

CONCEPT NOTE ON “ISPATI IRADA” BRANDING CAMPAIGN

THE CONCEPT

Steel is a material of strength which is environment-friendly, cost-effective & having unique properties which make it usable by people in all walks of life. Steel usage in any country is indicative of the quality of life in that country as evidenced by per capita consumption being higher in developed countries than in developing countries. Therefore improving the appropriate use of steel is critical to advancing the quality of life of the citizens.

Ministry of Steel has launched a collaborative branding campaign with the objective of promoting appropriate steel usage in the country. This aims to leverage usage of steel as an easy-to-use, environment-friendly, cost-effective, affordable and strength-giving material.

BACKGROUND

India is on its way to achieving its vision of attaining 300 Million Tonnes steel production capacity by 2030 as per national Steel Policy-2017. India has already become world's second largest steel producer and is likely to become world's second largest steel consumer this year. To sustain the momentum of growth, we need to ensure that the demand and supply are in equilibrium.

WHY PROMOTE STEEL USAGE:

- Per capita steel usage in India is only 74.1 kilogram (kg)), making a notable chasm with the global figure of 224.5 kg, marking a notable chasm with the global figure of 224.5 kg.
- Steel is the most recycled material in the world and steel products are environment-friendly.
- Steel is cost-effective over long terms and have several advantages' over other materials for construction.
- India piloted two resolutions on important global environment issues including one on single-use plastics at the fourth session of United nations Environment Assembly (UNEA) in Nairobi in March 2019. UNEA adopted both the resolutions with consensus.
- Hon. Prime Minister Shri Narendra Modi, in his 2019 Independence day speech at Red Fort, called for freedom for India from single-use plastic. “can we free India from single-use plastic? The time for implementing such an

idea has come. May teams be mobilised to work in this direction. Let a significant step be made on October 2 ,” the Hon. PM said.

- Hon. Prime Minister Shri Narendra Modi in the recently concluded 14th Conference of Parties (COP14) to United Nations Convention to Combat Desertification (UNCCD) said “My Government has announced that India will put an end to single use plastic in the coming years. I believe the time has come for even the world to say good-bye to single use plastic.”
- Use of steel in place of plastics, has several environmental and economic advantages. These include:
 - More temperature resistance
 - More corrosion resistance
 - Easy to clean
 - Stronger, as steel has greater tensile strength and is more durable.
 - Less water absorption
 - Greater protection against fire

ROLE OF MINISTRY OF STEEL

Ministry of Steel is uniquely poised to act as a catalyst for a mass movement to promote steel usage. The Ministry can coordinate the movement for more appropriate usage of steel across the sectors and in new and different use cases. E.g. steel can replace plastics, especially single-use plastics in a successful way.

METODOLOGY

Mass-scale dissemination of the message of using steel in place of plastics. Advantages will have to be presented to the users in an easy to understand manner. Coordinated branding of Steel promotion in all avenue will have to be done as a mission in accordance with above vision.

OUTCOME

The outcome of the campaign is intended to promote steel usage. All those who adapt the Ispati Irada shall endorse the Ministry of Steel’s resolve to promote usage of domestically manufactured steel and usage of steel as cost effective environment friendly and strength providing material. One clear indicator would be increased per capita use of steel. Other areas would be new uses of steel, optimization of steel usage in all sectors, minimizing product substitution and developing new steel products using application engineering.

BRAND ELEMENTS:

- a. Tagline:“Ispati Irada” or “ Steely Resolve” to signify strong determination to promote appropriate usage of stel. It also syncs with the core attribute of steel, i.e.strength
- b. Logo (Ispati Irada)



The logo has the two 'b' of 'bLikh bjk' meeting in an isometric/symmetrical manner. The logo can be made three-dimensionally and it would look the same from the front and back.

BRAND USAGE

Other organisations taking steps which are in sync with the spirit of Ispati Irada can use the brand elements, following due process. Some types of organisations can be:

Type A:

- a. State Governments
- b. District administration
- c. State PSUs
- d. Govt. Education institutions
- e. Government of India & State Ministries
- f. Local Self Governments

Type B:

- a. Non-profit organisations
- b. Private companies
- c. Private Educational Institutes
- d. Industry associations
- e. Multilateral Organizations

Type C: Any organisation not covered in above categories

Guidelines for Type A: The above category of organisations/entities shall be free to use the common branding with post-facto intimation to the ministry

through email/post. The intimation may also be given by tagging Ministry of Steel on Twitter and by using # Ispati Irada

Guidelines for Type B: The above category of organisations will have to give prior intimation to the ministry through email/portal.

Guidelines for Type C: The above category of organisations will have to seek prior approval from the ministry through email/portal mentioning details as applies to Type B organisations. They will be allowed to use the common branding only after due permission.

The organisation can continue to use the logo for any number of events provided it does not dilute the spirit of appropriate usage of steel. Any organisation which dilutes the spirit will be blacklisted.

Following board details shall be provided to seek approval:

- Name of Organisation
- Details of Organisation
- Event Details
- Expected outcome
- Expected Reach
- Collateral Design

FOR SOCIAL MEDIA:

Both type A as well as Type B organisations are free to use the brand elements with the # Ispati Irada. Organisations will be requested to tag Ministry of Steel in their tweets. The Ministry of Steel will choose to retweet such efforts for increasing the visibility of the same.

Suggested Activities/Themes:

- Video bytes by key influencers on promotion of steel usage
- Engagement with brand ambassador on key national missions
- Competition in educational institutes – with best short video /essay/painting/poster being acknowledged and used for campaign
- Promote appropriate usage of steel E.g. recommending the use of 12 mm iron rod rather than 10mm will mean appropriate strength to structures, because of 44 percent more steel use
- Linking usage of steel to disaster resilience
- Linking usage of steel with ease and pace of construction
- Events to make people switch to steel, eliminate single use plastic

- Seminars/conference around issues of steel sector
- Identifying and promoting innovative use of steel, especially in rural lives.
- Commissioning research projects to improve steel usage