

GOVERNMENT OF INDIA  
MINISTRY OF STEEL

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1904**  
FOR ANSWER ON 03/01/2018

**INCREASING SALE OF STEEL IN DOMESTIC MARKET**

1904. DR. R. LAKSHMANAN:

Will the Minister of STEEL be pleased to state:

- (a) whether Government has drawn any comprehensive plan to increase the sale of steel in domestic market in view of the thrust being given on infrastructure, housing and smart cities projects in the country;
- (b) if so, the details thereof; and
- (c) the details of project specific strategy that SAIL has adopted or is going to adopt to target the construction sector?

**ANSWER**

THE MINISTER OF STATE FOR STEEL

(SHRI VISHNU DEO SAI)

(a)&(b): Government has formulated National Steel Policy 2017 and Policy for Providing Preference to Domestically Manufactured Iron & Steel products in Government Procurement which were notified on 8<sup>th</sup> May, 2017. These policies will facilitate growth of steel sector including its consumption in infrastructure, housing and smart cities projects.

(c) Steel Authority of India Limited (SAIL) has added capacity of Bars & Rods and Structural in its current phase of modernization & expansion. These products are used in construction sector in a big way. Strategy being adopted by SAIL for the construction sector includes, inter-alia, the following:—

1. Increased availability of Re-bars, Structural and Plates required for construction.
2. Production of special grades and new sections suiting specific need of projects like Seismic grade TMT, Special grade plate for Bridges etc.
3. Increased interaction with project consultants and designers for efficient design and fast construction.
4. Monitoring the progress of execution of larger projects in order to meet their requirements and coordinate with Project/Construction companies for servicing such requirement.
5. Undertaking a campaign “SAIL Steel- गांव की ओर” the theme of which is to conduct rural workshops in order to educate rural masses on benefits of steel usage and to create awareness about SAIL TMT bars and SAIL JYOTI (Galvanised sheets) among the end users. The workshops are attended by different groups of people involved in steel usage and consumption like masons, local builders, local area contractors, Zila Parishad members, Gram Panchayat members, Block Development officials, dealers etc.
6. Putting in place an extensive distributor and dealer network for meeting requirements of builders and other construction related customers.

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