

GOVERNMENT OF INDIA
MINISTRY OF STEEL

LOK SABHA
UNSTARRED QUESTION NO.2342
FOR ANSWER ON 15.03.2023

PILOT PROJECT

2342. SHRI C. LALROSANGA:.

Will the Minister of STEEL be pleased to state:

- (a) whether it is a fact that the Government is planning a Pilot Project as Made in India branding for steel produced domestically and also for export;
- (b) the details of this Pilot Project along with its speciality;
- (c) the details of benefit to steel mill owners and the common people due to this Pilot Project; and
- (d) whether this Pilot Project can have an impact on steel manufacturers in north east and if so, the details thereof?

ANSWER

THE MINISTER OF STATE IN THE
MINISTRY OF STEEL

(SHRI FAGGAN SINGH KULASTE)

(a)&(b): Yes, Sir. The Made in India Branding of steel products provides for labeling of Domestic Steel products with details of the product and Made in India Label along with a QR Code. Made in India Label is intended for both domestic steel products and also for exports. Two integrated steel producers have opted for Made in India Branding of Steel products for a pilot rollout.

(c)&(d): The Made in India Branding will have benefit for steel manufacturers who opt for such Branding. Made in India branding of steel products will enable the common people to view the product details using QR Code, and thereby enhancing trust and pride in the "Made in India" steel products. Steel mill owners can position their entities under the Brand India umbrella in the international market and also attract customers preferring indigenously manufactured steel products. It will also facilitate accountability for quality related issues with the product.
