANT**



**FIRST HR COIL
BHUSHAN BECOMES
INTEGRATED**



INTEGRATED WE SHINE

EDITORIAL



Pradeep Ekka

Welcome aboard to the 2nd exciting issue of your Bhushan Edge!

Another fruitful quarter has passed, and I am pleased to share our achievements with you through the medium of Bhushan Edge.

Bhushan Steel has been able to script its own story of success by fine tuning its strategy to the emerging scenario. While the favourable market was a great supporting factor for us, the internal initiatives for strengthening the company's foundation provided the requisite impetus to attain the desired objectives. Our efforts were concentrated on making the best of what we have- the optimum utilisation of our existing resources. And see, WE HAVE DONE IT. This was mainly possible because we always believed that success is a journey and not a destination. We always acted as if it was impossible to fail.

The successful commissioning of HSM and Sinter Plant on 24th March 2010 shall be engraved in golden letters on the pages of Bhushan's history. The blow-in of Blast Furnace on 3rd May 2010 was like an icing on the cake. It was and is certainly an event to celebrate for each and every Bhushan family member. The first coil was dispatched on 24th April 2010 to Sahibabad.

At BSL, we have achieved significant growth over the years. We have always focused on increasing the machine availability and better techno- economic practises to achieve our targets. As John Schaar says "The future is not some place we are going to, but one we are creating. The paths to it are not found but made."

"You don't become enormously successful without encountering and overcoming extremely challenging problems."



EDITORIAL TEAM

ORISSA

ABDUL AZEEZ M.M.
DR. U.S. YADAV
ANUP KUMAR SINHA
DOLLY VERMA

SAHIBABAD

S.K. GUPTA
TILAK MENDIRATTA
PANKAJ SHARMA

KHOPOLI

NEERAJ BHARTI
V.V. BINDOO

CONCEPTUALISED BY

ANM - 0771 4099511



HSM COMMISSIONING PUJA BEING PERFORMED BY THE CHAIRMAN, B B SINGAL & MRS. UMA SINGAL , MANAGING DIRECTOR, NEERAJ SINGAL & MRS RITU SINGAL

MESSAGE FROM THE COO-ORISSA PLANT

WE WILL DO OUR BEST

Dear members of the Bhushan Family,

BSL, after successfully commissioning of its HSM, Sinter Plant, Oxygen Plant and the blowing-in of the Blast Furnace, has become fully Integrated Steel Plant. With so many eyes full of expectations on us, as we take our steps further ahead, I am sure that our passion for excellence will keep us motivated as a result of which we shall overcome all the obstacles coming in our path. We always kept in mind that our results are directly proportional to the efforts that we shall apply. And thus, we worked harder and harder to achieve where we are standing today.

We, at BSL, are looking forward, with hope and optimism and are ready to make the best use of opportunities with our high quality standards and strong relationship with our customers. We have recognized that the only lasting competitive advantage is higher and higher quality at an affordable cost. Therefore, we continuously focus on the details that make for better quality and for improved manufacturing processes. BSL was established with a clear mission of creating exciting destination development projects that add real value to our partners.

We are specialists driven by passion, skills and expertise. As “craftsmen” aiming to enrich lives and create a better future, we focus on what will make a real difference to people, from functional to emotional, beyond financial benefits. We are conscious of the challenges and are adequately addressing the issues. Today, our organization is well set on the path of growth, and I reaffirm our resolve to continue on the winning streak with renewed zeal and confidence.

We must continue the good work and scale new heights. Remember, this is just the beginning. The real excitement is yet to come! Let us continue to act on our dreams.



AK VERMA
CHIEF OPERATING OFFICER

**Accept
the challenges,
so that you may
feel the exhilaration
of victory.**



MAIN RECEIVING SUB STATION



CHAIRMAN, MD & MASTER SRIRAJ SINGAL



INAUGURAL STONE



BLAST FURNACE



SINTER PLANT

BHUSHAN STEEL BECOMES FULLY INTEGRATED



ARIAL VIEW OF BLAST FURNACE



DANIELI CORUS
BLAST FURNACE

Bhushan Steel became a fully integrated steel works by commissioning its first state-of-the-art Blast furnace along with Sinter plant and the most sought Hot Strip Mill at its Dhenkanal works in the state of Orissa. The very auspicious occasion of this green field project was graced by Mr BB Singal, chairman BSL, Mr Neeraj Singal, VC & MD Bhushan Steel and several other guests of honor. Prior to these facilities, BSL had a capacity of 1.2 mtpa flat and 0.5 mtpa long products. This notable event is of great pride not only for Bhushan Steel, but also for India as a whole.

Commissioning of the Blast Furnace is the most remarkable step towards making an iron and steel works fully integrated. Bhushan Steel has achieved this status by successfully commissioning its First blast furnace at its Dhenkanal works in the state of Orissa. The plant and machinery of 1681 m³ useful volume, 20 tuyered, 8.4 meter diameter furnace has been supplied by Danieli Corus, Netherland. Envisaged to produce over 3500 tonnes of hot metal per day, with a coke rate of 385 kg/thm and coal injection rate of 150 kg/thm, the furnace is equipped with all modern features. Integrating state-of-the-art technology having copper and cast iron staves, the furnace features a new generation bell less top charging system. Two flat cast houses operating with two tap holes are fitted with modern cast house machines. The high-performance hot blast stoves with internal combustion chamber having a heat recovery system will blow at 1200°C and shall recover the waste heat from the stoves’.

Aiming to derive the tested technological benefit, in order to match the requirement of 1681 m³ blast furnace, a modern 177 m² sinter plant, with an annual capacity of 1.88 mtpa has been commissioned. A 59 meter long machine supplied by Shoungang Design Institute, China having 650 mm bed height will produce at a rate

of 1.34 t/m²/h. Falling in line with the latest trend of higher cooler to machine area ratio, it has a 190 m² circular cooler capable of cooling up to a 1500 mm high bed of sinter from over 900°C inlet to below 100°C outlet temperature. The plant designed for basic sinter production is set to feed 75 percent metallic feed requirement of the blast furnace. The facility for heat recovery from cooler, will allow producing sinter at a coke breeze rate of 70 kg/t. sinter with locally available raw materials. The plant is adequately conscious on environmental aspects having ESP and emitting less than 50mg/Nm³ of dust to environment through its exhaust gas.

The 3 mtpa HSM is in operation with 200 to 250 mm thickness slab caster commissioned at site. The mill is capable of rolling up to a minimum thickness of 1.6 mm HRCoils with 760mm ID and OD 2200mm max; will cater to its own CRM at Khopoli near Mumbai and Sahibabad plant near Delhi, in addition to premier market segment inland and abroad with 800-1680 mm width, 37 MT max coil weight. Supplied by SMS Siemag, Germany, it comprises of two 300 tph walking beam reheating furnace with a provision for third furnace, a slab charging table and a 4-hi reversing roughing stand with attached vertical edger, coil box and hot crop shear. It is equipped with six 4-hi finishing stands, with a provision for seventh stand, run out roller table with laminar cooling, down coilers, and other necessary auxiliary facilities to make it a state-of-the-art technology mill.

With the commissioning of these facilities, BSL is all set to make the difference in the Steel Industry by strong commitment to provide value to its customer and focusing on premium market segments like automobile sector, IF, HSLA, API, LPG and boiler grades. The company has tied up with Sumitomo Metal Industries of Japan, for developing these grades by utilizing their technical expertise within the shortest possible time.



BELL LESS
TOP OF
BLAST
FURNACE



HOT STRIP MILL



1st COIL



405 TPD OXYGEN PLANT



SINTER PLANT



BLAST FURNACE

KNOW SAFETY - NO INJURY, NO SAFETY - KNOW INJURY

“Safety is something that happens between your ears, not something you hold in your hands.”

Safety is the cheapest and most effective insurance policy. And we, at Bhushan Steel Ltd, know that safety never takes a holiday, and have made safety OUR way of life.

On 27th and 28th January 2010, the Safety Department BSL had dedicated itself to train the supervisors on “Safety and Occupational health”. Er. S K Mishra, Director of Factories & Boilers, inaugurated the program attended by 270 supervisors. Shri Sahadev Sahu, former chief Secretary Govt. of Orissa, and several senior executives of Government and Company a graced the occasion. Safety talks were given and videos shown to spread safety awareness. The two day program concluded with cultural show and distribution of certificates to participants.

Bhushan Steel celebrated the 39th National Safety day from 4th to 16th March 2010, in

Bhushan Steel Ltd., Dhenkanal Orissa. The inaugural flag on 4th March was hoisted by the COO, Mr A K Verma. Various competitions of Safety poster, essay, poem, slogan and on the spot quiz competitions were organized in all departments. Safety Man of the year 2009 was selected from different departments. “Suraksha Rath” was inaugurated by Mr. Sateesh Tyagi, Factory Manager, which was taken around the plant to create awareness towards safety. This fortnight celebration was concluded on 16th March, 2010 where the chief guest, Mr R K Behera (Asst director- Factories & Boilers, Dhenkanal), gave prizes to 109 winners.

Safety Day was also celebrated with great zeal and enthusiasm by the employees of Bhushan Steel Ltd. (Khopoli). The celebration which went on for one week was

called “Suraksha Saptah”. The celebration could not have had a better start than having an oath taking ceremony at different assembly points and various competitions were organized. Members of Udaan (N.G.O) presented skits on social evils like T.B and A.I.D.S. The closing ceremony was presided over by the plant head and prizes were distributed.

BSL organized road safety campaigns, fitness of vehicles, license of vehicles and the availability of a helper were checked and ensured. Guide lines for safety of vehicles were circulated to all the drivers. Speed is limited to 20km/hr inside the works and 130 sign boards have been displayed inside the plant.

“Fire, Water and Government know nothing of mercy”, National Fire Service Day was observed on 14th April 2010. Mock drill program was conducted at HSM, Sinter Plant and SMS-II. Fire fighting training was imparted to the 400 participants.

Safety is as simple as ABC- Always Be Careful and thus we practice this priceless tool at BSL.

—VK. Jain, Orissa



ENVIRONMENT

WE CARE FOR OUR ENVIRONMENT

Rapid industrialization and in the race of achieving all possible physical comfort, man has almost devastated the nature and ended up with many undesirable & unacceptable changes to the environment. These changes can be felt in the form of global warming, ozone layer depletion, melting of glacier, sea level rising, change in the rain fall, temperature and many more. But we say that change is the rule of nature & it has been in the state of continuous change from its stage of evolution. It is impossible for man to control these changes but yes, it is possible to keep a check on its own activity & thereby the changes resulting from it.

So, does it mean that we should put a full stop on our desire to grow & wind up all the industries and economic growth? No, not at any cost. But there is a need to strike a balance between economic growth and environment. In the words of our Father of Nation Mahatma Gandhi "There is enough on this world for everyone's need, but not for everyone's greed" So, there is a need to keep control on our greed and to adopt a path of sustainable development. Sustainable development means to take environment and natural resources into account while preparing any plan or initiating any activity so as to minimize destruction or harm to environment and conserve natural resources by making efficient use of it.

Problems or changes pertaining to environment are not restricted to any single person or group of people but is applicable and affecting all the living being in greater or lesser extent. So, it is inevitable to accept this challenge and strive to contribute in protection and conservation of environment.

We, at Bhushan have taken an initiative in the noble endeavor of protecting environment, and glimpse of which can be seen in the following work:

- To have systematic approach, company has prepared environmental policy and environment management system & plan.
- Adoption and practicing of 3 R's i.e. reduce, reuse, recycle to the best possible extent. Some of the steps taken are as follows removal of plastic items like cup, carry bags and replacing it with eco friendly paper, in canteen.
- Acid Regeneration plant for recycle of spent acid after processing, this not only save money and fuel but also solve the problem of disposal.
- Utilization of waste heat in the form of hot exhaust gases from diesel generator, to generate steam in the boiler.
- Waste water recovery plant which recycle water in cooling tower.
- Despite all effort, it is impossible to completely eradicate generation of waste. So, whatever waste generated is disposed off in an environmental friendly & safe way.

• For abatement of water pollution Effluent Treatment Plant, Sewage Treatment Plant and advanced level treatment like Reverse Osmosis have been installed. Treated water is reused for gardening and cooling tower.

• Change of fuel from Furnace Oil to environmental friendly and safe Liquefied Natural Gas.

• Proper segregation and collection of waste at the site itself to facilitate further treatment and disposal.

• Strict observation on house keeping, displaying of slogan or good habits on environment on notice board of Bhushan garden is done to ensure healthy and conducive work environment.

• Apart from this, to make this effort collective and to spread awareness, training is provided at regular interval and environment day is celebrated like a traditional festival.

It is said that plantation is the best, safe and economical way to get rid of the problem of pollution and to ameliorate the quality of environment. Keeping this in mind plantation and beautification of an open available area is done at regular interval.

At the end, I would say this is just a beginning....

— Keyur V. Patel, Khopoli.



MORAL FIBRE!
 “BEHOLD THE TURTLE; HE MAKES
 PROGRESS ONLY WHEN HE STICKS
 HIS NECK OUT.”

GOOD IS THE ENEMY OF GREAT

Good is the enemy of great and that is one of the reasons why few become great. We don't have great schools, principally because we have good schools. We don't have great government, principally because we have good government. Few people attain great lives, precisely, because it is easy to settle for a good life. The vast majority of companies never become great; mainly because they become quite good and that is their main problem. Choose great over good in ALL areas of your life!

Greatness is a choice! And choice is the democratic equalizer to all people. Everyone, regardless of their rank, social status or income level, has the power to choose great over good.

Commit to an annual theme. Instead of making and breaking a number of well-wished but half-hearted New Year Resolutions, commit to an annual or a lifetime theme. Pick a theme that defines your singular life purpose or what you are most passionate about and stick to it. For example, your main theme for 2010 could be “Family First!” or “Health First!” or “Listen First!” or “Service above Self.” Just pick one and commit to it. Besides your main theme, make a list of all your top values such as love, health, giving, peace, wealth, etc. to ground yourself and distinguish from important and non-important but urgent matters.

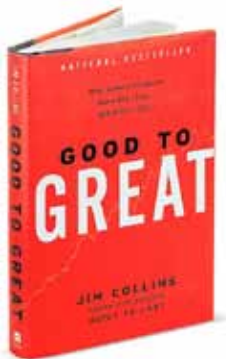
Practice a policy of planned neglect. In other words, once you have established your theme or singular purpose (the one thing you can be the best in the world at) get into the habit of practicing your main habit FIRST before anything else. Everything else that's non-important can be neglected and kept getting put-off. In other words, your daily to-do list will keep changing around your main theme which will remain constant – with very few exceptions.

Make a stop doing list. Too many people have important to-do lists that keep getting longer and longer. But very few people have a ‘stop-doing’ list. Make a list of everything you are doing which is not contributing to your core genius or main purpose and core values – and stop doing it! Forget about your image and other people's opinion and STOP doing what's not great in your life. Anything you haven't touched or looked at, in a year, you probably need to get rid of it. Donate books and magazines you haven't read and cloths you know you're never going to wear. Empty your mind and the physical space from all unnecessary clutter and make room for abundance!

Face the brutal facts! Never hide from reality. Always get the hard facts about any situation you are facing. It doesn't help whether you have a Harvard MBA and are the world's greatest optimist, if you pick the wrong location to set up a retail business!

Take Action! The great succeed by taking continuous action towards a singular objective. And they continue to take unrelenting, consistent action for a period of years before becoming overnight successes. If you do just five new things every day towards achieving your biggest dream, you will one day be living your dream and as Thoreau once said, ‘meet with a success unexpected in common hours.

—Anup, Orissa



BOOK NAME
GOOD TO GREAT

AUTHOR
Jim Collins



COO SPEAKS

HR MEET 2010

With each passing day, the outreach and scope, products and services, and organizational structure of our businesses is changing with an accelerating pace. Constant business change was always felt in some quarters, but now even heavy manufacturing companies such as steel, power, automobile, and chemical industries are caught up in change. Some of this change has been fuelled by human resources since

new production technology has geared up now to reach new customers worldwide and also to retain the talent in this competitive age.

Looking at these consequences and constraints, HR Department of Orissa took the initiative to organize a HR meet on 30th January 2010. All the HR personnel from Orissa, Khopoli and Sahibabad had gathered to discuss the current HR environment and its issues. After a full day of soul searching we managed to have a very clear idea about what we were, what we are, and what we intend to be. The intention was to be the strategic business partner and provide competitive advantage through human capital.

The COO, Mr A K Verma, took time out from his busy schedule and graced the occasion and motivated the gathering with his inspiring words. The occasion was also graced by Mr S K Gupta from Bhushan Sahibabad, who took the participants through the evolution of BSL from 1962 to 2010, and Mr Neeraj Bharti, Bhushan Khopoli whose SWOT analysis encouraged us even further. Mr Pradeep Ekka, VP-HR,

enthused every individual to be good in adopting but the best; to be good human beings, who fail small, but succeed big, with his very apt presentation on adaptable corporation. Mr Anup Sinha, Bhushan Orissa, presented the tiniest details of HR department of the Orissa plant, filling all with zeal and positive attitude for a very successful HR year ahead.

T D Mohapatra, the guest speaker from Think Inc, New Delhi, reminded the HR crowd, in the best possible way, through demonstration and video clips that, as a team, we can certainly achieve more. We are born for cooperation, as are the feet, the hands, the eye lids and the upper and the lower jaws. At the end of the three hour session, all present, agreed unanimously that TEAM truly stands for Together Everyone Achieves More.

The HR Meet came alive with its participants deliberating, mooting and discoursing their way to implement the next HR practices in Bhushan Steel Limited. The meet closed with positive ideas and determination to make a difference.

—Anuragita, Orissa



LAMP LIGHTENING BY THE COO



TAPAS DAS MOHAPATRA FROM THINK INC, NEW DELHI SPEAKING ON "IMPERATIVES OF A WINNING TEAM"



A BRAINSTORMING SESSION IN PROGRESS

IT INITIATIVES

IT Department has taken an appreciable initiative to attain cost reduction by adopting the technique of Virtualization of Desktops. By using subject technique, 30 concurrent Users can be connected to single CPU (CPU configuration should be Core 2 Duo Processor, 8 GB RAM and 320 GB Hard disc).

The main advantages from this are:

1. It saves a huge amount of money because it is not required to install separate CPU for every individual user. A single CPU can be used for maximum of 30 users at a single point of time.
2. It saves lot of Power as well as UPS Cost.
3. It reduces downtime or in other words 99.9% uptime to all users can be achieved.
4. It reduces Maintenance cost as well as Back up time for individual user.

—Tilak, Sahibabad



THE POWER OF UNITY

A very happy women's day to all of you. May this year open for you new horizons, fill your heart with new hope and bring for you promises of a brighter future. To begin with, the love and affection that you all have showered upon me, I don't know whether I deserve it or not. But I am really obliged and would like to thank you all from the bottom of my heart.

As I am not able to stay in Angul permanently, It is quite difficult for me to meet each one of you in such a short period.

So this is my little effort to reach each one of you.

If you remember, in our first meeting of Ladies club I gave a slogan "Stay united and stand strong". Today I would like to speak more about it.

All of us know the Power of Unity. But how can we utilize unity for our strength? First of all we should know what makes us weak and how to prevent it.

Lack of unity makes us weak, and to hide our weakness we all play the blame game. Because it is an easy way to escape. But if we think honestly, we find ourselves behind it, but we always hesitate to accept it.

The very first and common rift between two women starts from our own house. We

don't leave a single opportunity to criticize each other. Most of the time we like to stand on the opposite fronts rather than being together. Even minor issues compel us to get fragmented.

But how long will we make these mistakes? Take a break! Don't allow the minor issues to bother you. Solve it face to face instantly, and forget it. Lets try out something new this year. Make a resolution to give up our self-centered thinking and adopt consensual way of thinking and see its outcome.

Every woman definitely possesses some hidden talent and being a woman this is our duty to discover the talent inside them and help them to enhance it. Remember it , you don't need to suppress anyone to prove yourself. The more you give others a chance to grow, the more you will grow.

Sometimes, we are not lucky enough that the dream which we have seen for ourselves gets fulfilled. In spite of crying for it, we should try to contribute a little effort in making other's dream come true. When we achieve something in life, there is a feeling of joy and happiness in our heart. But if we get the opportunity to become a reason for a glimpse of smile on someone's face,

the happiness we get is 100 times more intense. Try to experience the feeling someday. Really it is divine.

Don't you think in the progressive age of 21st century we should change the proverb "BEHIND EVERY SUCCESSFUL MAN THERE IS A WOMAN"

TO

"BEHIND EVERY SUCCESSFUL WOMAN THERE IS A WOMAN".

We have only one life to live, and we don't even know how long it is.

So recognize your strength. Trust me, you have it. Just explore it and see, you can change not only the society, but you can change the whole era.

"One determined person can change the world, but it is a lot easier if he is not alone".

The circumstances do not favor us every time and sometimes we have to swim against the tide to achieve something.

So our every achievement is a matter of pride and celebration for us. Celebrate each and every success of life, spread happiness everywhere and make the world beautiful.

Best of Luck

—Dolly Verma

WOMEN ENJOYING HEALTH CLUB



DANCE CLASS



HOLI MILAN



WOMEN DAY MEET

LADIES CORNER



PAINTING COMPETITION



LADIES ENJOYING TABLE TENNIS GAME



COOKING COMPETITION



VALENTINE DAY



PRIZE DISTRIBUTION CEREMONY



COOKING COMPETITION



BHUSHAN CHAMPS



HOLI CELEBRATION



BHUSHAN

QUALITY POLICY

BHUSHAN STEEL LIMITED aspires to make the difference in Steel Industry by becoming the most favoured Supplier, producing the wide range of premium quality products by adopting the latest technology, processes and equipments.

We are committed to provide value to our customers by providing the best of products and services through enhanced customer co-ordination, better team work and continual improvement of products, technology, manpower and capability enhancement.

A handwritten signature in black ink, appearing to read 'Neeraj Singal'.

NEERAJ SINGAL

Date : 30.03.09 VICE CHAIRMAN & MANAGING DIRECTOR



ISO CORE TEAM AND INTERNAL AUDITORS, ON PATH TO ACHIEVE ISO 9001:2008 CERTIFICATION BY JULY 2010