

Rashtriya Ispat Nigam Limited
Visakhapatnam Steel Plant
Visakhapatnam
Corporate Communications Department
Media Release

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Steel Industry showing signs of improvement: Sri P Madhusudan, CMD

RINL, Visakhapatnam Steel Plant joined the Nation in celebrating the 68th Republic Day today in Ukkunagaram. Sri P Madhusudan, CMD, RINL unfurled the National Flag, took the salute and inspected the parade accorded by the CISF Jawans, Home Guards, school children of Ukkunagaram at the sprawling Trishna Grounds in the township. Addressing the huge gathering of employees and their family members, Sri Madhusudan exuded confidence that the Steel Industry would have bright future in this year with the Government of India's continued thrust on infrastructure development in roads and railways, and added that RINL will be benefitted as a long steel producer in this direction.



PhotoCaption:

Sri Madhusudan said that RINL is presently stabilizing its new units and ramping up its production and highlighted the need to focus on improving the techno-economic parameters with strict adherence to safety standards and technological discipline. On commercial front, Sri Madhusudan observed that RINL is concentrating on Value added steel production, identifying niche markets and new customers to improve its bottom-line. A brand promotion campaign has already been launched in metros and rural areas to increase the consumption of steel in the country, he added. The Swachh campaign initiatives also progressed well, supplemented with notable CSR programmes, he said. Sri Madhusudan said that there is a need for cultural transformation among the Human Resources in the Company to enhance the productivity. He called upon the employees to work collectively with dedication and commitment to reach newer heights. He congratulated the PM's Shram Award winners on the occasion. Sri PC Mohapatra, Director (Projects), Sri DN Rao, Director (Operations), Sri KC Das, Director (Personnel), First Lady of Ukkunagaram and Honorary President of Visteel Mahila Samiti, Smt Gouri Annapurna, Smt Bindoo Mohapaptra, President

of VMS, Sri Jacob Kispota, Senior Commandant, CISF, Executive Directors, GMs, Senior Officers, representatives of SEA, Unions, SC&ST Association, Visteel Mahila Samiti, WIPS and large number of employees witnessed the celebrations. School children of Ukkunagaram presented a scintillating dance performances depicting Gram Swaraj, Swachh Bharat to mark the occasion. A Dog show by CISF personnel & Dogs is a special attraction for the gathering.



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