BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

A Study on Awareness Level of Tata TGM Programme

At Bhubaneswar City

SUBMITTED BY

Agneebarna Pati
MBA Batch: 2023-25
University Regn. No.: 2306258011

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CERTIFICATE OF FACULTY/INTERNAL GUIDE

This is to certify that Ms. Agneebarna Pati, bearing university registration no. 2306258011 of the 2023-25 batch, has completed her summer internship at TATA STEEL from 3rd June 2024 to 13th July 2024 under the supervision of Mr. Sambit Joshi (Corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for the award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature of the Faculty/Internal Guide

Name: Dr. Dhananjay Beura

Designation: Professor (Marketing)

Prashikshan -2024

SHAVAK NANAVATI TECHNICAL INSTITUTE

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CERTIFICATE

This is to certify that Agneebarna Pati (Reg. No. VT20241092),
Student of BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY AND MANAGEMENT STUDIES
has undergone Vocational Training Program at Tata Steel Ltd., Jamshedpur from
03-June ,2024 *to* 15-July ,2024 *. The details of the programme are as under:*

Department Covered	LP-M&S (TISCON RETAIL),
Project Title	PRODUCT SURVEY

He/She has successfully completed the Programme

Place : Jamshedpur
Date : 12-08-2024
Ref No : VT20241092

Amit Kumar Tiwary
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DECLARATION

I, Ms. Agneebarna Pati bearing university registration no. 2306258011 (2023-25 batch), hereby declare that the project report titled A study on awareness level of Tata TGM programme at Bhubaneswar city is based on my internship at TATA STEEL, during the period 3rd June 2024 to 13th July 2024 and is an original work done by me under the supervision of Mr. Sambit Joshi (Corporate guide) and Mr. Dhananjay Beura (Internal guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: Bhubaneswar **Signature**

EXECUTIVE SUMMARY

This study aims to comprehensively assess the existing levels of awareness and familiarity with the TATA Tiscon Grand Master Programme among construction engineers, architects, and contractors in Bhubaneswar. The primary objectives are to investigate the key factors influencing awareness and engagement, and to develop effective strategies to enhance participation among targeted stakeholders.

The scope of the study includes an in-depth evaluation of awareness dimensions, such as programme recognition, understanding of benefits and features, primary sources of information, and the extent of professional engagement. Key factors impacting awareness and engagement are examined, including the effectiveness of communication channels (e.g., social media, industry publications, word-of-mouth), the influence of professional networks and associations, and the role of incentives and barriers (e.g., time constraints, perceived irrelevance, lack of information).

The final component involves formulating actionable recommendations to increase awareness and foster participation. Strategies include developing tailored communication plans, leveraging strategic partnerships with local industry bodies, educational institutions, and professional associations, establishing continuous feedback mechanisms for programme refinement, and designing attractive incentive programs to motivate sustained engagement.

The overall aim is to address the specific needs and preferences of construction professionals in Bhubaneswar, ensuring the successful dissemination and adoption of the TATA Tiscon Grand Master Programme. By implementing these strategies, the programme can achieve greater visibility and engagement, ultimately benefiting both the participants and the broader construction industry.

INTRODUCTION

The **TATA Tiscon Grand Master programme** represents a strategic initiative geared towards enhancing proficiency and knowledge within the construction industry, specifically focusing on the optimal utilization of TATA Tiscon TMT steel bars. This program targets engineers, architects, and contractors, aiming to equip them with cutting-edge insights, skills, and best practices essential for achieving superior safety, durability, and efficiency in building construction. In the dynamic and evolving realm of construction, the program's relevance is underscored by its commitment to staying abreast of technological advancements and industry standards. By imparting advanced technical knowledge and practical insights, TATA Tiscon Grand Master cultivates a culture of excellence and innovation among participants. This fosters not only enhanced project outcomes but also reinforces the industry's capacity to adopt sustainable practices and meet stringent regulatory requirements.

Central to the program's effectiveness is the rigorous assessment of participants' awareness levels. These evaluations serve multifaceted purposes: firstly, they validate the depth and breadth of participants' understanding of TMT steel bar applications and associated construction methodologies. Secondly, assessments provide crucial feedback to refine educational content and delivery methods, ensuring alignment with industry needs and evolving trends. Thirdly, by measuring the impact of training initiatives, TATA Tiscon can continuously enhance the competencies of construction professionals, thereby promoting ongoing professional development and competence. The heightened awareness cultivated through the program translates into tangible benefits for stakeholders across the construction ecosystem. Participants gain enhanced decision-making capabilities, enabling them to navigate complexities and challenges inherent in construction projects more effectively. This, in turn, contributes to improved project outcomes, reduced risks, and the adoption of sustainable building practices that uphold safety and environmental stewardship.

Ultimately, the TATA Tiscon Grand Master program stands as a cornerstone in advancing construction industry standards. By equipping professionals with specialized knowledge and fostering a culture of continuous learning and innovation, the program not only elevates individual competencies but also reinforces TATA Tiscon's commitment to driving excellence and sustainability in construction practices globally. It serves as a pivotal resource for shaping the future of construction through informed, skilled, and forward-thinking professionals.

TATA TISCON GRAND MASTER PROGRAMME

The TATA TISCON Grand Masters Series is an ongoing initiative designed to provide exceptional learning, growth, and upskilling opportunities for professionals within the Architecture, Engineering, and Construction (AEC) community across India. This program aims to enhance the expertise and capabilities of AEC professionals through a series of structured educational and training sessions, fostering innovation and excellence within the industry. By reaching out to various regions, the Grand Masters Series ensures widespread access to valuable resources and knowledge, contributing to the overall advancement of the AEC sector in India.

Objectives

The program aims to empower professionals in the Architecture, Engineering, and Construction (AEC) industry through comprehensive knowledge-sharing sessions, workshops, and engagement events. It focuses on enhancing skills, fostering innovation, and promoting excellence in various facets of architecture, design, and construction.

Industry Networking Events

The Grand Masters Series features a series of focus group engagements conducted in multiple tier-2 cities across India. These events bring together industry experts, architects, engineers, and other stakeholders to discuss pertinent topics and share valuable insights.

Focus Areas and Subjects

Each event in the series centers on specific themes related to architecture, habitat design, sustainability, structural engineering, project planning, and cost optimization. Renowned professionals from the industry lead the discussions, presentations, and workshops, providing valuable insights and expertise.

TATA Tiscon 550SD

The program is associated with TATA Tiscon 550SD, which is India's first GreenPro-certified rebar. TATA Tiscon 550SD is super ductile and ideal for constructing robust and sustainable structures.

Membership and Participation

Interested professionals can participate by creating a TATA SAMPURNA ID. To create this ID, participants are required to provide the following information:

- **Name**
- **Contact Number**
- **PAN Card Number**
- **Aadhar Card Number**

The Ace Members In TGM Programme

1. Architect
2. Contractor
3. Engineer

Benefits Of Tata Tiscon Grand Masters Programme For Participants:

1. **Knowledge Enhancement**
    - Participants gain access to a series of expert-led sessions, workshops, and discussions that provide exposure to cutting-edge trends, best practices, and innovations in architecture, design, and construction.
    - This engagement fosters a deeper understanding of industry advancements and equips professionals with valuable knowledge and skills essential for staying competitive and driving excellence in their respective fields.

2. **Skill Development**
    - Workshops and presentations within the program emphasize practical skills essential to the Architecture, Engineering, and Construction (AEC) industry.
    - Participants have the opportunity to enhance their expertise in critical areas such as project planning, sustainability practices, and structural engineering through targeted upskilling initiatives.

3. **Networking Opportunities**
    - Engagements assemble industry experts, architects, and engineers, facilitating valuable networking opportunities where participants can exchange ideas and collaborate on industry challenges and innovations.
    - Participants have the opportunity to build enduring professional relationships through these interactions, enhancing their professional network and fostering future collaborations within the architecture and engineering communities.

4. **Insights from Renowned Speakers**
    - Guest speakers impart real-world experiences and success stories, enriching participants' knowledge and perspective.
    - Learning from accomplished professionals deepens participants' understanding and inspires excellence in their professional endeavours.

5. **TATA Tiscon 550SD Advantage**
    - Participants gain insights into India's first GreenPro-certified rebar, TATA Tiscon 550SD, learning about its unique properties and diverse applications.
    - This knowledge equips them to leverage advanced construction materials effectively, enhancing project sustainability and performance across diverse applications in the industry.

6. **Professional Recognition**
    - Active participation in the program enhances participants' professional portfolio, showcasing their dedication to continuous learning and industry excellence.
    - This demonstrates their proactive approach towards staying abreast of evolving practices and reinforces their commitment to achieving high standards of professional development and growth.

Drawbacks Of Tata Tiscon Grand Masters Programme For Participants:

1. **Limited Geographical Reach**
    - The program's focus group engagements are predominantly conducted in tier-2 cities across India, aiming to decentralize industry learning and networking opportunities beyond metropolitan areas.
    - Professionals from other regions may experience restricted access to these events, highlighting a need for enhanced outreach strategies to ensure broader participation and knowledge dissemination across the country.

2. **Time Commitment**
    - Active participation entails committing time to attend webinars, workshops, and networking sessions, which are integral to the program's enrichment.
    - Balancing program activities with demanding work schedules can present a challenge for busy professionals striving to engage fully in the initiative.

3. **Subjective Relevance**
    - The effectiveness of the program is contingent upon individual preferences and needs, as participants prioritize topics based on their specific professional interests and objectives.
    - Different participants may perceive the relevance of certain topics differently, highlighting the program's adaptability in catering to diverse learning preferences within the Architecture, Engineering, and Construction (AEC) community.

4. **Dependency on Guest Speakers**
    - The quality of the program hinges on the expertise and availability of guest speakers, who are pivotal in delivering insightful and engaging sessions.
    - A subpar session can significantly influence participants' overall experience, underscoring the importance of consistently high standards in speaker selection and content delivery.

5. **Privacy Concerns**
    - Providing personal details such as PAN and Aadhar card numbers for TATA SAMPURNA ID creation may raise legitimate privacy concerns among participants.
    - Ensuring transparent handling and secure storage of personal information is crucial to address these concerns and maintain participant trust in the registration process.

OBJECTIVES

- To assess the existing levels of awareness and familiarity among construction engineers, architects, and contractors in Bhubaneswar concerning the TATA Tiscon Grand Master Programme.

- To investigate the primary factors that impact awareness and engagement with the TATA Tiscon Grand Master Programme among professionals within the construction sector in Bhubaneswar.

- To formulate effective strategies and actionable recommendations aimed at increasing awareness and fostering greater participation in the TATA Tiscon Grand Master Programme among targeted stakeholders in Bhubaneswar.

METHODOLOGY

The methodology for assessing the existing levels of awareness and familiarity among construction engineers, architects, and contractors in Bhubaneswar regarding the TATA Tiscon Grand Master Programme involves a comprehensive approach utilizing secondary data. The research aims to provide a thorough evaluation of awareness levels, investigate the factors influencing engagement, and develop actionable recommendations to enhance programme participation.

1. Secondary Data Collection:

Secondary data serves as the primary source for this study. This data is derived from existing research reports, industry publications, and relevant market studies. The use of secondary data enables an efficient and cost-effective evaluation of current awareness levels and engagement trends without the need for primary data collection. Sources include industry reports, academic journals, and publications from professional associations related to the construction sector. Data from these sources provide insights into the general awareness and familiarity of the TATA Tiscon Grand Master Programme within the target demographic.

2. Literature Review:

A thorough review of relevant literature and existing studies provides a foundational understanding of the factors influencing awareness and engagement in similar programmes. This includes analysing case studies, industry reports, and publications that offer insights into effective communication strategies, professional engagement practices, and previous outcomes of similar initiatives.

3. Analysis of Communication Channels:

An examination of various communication channels, such as social media, industry publications, and professional networks, is conducted to assess their effectiveness in disseminating information about the TATA Tiscon Grand Master Programme. This involves

reviewing historical data on outreach efforts and their impact on awareness levels among construction professionals.

4. Assessment of Professional Networks and Associations:

The study includes an analysis of the role of professional networks and industry associations in influencing awareness and engagement. This involves reviewing existing collaborations, sponsorships, and partnerships that may impact the programme's visibility and acceptance within the construction community in Bhubaneswar.

5. Identification of Incentives and Barriers:

The methodology involves identifying common incentives and barriers that affect engagement with similar programmes. By reviewing secondary data on industry challenges and motivations, the study aims to uncover factors that may either facilitate or hinder participation in the TATA Tiscon Grand Master Programme.

6. Formulation of Strategies and Recommendations:

Based on the findings from secondary data analysis, the study will formulate effective strategies and actionable recommendations. This includes developing targeted communication plans, leveraging strategic partnerships, and designing incentive programs tailored to the needs of the construction professionals in Bhubaneswar.

SCOPE OF THE STUDY

The scope of this study encompasses a comprehensive evaluation of the existing levels of awareness and familiarity with the TATA Tiscon Grand Master Programme among construction engineers, architects, and contractors in Bhubaneswar. This includes an in-depth assessment of multiple dimensions of awareness, such as programme recognition, understanding of its benefits and features, primary sources of information, and the extent of professional engagement. Additionally, the study investigates key factors impacting awareness and engagement, examining the effectiveness of various communication channels (e.g., social media, industry publications, word-of-mouth), the influence of professional networks and associations, and the role of incentives and barriers (e.g., time constraints, perceived irrelevance, lack of information). The final component of the study involves formulating effective strategies and actionable recommendations to enhance awareness and foster greater participation. This will involve developing tailored communication plans, leveraging strategic partnerships with local industry bodies, educational institutions, and professional associations, establishing continuous feedback mechanisms to refine and improve the programme, and designing attractive incentive programs to motivate sustained engagement. The overall aim is to address the specific needs and preferences of the construction professionals in Bhubaneswar, thereby ensuring the successful dissemination and adoption of the TATA Tiscon Grand Master Programme.

LITERATURE REVIEW

(Gupta, Employee Awareness and Perception towards TQM Initiatives in the Indian Manufacturing Sector: A Study on Tata Steel, 2020) This study investigates employees' awareness and perception of Total Quality Management (TQM) initiatives, specifically the TGM programme at Tata Steel. The authors examine the effectiveness of communication strategies within the organization regarding these programmes and explore their influence on employee engagement levels.

(Joshi, 2018) Kumar and Joshi review the TGM programme's implementation at Tata Steel, assessing the level of awareness among different stakeholder groups. The study provides insights into the communication strategies used to enhance awareness and the resultant improvements in operational performance.

(Rao, 2017) Desai and Rao conduct a comparative analysis of TGM programmes across several Indian manufacturing firms, including Tata Steel. The literature review highlights the methods used to increase awareness and the effectiveness of these initiatives in driving organizational change.

(Singh, 2019) This paper reviews various transformation and growth initiatives within the Tata Group, with a specific focus on the TGM programme at Tata Steel. The authors discuss the challenges in raising awareness and how these were addressed through strategic communication and training.

(Mukherjee, 2016) Mukherjee's study evaluates the impact of the TGM programme on employee performance at Tata Steel. The literature review section provides an overview of previous studies on awareness levels and the effectiveness of communication strategies used in TGM initiatives.

(Bhattacharya, 2018) In Bhattacharya's study, the effectiveness and awareness of corporate training programs, including Tata TGM, are evaluated. The research underscores that despite the program's comprehensiveness, awareness among mid-level managers remains moderate, attributed to constrained internal marketing and communication efforts.

(Sinha, 2019) Sinha's research examines Tata Steel's training initiatives, including the TGM program, highlighting a notable awareness gap between senior and junior staff, indicating a bias in information dissemination favouring higher management levels.

(Kumar, 2020) Kumar provides an in-depth analysis of the Tata TGM programme. The study indicates that while the program content is highly relevant, the awareness and participation rates are lower than expected due to inadequate promotional efforts.

(Mehta, 2021) The study assesses the impact of structured training programs, such as Tata TGM, on skill enhancement. Results indicate that while these programs offer significant benefits, their effectiveness is hindered by inadequate strategic communication and engagement efforts.

(Choudhury, 2022) Choudhury's study highlights varying awareness levels of employee development programs, including TGM, noting higher awareness in regions with substantial Tata Steel operations, suggesting a necessity for expanded outreach strategies.

(Patel, 2023) Patel's research includes a comparative analysis highlighting that Tata TGM is well-structured but faces lower awareness levels compared to other similar programs in the industry, attributed to limited cross-departmental communication.

(Gupta R. , 2019) This study investigates consumer awareness and perception of the Tata Tiscon Gajraj programme, revealing higher awareness among urban consumers compared to rural areas, despite general awareness of the Tata brand.

(Mehta A. , 2020) Mehta's research examines Tata Tiscon's marketing strategies for promoting the TGM programme, finding that strategic advertising and promotions notably boost brand awareness. However, the study underscores the necessity for more targeted approaches to enhance programme awareness among rural builders and contractors.

(Sharma, 2021) Sharma's study explores how educational initiatives, such as workshops and on-site training sessions by Tata Tiscon, enhance awareness and facilitate the adoption of the TGM programme among rural masons and small builders.

(Kumar A. , 2022) This evaluation assesses the effectiveness of Tata Tiscon's awareness campaigns in promoting the TGM programme. Kumar's research indicates a shift towards digital strategies alongside continued reliance on traditional methods such as print media and local events, particularly in rural areas.

COMPANY PROFILE

OVERVIEW

Founded in 1907 by Jamsetji Nusserwanji Tata, Tata Steel Limited is a leading multinational steel producer headquartered in Jamshedpur, India. As of March 31, 2022, the company recorded a consolidated turnover of USD 32,836 million and ranked 10th globally in crude steel production capacity with 34 million tonnes per annum (MnTPA). Tata Steel's operations span five continents, employing over 65,000 individuals. The company is renowned for its commitment to innovation, advanced technology, and sustainable practices. It emphasizes corporate responsibility and value creation, aiming to set benchmarks in the global steel sector through its dedication to its workforce and pioneering initiatives.

- **Global Manufacturing and Downstream Operations:**
  - Strategically situated manufacturing and downstream facilities are found in India, the United Kingdom, the Netherlands, and Thailand.
  - Tata Steel also possesses raw material mines in India and Canada.

- **Strong Presence in India:**
  - Within India, Tata Steel boasts a consolidated crude steel production capacity of 20.6 MnTPA, with manufacturing plants dispersed across various regions.
  - The company oversees an end-to-end value chain encompassing all phases from raw material extraction to finished steel products, catering to diverse market segments.
  - To ensure raw material security and cost competitiveness, Tata Steel procures a significant portion of its needs from captive mines situated within India, facilitating domestic sourcing of iron ore and clean coal.

- **European and Southeast Asian Operations:**
  - Holding a prominent position among European steel producers, Tata Steel manages two facilities with a combined capacity of 12 MnTPA, specializing in premium flat steel products for European and global clientele.
  - Tata Steel (Thailand) Public Company Limited (TSTH) represents the company's operational arm in Southeast Asia, boasting a crude steel production capacity of 1.7 MnTPA.

VISION

Tata Steel aims to establish itself as a global benchmark in the steel industry by prioritizing value creation and exemplary corporate citizenship. The company is dedicated to sustainable practices, innovative solutions, and responsible business operations, striving to positively impact both the industry and the communities it serves.

MISSION

Aligned with the founder's vision and values, Tata Steel aims to bolster India's industrial foundation through efficient resource utilization, cutting-edge technology, and heightened productivity, in harmony with contemporary management principles. The company acknowledges the pivotal role of honesty, integrity, and profitability in fostering economic vitality and endeavours to uphold democratic ideals while striving for excellence.

VALUES

At the heart of Tata Steel are its core values of Integrity, Excellence, Unity, and Responsibility. These principles guide the company's operations, fostering a culture of ethical conduct, superior performance, teamwork, and a strong commitment to social and environmental responsibility.

KEY BUSINESS AREAS

1. Mining and Raw Materials: Iron ore and coal mining to supply essential raw materials for steel production.
2. Steel Manufacturing: Primary production at major plants in Jamshedpur and Kalinga Nagar, utilizing Electric Arc Furnace (EAF) and Induction Furnace (IF) technologies.
3. Downstream Products: Offering a wide array of flat and long products, including tubes for various applications.
4. Value-Added Services: Providing processing, engineering, and project management services.
5. Global Operations: Extending operations across major sites in Europe and Southeast Asia.

FINANCIAL SUMMARY

Particulars	Tata Steel Standalone		Tata Steel Consolidated	
	2022-23	2021-22	2022-23	2021-22
Revenue from operations	1,29,006.62	1,29,021.35	2,43,352.69	2,43,959.17
Total expenditure before finance cost, depreciation (net of expenditure transferred to capital)	1,01,304.65	77,891.50	2,11,052.53	1,80,469.22
Operating Profit	27,701.97	51,129.85	32,300.16	63,489.95
Add: Other income	3,325.48	1,452.02	1,037.48	784.89
Profit before finance cost, depreciation, exceptional items and tax	31,027.45	52,581.87	33,337.64	64,274.84
Less: Finance costs	3,792.14	2,792.08	6,298.70	5,462.20
Profit before depreciation, exceptional items and tax	27,235.31	49,789.79	27,038.94	58,812.64
Less: Depreciation and amortisation expenses	5,434.61	5,463.69	9,335.20	9,100.87
Profit / (Loss) before share of profit/(loss) of joint ventures & associates, exceptional items & tax	21,800.70	44,326.10	17,703.74	49,711.77
Share of profit / (loss) of Joint Ventures & Associates	-	-	418.12	649.16
Profit / (Loss) before exceptional items & tax	**21,800.70**	**44,326.10**	**18,121.86**	**50,360.93**
Add/(Less): Exceptional Items	(778.78)	(235.45)	113.26	(134.06)
Profit before tax	**21,021.92**	**44,090.65**	**18,235.12**	**50,226.87**
Less: Tax Expense	5,526.81	11,079.47	10,159.77	8,477.55
(A) Profit/(Loss) after tax	**15,495.11**	**33,011.18**	**8,075.35**	**41,749.32**
Total Profit / (Loss) for the period attributable to:				
Owners of the Company	-	-	8,760.40	40,153.93
Non controlling interests	-	-	(685.05)	1,595.39
(B) Total other comprehensive income	100.37	694.90	(13,849.07)	1,305.42
(C) Total comprehensive income for the period [A + B]	15,595.48	33,706.08	(5,773.72)	43,054.74
Retained Earnings: Balance brought forward from the previous year	**76,498.67**	**46,480.00**	**55,647.79**	**16,476.70**
Add: Profit for the period	15,495.11	33,011.18	8,760.40	40,153.93
Less: Distribution on Hybrid perpetual securities	-	1.46	-	1.46
Add: Tax effect on distribution of Hybrid perpetual securities	-	0.37	-	0.37
Add: Other Comprehensive Income recognised in Retained Earnings	210.31	5.67	(9,981.60)	366.39
Add: Other movements within equity	-	9.99	(33.12)	1,656.02
Balance	92,204.09	79,505.75	54,393.47	58,651.95
Which the Directors have apportioned as under to:-				
(i) Dividend on Ordinary Shares	6,233.11	3,007.08	6,227.15	3,004.16
Total Appropriations	**6,233.11**	**3,007.08**	**6,227.15**	**3,004.16**
Retained Earnings: Balance to be carried forward	**85,970.98**	**76,498.67**	**48,166.32**	**55,647.79**

TATA Steel's Competitive Positioning, Market Share, and Strategic Priorities

Competitive Positioning

Tata Steel is a prominent player in the global steel industry, recognized for its cost-effective and efficient operations. It leverages an integrated value chain, from mining to the production of finished steel products, which enhances its control over costs and quality. The company's strategic emphasis on innovation, digital transformation, and sustainability ensures its competitive edge in the market.

Market Share

Tata Steel holds a dominant position in the Indian market, being one of the top producers of steel in the country. This strong market presence is supported by its substantial production capacity and a diversified product range that serves multiple sectors such as automotive, construction, and infrastructure. On a global scale, Tata Steel ranks among the top ten steel producers by volume, with significant operations in Europe, particularly in the UK and the Netherlands.

Strategic Priorities

1. **Capacity Expansion:** Targeting a production capacity of 30 million tonnes per annum (MTPA) in India by 2025, through plant expansions and new facilities in Punjab.
2. **Sustainability:** Aiming for net-zero carbon emissions by 2045, transitioning to Electric Arc Furnaces (EAFs) in the UK, backed by investments and partnerships for environmental sustainability.
3. **Operational Efficiency:** Pursuing global cost leadership via logistics optimization, raw material security, and digital technology adoption to boost productivity and agility.
4. **Market Diversification:** Diversifying product offerings to include high-value products and services to mitigate market cyclicality and ensure revenue stability.
5. **Innovation:** Investing in research and development for process and product innovation, leveraging Industry 4.0 technologies for operational efficiency and new business models.
6. **Employee Welfare:** Committed to employee safety and community development, providing support during restructuring and operational changes to foster a positive work environment.

SWOT Analysis of Tata Steel

Strengths:

- **Integrated Operations:** Tata Steel controls the entire production process, ensuring quality and cost efficiency.
- **Strong Market Presence:** It holds a significant position in the global steel industry, especially in India and Europe.
- **Diverse Product Range:** Catering to automotive, construction, and agriculture sectors, it maintains a stable revenue base.

Weaknesses:

- **Dependence on European Market**: Reliance on Europe exposes Tata Steel to economic fluctuations in the region.
- **Operational Efficiency:** Efficiency in operational processes could be improved compared to global leaders.
- **High Debt Levels:** Increasing debt-to-equity ratio limits investment capacity and poses **financial risks.**

Opportunities:

- **Technological Innovations:** Adopting new processes can enhance efficiency and reduce costs.
- **Rising Steel Demand in India:** Growth in Indian sectors offers opportunities for increased demand.
- **Global Market Expansion:** Entering new markets and partnerships can diversify revenue streams.

Threats:

- **Intense Competition:** Major players like JSW Steel pose significant challenges.
- **Regulatory Compliance:** Stricter regulations may elevate costs and complexity.
- **Volatile Steel Prices:** Fluctuations impact profitability.

INDUSTRY ANALYSIS

OVERVIEW

Tata Steel operates within the global steel sector, a critical industry involved in the manufacturing and distribution of steel and its derivatives. Steel plays a crucial role in infrastructure development, construction projects, and manufacturing across various sectors worldwide. Tata Steel's operational landscape encompasses a diverse portfolio of products and services tailored to meet the specific needs of its customers, supported by a robust supply chain and a commitment to technological innovation and sustainability. As a key player, Tata Steel continues to influence and shape the steel industry through its global presence, strategic investments, and adherence to high standards of quality and corporate responsibility.

Overview of the global steel industry:

1. **Production and Consumption:**

    - Global Output: In 2021, the steel industry achieved substantial production levels, with global output totalling around 1.88 billion metric tons of crude steel.
    - Top Producers: China leads in steel production, accounting for over half of the global output, followed by India, Japan, the United States, and South Korea.
    - Consumption Patterns: Steel demand primarily stems from industrial sectors such as construction, automotive, machinery, and transportation.

2. **Industry Structure:**

    Supply Chain:
    - Essential materials like iron ore, coal, and limestone are processed in blast furnaces or electric arc furnaces (EAFs).
    - Steel production employs methods such as Blast Furnace (BF) - Basic Oxygen Furnace (BOF) and Electric Arc Furnace (EAF), each with unique characteristics and environmental impacts.
    - Post-production, steel undergoes treatments like rolling, coating, and shaping to yield finished products.

    End-Use Sectors:
    - Steel finds extensive use in construction for buildings, infrastructure, and housing, as well as in automotive manufacturing, machinery production, and energy infrastructure.

3. **Market Dynamics:**

    Global Production:
    - China maintains dominance, influenced by government policies focusing on environmental control and capacity optimization.
    - India experiences rapid growth fuelled by urbanization and infrastructure development, while other major producers include Japan, the United States, Russia, and South Korea.

Trade and Tariffs:

- The steel industry operates within a highly integrated global trade environment, subject to trade policies and tariffs, particularly in significant economies like the US and EU.
- Steel prices are influenced by factors such as raw material costs, production capacity, demand from end-use sectors, and geopolitical considerations, leading to price fluctuations.

Regional Insights:

Asia:

- China: Leads production and consumption, focusing on capacity reduction and sustainability.
- India: Growing rapidly due to infrastructure projects, with TATA Steel as a key player.

Europe:

- Faces environmental regulations and import competition, with TATA Steel Europe adapting.

North America:

- Prioritizes modernization and protectionist policies, like tariffs, to support domestic steel production.

COMPETITIVE LANDSCAPE:

Porter's Five Forces Analysis

Threat of New Entrants:

- Entry Barriers: High capital requirements and competition from established firms pose significant challenges.
- Regulatory Hurdles: Stringent regulations create complexities for new market players.
- Technological Demands: Advanced technology requirements discourage new entrants.

Bargaining Power of Suppliers:

- Reliance on Raw Materials: The industry heavily relies on key suppliers for critical materials.
- Supplier Dominance: Few major suppliers hold control over pricing and stability.
- Switching Costs: Changing suppliers comes with substantial costs and complications.

Bargaining Power of Buyers:

- Buyer Distribution: Diverse sector demand reduces individual buyer influence.
- Product Homogeneity: Steel products lack differentiation, but superior quality commands premium prices.

- Price Sensitivity: Buyers are highly responsive to price changes due to the significant impact on expenses.

Threat of Substitutes:

- Availability of Alternatives: Substitutes like aluminium and composites pose a moderate to high threat in specific applications.
- Performance and Cost Dynamics: Superior alternatives increase the risk of substitution.

Industry Rivalry:

- Competitor Density: Intense competition spans from global giants to regional players.
- Market Expansion: Growth rates vary across regions, with mature markets experiencing slower expansion and emerging economies driving demand.
- Exit Barriers: Exiting the market is challenging due to substantial investments and specialized assets.

Market Trends in the Steel Industry

1. **Sustainability and Eco-friendly Steel Production:**
   - The steel industry is increasingly focusing on reducing carbon emissions and developing greener manufacturing techniques.
   - Innovations include using hydrogen as a substitute for coal in steel production, aiming to decrease the environmental impact and promote sustainability within the sector.

2. **Technological Advancement:**
   - Tata Steel is embracing Industry 4.0 innovations such as Artificial Intelligence (AI), the Internet of Things (IoT), and data analytics to enhance production efficiency, quality assurance, and supply chain management.
   - These advanced technologies enable real-time monitoring, predictive maintenance, and data-driven decision-making, driving operational excellence and competitiveness in the global steel market.
3. **Industry Consolidation and Strategic Partnerships:**
   - The current trend in the steel industry involves strategic mergers and acquisitions to achieve economies of scale, reduce costs, and enhance market presence.
   - These consolidations enable companies to optimize resources, increase operational efficiency, and strengthen their competitive advantage in the global market.

4. **Emerging Market Expansion:**
   - The burgeoning urbanization and infrastructural expansion in nations such as India, Vietnam, and various African countries are fuelling the demand for steel.

5. **Product Innovation in Steel Manufacturing:**
   - Efforts are directed towards creating high-strength, lightweight steel variants tailored for automotive and construction sectors.

Regulatory Considerations in the Steel Industry

1. **Environmental Oversight:**
   - Rigorous emission and waste management regulations, particularly prevalent in the EU and North America.
   - Adherence to carbon reduction targets and the adoption of sustainable methodologies are imperative.

2. **Trade Policy Dynamics:**
   - Tariffs, quotas, and anti-dumping measures wield influence over global trade patterns and pricing dynamics.
   - Market dynamics are shaped by trade pacts and geopolitical tensions.

3. **Safety and Labour Standards:**
   - Striving for strict compliance with worker safety protocols and labour regulations.
   - Adherence to regulations governing workplace conditions and employee rights.

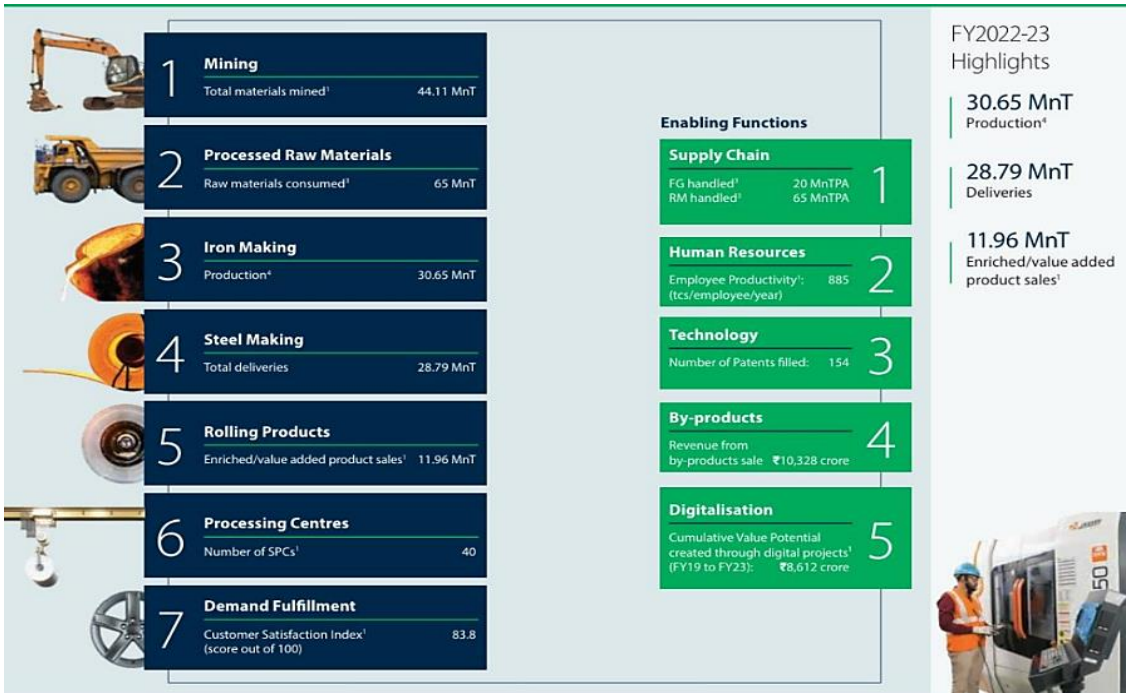
4. **Quality Assurance Protocols:**
   - Meeting international and regional benchmarks for steel product quality.
   - Certification processes and adherence to standards such as ISO are essential for maintaining product credibility.

Challenges Confronting the Steel Industry

1. **Raw Material Price Volatility:**
   - Rigorous emission and waste management regulations, particularly prevalent in the EU and North America.
   - Adherence to carbon reduction targets and the adoption of sustainable methodologies are imperative.
2. **Environmental and Sustainability Imperatives:**
   - Imperative to reduce carbon emissions and transition to sustainable production methods.
   - Transitioning to green technologies entails significant costs.
3. **Economic Instability:**
   - Global economic downturns and slowdowns in key markets can dampen steel demand.
   - Political uncertainties and trade conflicts disrupt global supply chains.
4. **Competition from Alternative Materials:**
   - Increased adoption of alternative materials like aluminium, composites, and plastics poses a competitive threat.
   - Innovation is essential to maintain a competitive edge over substitutes.
5. **Technological Advancements:**
   - Keeping abreast of rapid technological advancements and integrating new technologies into existing operations.

- Substantial investment is required for digital transformation and modernization initiatives.

6. **Regulatory Compliance Complexity:**
   - Navigating the intricate and diverse regulatory landscape across different regions.
   - Ensuring adherence to stringent environmental and safety regulations remains paramount.



COMPETITORS ANALYSIS

KEY COMPETITORS OF TATA STEEL

1. **ArcelorMittal**
    - Positioned as the world's largest steel producer, the company is headquartered in Luxembourg and maintains an extensive operational presence across more than 60 countries. This global reach underscores its significant influence and leadership within the steel industry.

2. **JSW Steel**
    - Based in India, JSW Steel stands as one of Tata Steel's primary domestic competitors, renowned for its state-of-the-art integrated steel plants and rapidly expanding global footprint. With a strong commitment to innovation and sustainability, JSW Steel has established itself as a formidable player in the steel industry, continually enhancing its production capabilities and market reach both within India and internationally.

3. **Nippon Steel**
    - Headquartered in Japan, the company is renowned for its expertise in producing high-grade steel, which is primarily utilized in the automotive and construction industries. With a reputation for superior quality and innovation, it supplies essential materials that meet the stringent standards required for these demanding sectors, ensuring reliability and performance in a wide range of applications.

4. **Steel Authority of India Limited (SAIL)**
    - Another major Indian steel producer, the Steel Authority of India Limited (SAIL), competes with Tata Steel across various segments of the steel market. Both companies vie for market share in the production and distribution of steel products, leveraging their extensive manufacturing capabilities, technological advancements, and robust distribution networks to meet diverse consumer demands and drive industry growth.

1. **Comparison based on awareness building strategies:**

JSW Steel:

- Advertising and Sponsorships: JSW actively engages in advertising through various media channels and sponsors major sports events, including the Indian Premier League (IPL), leveraging the popularity of cricket in India.
- Corporate Social Responsibility (CSR): JSW's CSR initiatives focus on education, healthcare, and community development, improving brand perception and visibility in rural and urban areas.
- Digital Marketing: JSW has a robust digital presence with active social media engagement and online campaigns to reach a broader audience.
- Sustainability Initiatives: JSW emphasizes its commitment to sustainability, promoting green steel production methods and environmental responsibility in its marketing efforts.

Steel Authority of India Limited (SAIL):

- Public Sector Outreach: As a government-owned entity, SAIL leverages its public sector status to build trust and reliability among consumers.
- Community Engagement: SAIL engages in community development projects, focusing on education, healthcare, and infrastructure, enhancing its reputation as a socially responsible company.
- Trade Fairs and Exhibitions: Participation in national and international trade fairs and exhibitions helps SAIL showcase its products and innovations to a global audience.
- Educational Programs: SAIL conducts training and development programs to build awareness about the steel industry and its offerings among students and young professionals.

Nippon Steel:

- Technological Innovation: Nippon Steel emphasizes its technological advancements and R&D capabilities, positioning itself as a leader in steel innovation.
- Global Partnerships: Forming strategic alliances and joint ventures with international companies helps Nippon Steel expand its global presence and brand recognition.
- Environmental Initiatives: The company focuses on sustainable production methods and reducing carbon emissions, which resonates with environmentally conscious consumers and stakeholders.
- Customer-Centric Approach: Nippon Steel engages with its customers through personalized solutions and services, building strong brand loyalty and awareness.

ArcelorMittal:

- Global Branding: ArcelorMittal leverages its position as the world's largest steel producer to build a strong global brand, emphasizing quality and reliability.

- Sustainability and Innovation: The company highlights its commitment to sustainability and cutting-edge technologies in steel production, attracting environmentally conscious customers and investors.
- Corporate Citizenship: ArcelorMittal's CSR activities focus on education, health, and community welfare, strengthening its corporate image.
- Media and PR Campaigns: Comprehensive media campaigns and strategic public relations efforts help ArcelorMittal maintain a positive brand image and communicate its values and achievements.

2. **Comparison based on market presence:**

JSW Steel:

- Regional Focus: JSW Steel has a strong presence in India, being one of the largest steel producers in the country. Its operations are concentrated in key industrial regions, including Maharashtra, Karnataka, and Tamil Nadu.
- Production Capacity: JSW has an installed capacity of about 28 million tons per annum (MTPA) in India, with plans for significant expansions.
- International Expansion: JSW has been actively pursuing international acquisitions and joint ventures, with a presence in the US, Italy, and other countries, aiming to expand its global footprint.
- Product Portfolio: The company offers a diverse range of steel products, including hot and cold rolled coils, galvanized sheets, and steel plates, catering to various sectors like construction, automotive, and infrastructure.

Steel Authority of India Limited (SAIL):

- Dominant Domestic Player: SAIL is one of the largest state-owned steel producers in India, with a dominant presence in the domestic market.
- Integrated Steel Plants: SAIL operates several integrated steel plants across India, including in Bhilai, Bokaro, Rourkela, Durgapur, and Burnpur, with a combined capacity of around 21 MTPA.
- Focus on India: SAIL's operations and market presence are primarily focused within India, with limited international exposure.
- Government Support: As a public sector enterprise, SAIL benefits from government policies and initiatives aimed at boosting the domestic steel industry.

Nippon Steel:

- Global Leader: Nippon Steel is one of the largest steel producers in the world, with a significant global presence. It has manufacturing facilities in Japan and several other countries.
- Technological Edge: Nippon Steel is known for its advanced technology and high-quality products, catering to a wide range of industries, including automotive, construction, and energy.

- Joint Ventures and Alliances: The company has formed strategic alliances and joint ventures with steel producers in various countries, enhancing its global market presence.
- Sustainability Focus: Nippon Steel emphasizes sustainable practices and innovation, which enhances its reputation and marketability in environmentally conscious markets.

ArcelorMittal:

- Global Dominance: ArcelorMittal is the world's largest steel producer, with operations in over 60 countries and an annual production capacity of around 100 million tons.
- Diverse Geographic Footprint: The company has a diverse geographic presence, with significant operations in Europe, North and South America, Africa, and Asia.
- Broad Product Range: ArcelorMittal offers a wide range of steel products, including flat and long steel, and is a major supplier to automotive, construction, and machinery industries.
- Strategic Acquisitions: The company has grown through strategic acquisitions and mergers, expanding its global footprint and enhancing its market presence.
- Innovation and R&D: ArcelorMittal invests heavily in research and development, focusing on high-strength steels and advanced manufacturing processes, maintaining its competitive edge.

3. **Comparison based on pricing:**

JSW Steel:

JSW Steel adopts a dynamic pricing strategy, adjusting prices based on raw material costs, market demand, and competitive landscape. The company emphasizes value-added products like coated steel, which fetch higher prices compared to standard offerings. Regional pricing adjustments reflect local market dynamics within India. Investments in modern technology and efficient production processes allow JSW to maintain competitive pricing while ensuring profitability.

Steel Authority of India Limited (SAIL):

SAIL's pricing is influenced by its status as a public sector enterprise, with government policies and regulations playing a significant role. The company offers competitive bulk pricing to large institutional buyers and may provide subsidized rates for government projects aimed at infrastructure development. SAIL maintains relatively stable pricing with periodic adjustments based on changes in raw material costs and market conditions, balancing profitability with public interest.

Nippon Steel:

Nippon Steel often adopts a premium pricing strategy due to its focus on high-quality, technologically advanced steel products. The company secures long-term contracts

with key customers to stabilize pricing and revenue streams. Customized solutions are offered at varying prices, reflecting the added value of specialized products and services. As a global player, Nippon Steel's pricing is influenced by international market trends, foreign exchange rates, and regional market conditions.

ArcelorMittal:

ArcelorMittal leverages its position as the world's largest steel producer to influence global steel prices and set industry benchmarks. The company emphasizes value-based pricing, particularly for innovative and high-strength steel products. It tends to pass through increases in raw material costs to customers, maintaining margins while ensuring price competitiveness. ArcelorMittal employs segmented pricing strategies based on product type, end-use industry, and geographic region to optimize revenue across different market segments.

4. SWOT

JSW Steel:

Strengths

- India's third largest steelmaker with a combined capacity of 14+ MTPA hence enjoys economies of scale.
- High growth prospects with a consistently increasing revenue and strong financial position.
- One of the lowest cost steel producers in the world.
- First steel producer in the world to use Corex Technology for producing hot metals.
- Operates in both upstream as well as downstream sectors.

Weaknesses

- Limited portfolio diversification compared to industry leaders.
- Less number of mines under its hood affects availability of raw materials.
- Capacity utilization is not cent percent.

Opportunities

- Increase in demand from all sectors in Indian & Global world.
- Mergers & Acquisition to keep steady supply of raw materials.
- Product development by investing more in R&D.

Threats

- Cyclical nature of steel industry needs to have efficient process of production.
- Competition from existing and foreign players.
- Government and environment regulations.

Steel Authority of India Limited (SAIL):

Strengths:

- Strong employee workforce with over 130,000 employees.
- Technical & managerial expertise in the industry.
- Strong raw material supply chain management.
- It has an annual production of over 13million tonnes.
- Partnerships with NTPC, Bokaro Steel etc has strengthened its market position.

Weakness:

- Govt and political intervention affects operational efficiency.
- Higher profit margins are not allowed.

Opportunities:

- Expansion & growth.
- Globalization with tie-ups with international players.
- Mergers & Acquisitions.

Threats:

- Change in Government policies & economy trend.
- Emerging & existing private sector players.
- Technological developments in outside world.

Nippon Steel:

Strengths:

- Best product line up in industry.
- Robust financial growth.
- Highly advanced research and development and Technological competitiveness.
- Employee strength of nearly 60,000 people.
- One of the top 5 producers of steel in the world.

Weaknesses:

- Dependence on Japanese markets and limited global penetration.
- Increasing Raw material prices affected operations.

Opportunities:

- Increase capacity and operations.
- Mergers & Acquisitions in Asia.
- Global tie-ups and alliances to increase global operations.

Threats:

- Production of less no. of automobiles.
- Rising costs of coking coal & iron ore.
- Natural disasters and calamities.

ArcelorMittal:

Strength:

- Expertise in acquisition & turnaround.
- Security of supply of raw material.
- Strong Research & Development team.
- Worldwide reach to optimize service across the company.
- High quality operations with economies of scale.

Weaknesses:

- Dependence on subsidiary to meet obligations.
- Cost of environmental hazard.
- Issues of debt-to-equity ratio.

Opportunities:

- Continue investment in mining operations.
- Acquisitions and joint ventures in developing countries like India and China.
- Creating flexibility in operations.

Threats:

- Government and environment regulations.
- Cost price squeeze.
- Rising labour cost.
- High competition.

CUSTOMER ANALYSIS

1. **Who is Your Customer?**

Current Customers:

- Individual Home Builders: People constructing their own homes or small residential projects.
- Small to Medium Contractors: Builders and contractors involved in smaller-scale construction projects, residential or commercial.
- Retailers and Distributors: Hardware stores and building material suppliers who stock and sell TATA Tiscon products.

Potential Customers:

- Large Construction Firms: Companies engaged in large-scale residential, commercial, and infrastructure projects.
- Architects and Structural Engineers: Professionals who influence the choice of building materials in their designs and specifications.
- Government Projects: Agencies involved in public infrastructure projects that require reliable and high-quality construction materials.

- Institutional Buyers: Organizations like universities, hospitals, and corporations building large campuses or facilities.

Competitor's Customers:

- Customers of Other Steel Brands: Those currently purchasing from JSW, SAIL, ArcelorMittal, or local steel brands for their construction needs.

Non-Customers of Product Category:

- New Home Buyers: People who are not currently building but are potential future home builders.
- Investors and Real Estate Developers: Those planning future construction projects who have yet to decide on suppliers.

2. What Customer Buys?

- Quality and Durability: TATA Tiscon is known for its superior quality and long-lasting durability, which is crucial for construction projects.
- Brand Trust: The strong reputation of the TATA brand instils confidence in customers.
- Advanced Technology: Innovative and advanced steel products that ensure safety and compliance with building standards.
- Comprehensive Solutions: Products that offer ease of use and comprehensive support, including technical assistance and customer service.
- Sustainability: Environmentally friendly steel products that appeal to eco-conscious customers and meet green building standards.

3. Buying Decision Making Process

- Need Recognition: Customers recognize the need for high-quality steel products for construction projects.
- Information Search: Customers research different brands, product specifications, and reviews. This may involve online research, consulting with professionals, and visiting retail outlets.
- Evaluation of Alternatives: Comparison of different steel brands based on quality, price, availability, and additional services.
- Purchase Decision: Final decision based on factors like brand reputation, product quality, price, and recommendations from architects or engineers.
- Purchase: Buying the chosen steel products either directly from suppliers, retailers, or through online platforms.
- Post-Purchase Evaluation: Assessing the performance of the purchased steel products during and after construction. Satisfactory performance can lead to brand loyalty and repeat purchases.

4. **Post Purchase Behaviour**

- Customer Satisfaction: High satisfaction with the product quality and service can lead to repeat purchases and positive word-of-mouth.
- Feedback and Reviews: Customers may leave reviews or provide feedback, influencing future customers and the company's product development.
- Brand Loyalty: Consistent satisfaction can build strong brand loyalty, leading customers to prefer TATA Tiscon for future projects.
- Customer Support Interaction: Post-purchase support and interaction with the company for any issues or additional needs, impacting overall satisfaction.

5. **Emerging Trends**

Changes in Customer Profile:

- Increased Awareness: Customers are becoming more informed and demanding higher quality and innovative products.
- Young Home Builders: Younger generation of home builders and contractors who value technology, sustainability, and brand reputation.

Cultural Changes:

- Sustainability Focus: Growing emphasis on eco-friendly and sustainable construction practices.
- Quality Over Price: Shift towards prioritizing quality and durability over cost savings.

Demographic Shifts:

- Urbanization: Increased construction activity in urban areas, driving demand for high-quality steel products.
- Rising Middle Class: Growing middle class with higher disposable incomes, leading to increased spending on quality construction materials.
- Aging Population: Demand for safer and more reliable construction materials to cater to an aging population's needs for accessible and secure housing.

ACTUAL WORK DONE IN TATA STEEL

1. **Product Details and TGM Programme Overview**

Research Product Details:

- Gather comprehensive information on all TATA Steel products under the TISCON Grand Master Programme.
- Understand the specifications, applications, and benefits of each product.

Acknowledge TGM Programme:

- Familiarize with the objectives, benefits, and structure of the TISCON Grand Master Programme.
- Study the criteria for participation and the advantages offered to AEC (Architects, Engineers, and Contractors) members.

2. **Communication Details for Engaging AEC Members**

Research Communication Strategies:

- Identify effective communication methods for engaging AEC members, including emails, phone calls, and in-person meetings.
- Develop a set of questions and talking points tailored to AEC members' interests and needs regarding the TGM Programme.

Collect Communication Information:

- Compile a list of all necessary contact details (phone numbers, email addresses, office locations) of potential AEC members.
- Utilize professional networks, online directories, and industry events to gather accurate contact information.

3. **Increased Activation of AEC Members in TGM Programme**

Strategies for Activation:

- Develop strategies to increase the participation and activation of AEC members in the TGM Programme.
- Plan and execute outreach initiatives such as informational webinars, workshops, and networking events.
- Create promotional materials highlighting the benefits and success stories of the TGM Programme.

4. **Contribution of AEC Members to the TGM Programme**

Role of AEC Members:

- Understand how AEC members contribute to the success of the TGM Programme through their expertise and influence in the construction industry.
- Identify the key areas where AEC members can add value, such as product feedback, case studies, and collaborative projects.

Engagement Tactics:

- Develop methods to engage AEC members, including regular updates, exclusive offers, and recognition programs.
- Foster strong relationships with AEC members to encourage their continuous involvement and advocacy for the TGM Programme.

5. Key Components of the TGM Programme

Programme Components:

- Detailed understanding of the TGM Programme's structure, including membership benefits, training sessions, technical support, and reward schemes.
- Familiarize with the application and registration process for new members.

6. Collection of Big Profile Architects and Engineers Contact Details

Data Collection:

- Use various sources such as professional associations, industry conferences, online platforms (LinkedIn, professional directories), and referrals to collect contact details of prominent architects and engineers.
- Ensure data accuracy and completeness for efficient communication.

7. Scheduling Meetings and Conveying the TGM Programme

Appointment Scheduling:

- Reach out to identified architects and engineers to schedule meetings.
- Use professional and persuasive communication to explain the purpose of the meeting and the benefits of the TGM Programme.

Meeting Execution:

- Conduct meetings with interested architects and engineers to discuss the TGM Programme in detail.
- Provide comprehensive information, answer questions, and address any concerns they may have.

8. Collection of ID Proofs and Registration Submission

ID Proof Collection:

- Collect necessary ID proofs from interested architects and engineers to complete their registration for the TGM Programme.
- Ensure all required documents are accurately gathered and securely stored.

Registration Submission:

- Submit the collected ID proofs and registration details to the appropriate TATA Steel department for processing.
- Follow up on the registration status and keep the new members informed of their application progress.

ANALYSIS & FINDINGS

Introduction to the TATA TISCON Grand Masters Series:

The TATA TISCON Grand Masters Series is an ongoing initiative designed to provide enriching opportunities for learning, growth, and upskilling to the Architect, Engineer, and Contractor (AEC) community throughout India. This esteemed program is a testament to TATA Steel's commitment to fostering professional development and innovation within the construction industry.

Overview:

The Grand Masters Series encompasses a diverse array of educational and training modules, meticulously curated to address the evolving needs and challenges faced by AEC professionals. Through this program, participants gain access to cutting-edge knowledge, industry best practices, and advanced technical skills that are essential for excelling in their respective fields.

The TATA TISCON range of products & their features:

Tata Tiscon 550SD

High Strength Rebar:

- Superior Yield Strength: Designed with a minimum yield strength (YS) of 570 MPa, TATA Tiscon 550SD ensures that structures can bear heavy loads without developing structural cracks.

Super Ductility:

- Enhanced Flexibility: Exhibiting excellent ductility, this rebar can withstand dynamic loads, seismic forces, and extreme conditions. Its ability to bend without breaking enhances safety during earthquakes.

Reduced Steel Consumption:

- Optimized Design: The design efficiency of TATA Tiscon 550SD reduces the need for the number or diameter of rebars, resulting in up to 6% savings on steel quantity.

GreenPro Certification:

- Eco-Friendly Choice: As India’s first GreenPro-certified rebar, TATA Tiscon 550SD meets stringent environmental standards, making it an environmentally responsible option.

Tata Tiscon Superlinks

Ready-Made Stirrups:

- Quality Control: Superlinks are pre-fabricated stirrups manufactured under strict quality controls, ensuring consistency, quality, and precise dimensions.

Space and Time Savings:

- Efficiency in Construction: Unlike manually bent stirrups, Superlinks are highly accurate and facilitating faster completion of work due to their precision.

High Strength Ribbed TMT Rebars:

- Structural Support: Made from high-strength ribbed TMT rebars, Superlinks provide lateral support to the main structure, thereby enhancing overall stability.

Tata Tiscon Ultima GFX Coated Superlinks

Corrosion Resistance:

- Anti-Corrosion Properties: Coated with a specialized GFX coating, these Superlinks offer superior corrosion resistance, making them ideal for homes in coastal and seaside areas.

Protection Against Salt-Spray and Aggressive Soil:

- Durability in Harsh Conditions: Designed to withstand accelerated corrosion caused by salt-spray and underground water seepage in coastal areas, GFX Coated Superlinks prevent rust and maintain structural strength over time.

Manufacturing Process of TATA TISCON Rebars

1. **Raw Material Acquisition**

Sourcing of Raw Materials:

- Materials: Manufacturers source essential raw materials such as iron ore, coal/coke, limestone, and dolomite from specific regions.
- Stacking and Blending: These components are stacked and blended in predetermined proportions to ensure consistency and quality.
- Pellet Formation: The mixture is processed into pellets, often with increased iron ore content to enhance productivity.

2. **Steel Production**

Transformation of Iron to Steel:

- Conversion Process: In a converter or Basic Oxygen Furnace, molten iron is transformed into steel.
- Chemical Refinement: The steel undergoes ladle heating and RH De-gasification to refine its chemical composition.
- Continuous Casting: Molten steel is injected into a casting machine, forming billets.

Billet Formation:

- Heating: The liquid steel is heated to 1250°C.
- Rolling: It is then moulded into reinforced bars in a rolling mill.

3. **Quenching and Tempering**

Thermal Treatment:

- Quenching: The hot rolled bars enter a quenching box, where a specific water spray system quenches the bars as they exit the last mill stand. This process hardens the outer layer while keeping the core warm and soft.
- Self-Tempering: The core of the bars supplies heat to the surface, resulting in a tempered martensitic structure.
- Cooling: The bars cool naturally on unique cooling beds, finalizing the manufacturing process and ensuring optimal strength and ductility.

Quality Control Measures

Virgin Steel and Raw Material Source:

- High-Quality Steel: TATA Tiscon rebars are manufactured using virgin steel, ensuring superior quality and consistency.
- Sourcing: Raw materials are sourced from TATA Steel's own mines, guaranteeing reliability and control over the supply chain.

Equidistant Ribs with Uniform Depth:

- Precision Manufacturing: Rigorous quality control processes ensure that each rib on the rebar is equidistant and maintains uniform depth.
- Enhanced Bonding: This precision allows each rebar to bond perfectly with concrete, resulting in greater strength and resilience for the structure.

ISO and BIS Certification:

- Adherence to Standards: TATA Tiscon strictly adheres to stringent quality standards.
- Certification: Their comprehensive quality control measures have earned them ISO and BIS certifications, attesting to their commitment to quality.

Dependable and Reliable

- Reputation and Reach: TATA Tiscon is a renowned rebar manufacturer with a vast network of over 6,800 dealers across the country, ensuring widespread availability and trust in their products.

Pricing Strategy for TATA TISCON Products

1. **Quality Assurance and Transparency:**

- Brand Trust and Quality: TATA Tiscon is renowned for its trust, quality, and durability. Each steel bar undergoes rigorous testing to ensure it meets global standards.
- Commitment to Excellence: The pricing structure reflects TATA Tiscon's commitment to delivering high-quality products consistently.

2. **Factors Influencing Pricing**

Raw Material Costs:

- Steel Prices: Prices are directly influenced by the costs of raw materials such as iron ore and coal.
- Market Fluctuations: Global market variations impact raw material costs, subsequently affecting TATA Tiscon's pricing.

Market Demand and Supply:

- Construction Demand: Demand for steel is driven by construction activities and infrastructure projects.
- Economic Cycles: Economic conditions impact demand, leading to price fluctuations.

Global Economic Trends:

- Growth and Demand: Economic growth fosters increased construction activities, driving up steel demand.
- Recessions: Economic downturns reduce demand, affecting pricing.

Currency Exchange Rates:

- Cost Impact: Fluctuations in major currency values impact the costs of imported raw materials.

Government Policies and Regulations:

- Trade Tariffs and Duties: Policies, including trade tariffs and duties, as well as environmental regulations, influence production costs.

Technological Advancements:

- Innovation Impact: Technological innovations affect production costs and operational efficiency.

Competitor Pricing:

- Market Positioning: Monitoring competitors' pricing strategies helps TATA Tiscon effectively position itself in the market.

3. **Price List Components**

Detailed Pricing:

- Cost Breakdown: The price list includes the cost per ton or per piece of TATA Tiscon steel bars.
- Variable Factors: Pricing is influenced by steel grade, diameter, length, and prevailing market conditions.

Understanding Awareness and Familiarity of the TATA Tiscon Grand Master Programme Among The AEC members in Bhubaneswar

Overview:

The TATA Tiscon Grand Master Programme is an initiative designed to provide the Architect, Engineer, and Contractor (AEC) community with opportunities for learning, growth, and upskilling. In Bhubaneswar, the levels of awareness and familiarity with this programme vary among construction engineers, architects, and contractors.

Awareness Levels

1. **Construction Engineers:**

- Moderate to High Awareness: Many construction engineers in Bhubaneswar are aware of the TATA Tiscon brand and its offerings. However, their specific knowledge of the TATA Tiscon Grand Master Programme varies.
- Professional Development Opportunities: Engineers who are members of professional associations or regularly attend industry events are more likely to be familiar with the programme.
- Exposure to Communication Channels: Those who actively engage with TATA Steel's communication channels, such as newsletters, seminars, and webinars, have a higher level of awareness.

2. **Architects:**

- High Awareness: Architects in Bhubaneswar generally have a high level of awareness about TATA Tiscon products due to the brand's strong market presence. Many are also familiar with the Grand Master Programme.
- Engagement with Innovation: Architects who prioritize sustainability and innovation in their projects are particularly interested in the programme's offerings.
- Professional Networks: Participation in architecture-specific forums and networks enhances their exposure to the programme's benefits and updates.

3. **Contractors:**

- Low to Moderate Awareness: Contractors, particularly those who work on smaller-scale projects or in rural areas, may have lower awareness of the TATA Tiscon Grand Master Programme.
- Focus on Practical Benefits: Contractors tend to focus more on the practical aspects of construction materials, such as cost, availability, and ease of use. Awareness efforts need to highlight these aspects of the programme.
- Local Distributor Influence: Contractors who have strong relationships with local distributors of TATA Tiscon products may receive more information about the programme through these channels.

Familiarity Levels

1. **Construction Engineers:**

- Technical Understanding: Engineers with higher familiarity have a detailed understanding of the technical aspects of the TATA Tiscon products featured in the Grand Master Programme.
- Application Knowledge: These engineers are well-versed in how to apply the knowledge and skills gained from the programme in real-world construction projects.
- Continuous Learning: Engineers who actively seek continuing education opportunities show greater familiarity with the programme's content and benefits.

2. **Architects:**

- Design Integration: Architects familiar with the TATA Tiscon Grand Master Programme often integrate the knowledge gained into their design processes, enhancing the structural integrity and sustainability of their projects.
- Innovative Solutions: Familiar architects leverage the advanced technical skills and industry best practices provided by the programme to offer innovative solutions to their clients.
- Resource Utilization: Architects with a high level of familiarity utilize the programme's resources, such as training modules and technical support, to stay ahead in their field.

3. Contractors:

- Practical Application: Contractors who are familiar with the programme are more adept at applying the products and techniques learned to improve construction efficiency and quality.
- Cost Efficiency: Familiar contractors are able to effectively communicate the cost-saving benefits of TATA Tiscon products to their clients, particularly the reduced steel consumption and longevity of the materials.
- Hands-On Experience: Those with hands-on experience from the programme can better appreciate its practical benefits, leading to more informed decisions during the procurement and construction phases.

Key Factors Influencing Awareness and Familiarity

Marketing and Communication Efforts:

- Effective dissemination of information through targeted marketing campaigns, educational seminars, and online platforms enhances awareness and familiarity among the AEC community.
- Personalized outreach efforts, such as direct engagement with professional associations and industry influencers, can significantly boost programme visibility.

Professional Development Initiatives:

- Regularly updated training modules and workshops tailored to the needs of construction engineers, architects, and contractors help maintain high levels of familiarity.
- Certification programs and recognition of participation in the TATA Tiscon Grand Master Programme can incentivize professionals to engage more deeply with the content.

Local Distributor and Dealer Networks:

- Leveraging the extensive network of authorized TATA Tiscon dealers and distributors in Bhubaneswar ensures broader dissemination of programme information.
- Training dealers and distributors to effectively communicate the benefits of the Grand Master Programme to their customers can bridge awareness gaps.

Challenges Faced During the Internship

Complexity of Technical Information:

- Learning Curve: The technical nature of TATA Tiscon products, such as their specifications, manufacturing processes, and quality control measures, required a significant amount of time to understand fully.
- Technical Jargon: Understanding and accurately conveying technical jargon to various stakeholders, including AEC (Architects, Engineers, and Contractors) members, posed an initial challenge.

Engaging AEC Members:

- Scheduling Appointments: Coordinating and scheduling meetings with busy professionals such as architects and engineers proved to be difficult.
- Tailoring Communication: Crafting messages and presentations that resonated with diverse AEC members with varying levels of expertise required careful consideration and adaptability.

Data Collection and Management:

- Accuracy of Contact Details: Collecting and verifying accurate contact details of high-profile architects and engineers was time-consuming and required meticulous attention to detail.
- Data Handling: Ensuring the secure and efficient handling of collected data, including ID proofs and other sensitive information, was a critical challenge.

Market Research and Analysis:

- Information Overload: Sifting through vast amounts of market data and extracting relevant insights for the TGM Programme required strong analytical skills.
- Competitor Analysis: Conducting a comprehensive analysis of competitors and understanding their strategies necessitated extensive research and continuous monitoring.

Fieldwork and Travel:

- Logistical Challenges: Traveling to different locations to meet AEC members and attend industry events involved logistical planning and time management.
- Adaptability: Adapting to different environments and effectively communicating the TGM Programme's benefits in diverse settings posed a challenge.

Time Management:

- Balancing Tasks: Balancing multiple responsibilities, including research, data collection, communication, and meetings, required effective time management skills.
- Meeting Deadlines: Ensuring that all tasks were completed within the set deadlines while maintaining high-quality work was a persistent challenge.

CONCLUSION

The TATA TISCON Grand Master Programme is a pivotal initiative aimed at enhancing the skills of the Architect, Engineer, and Contractor (AEC) community in India. In Bhubaneswar, awareness and familiarity with the programme vary among professionals. Construction engineers show moderate to high awareness, particularly those engaged in professional development and TATA Steel's communications. Architects generally have high familiarity, integrating the programme's offerings into their innovative and sustainable design practices. Contractors, especially those in smaller-scale or rural projects, display lower to moderate awareness, influenced by practical benefits and local distributors.

To bridge these awareness gaps, targeted marketing, professional development, and leveraging local distributor networks are crucial. Addressing challenges such as technical complexity, professional engagement, data management, and market research through effective communication and strategic planning will enhance the programme's impact.

Overall, while the TATA TISCON Grand Master Programme has made notable progress in Bhubaneswar, there is potential for further improvement. By focusing on awareness and employing targeted strategies, TATA Steel can further advance the construction industry's knowledge and practices.

SUGGESTIONS

1. **Educational Workshops and Seminars:**

Organize workshops and seminars focused on key topics pertinent to the AEC industry. Invite industry experts, including architects, engineers, and contractors, to share their insights and experiences. Address emerging trends, best practices, and case studies to provide valuable learning opportunities. Partner with local universities, professional bodies, and industry associations to host and promote these events.

2. **Digital Campaigns:**

Utilize digital platforms to broaden outreach and engage a larger audience. Develop and distribute informative content, such as webinars, e-books, and video tutorials, to educate and inform. Leverage social media channels to disseminate industry news, success stories, and educational material. Collaborate with influencers and thought leaders within the AEC sector to amplify visibility and reach.

3. **Collaboration with Local AEC Associations:**

Forge partnerships with local chapters of AEC associations to strengthen community ties. Actively participate in their events, conferences, and networking opportunities. Sponsor or host sessions that focus on your products or services to foster engagement. Engage in collaborative research projects or contribute to industry reports to enhance credibility.

4. **Pilot Projects:**

Work with local builders, contractors, and architects on pilot projects to demonstrate the benefits of your products or services. Use these projects to showcase practical applications and gather feedback. Collect testimonials to build credibility and validate the advantages of your offerings.

5. **Industry Awards and Recognition:**

Submit nominations for industry awards to enhance your brand's visibility and credibility. Aim for awards or recognition to establish your company's reputation within the industry. Collaborate with award organizers to share success stories and leverage the recognition for further promotion.

6. **Thought Leadership Content:**

Publish articles, white papers, and blog posts on industry-specific platforms to position your company as a thought leader. Contribute guest content to reputable industry publications or websites to expand your reach and influence. Engage in discussions on industry trends and innovations to reinforce your company's expertise and authority.

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