

GOVERNMENT OF INDIA
MINISTRY OF STEEL

LOK SABHA
UNSTARRED QUESTION NO. 315
FOR ANSWER ON 04.02.2025

STEEL SECTOR PRODUCTS

315. SHRI NALIN SOREN:

Will the Minister of STEEL be pleased to state:

(a) the details of the initiatives to promote labelling and branding of steel sector products in the global market; and

(b) the details of other initiatives of the Government to promote the 'Make in India' vision and to promote India as the "manufacturing hub" of the world?

ANSWER

THE MINISTER OF STATE IN THE (SHRI BHUPATHIRAJU SRINIVASA VARMA)
MINISTRY OF STEEL

(a) Branding of steel products provides for labelling 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. In this regard, a pilot rollout has been implemented by major Integrated Steel Plants.

(b) Government has taken following initiatives to promote the vision of 'Make in India' and promoting India as the "manufacturing hub" of the world: -

(i) Introduction of Atmanirbhar packages, investment opportunities under National Infrastructure Pipeline (NIP) and National Monetisation Pipeline (NMP), India Industrial Land Bank (IILB), Industrial Park Rating System (IPRS), soft launch of the National Single Window System (NSWS) etc.

(ii) Keeping in view India's vision of becoming 'Atmanirbhar' and to enhance India's Manufacturing capabilities and Exports, an outlay of Rs. 1.97 lakh crore was announced in Union Budget 2021-22 for Production Linked Incentive (PLI) Schemes for 14 key sectors of manufacturing.

(iii) An institutional mechanism to fast-track investments has been put in place, in the form of Project Development Cells (PDCs) in all the concerned Ministries/Departments of Government of India.
