



# METALLOID

## newsletter

January - June, 2013

**COMING TOGETHER IS A BEGINNING.  
KEEPING TOGETHER IS PROGRESS.  
WORKING TOGETHER IS SUCCESS.**



**Let's come together to progress towards success!**



# EDITORIAL

**VVV Raju**

VP-Finance & Plant Services

Editor

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them” said John F. Kennedy. The appreciation and eagerness of various people have only strengthened our resolve to make Metalloid a great reading experience.

We know that Metalloid goes to the hands of people from different segments and our goal is to make every issue better and interesting than the previous ones. We are thankful to our Finance director for accepting to share his thoughts with all of us amidst his busy schedule. His article on ‘Inspiring leadership in oneself’ is a must read for all of us.

Many important events have taken place at BMM in the last few months including Republic Day, Dr. U. Sridharan’s visit, Environment Day and Safety Day celebrations. We provide a glimpse of these to showcase the active participation of our team.

A note on some of the training programmes conducted at BMM on Communication Skills, Internal ISO Audit, Field equipments and various other concepts clearly conveys how much importance is given to training at BMM.

Employee wellness and welfare are the key aspects at BMM. The yoga and medical camps help us to understand our health and improve them as well.

At BMM, well being of the society at large is more important than profits. This is clearly evident from the countless CSR activities undertaken since inception. We showcase a few of these here mainly to inspire all of you to think in these lines.

Apart from these you will also find some interesting articles on management & finance. Review, understand and apply these in your day-to-day work. Metalloid is always there to help you to excel.

# INSPIRING LEADERSHIP IN ONESELF!



**Pratap Giri S.**  
Director-Finance

Dear Colleagues,

A tumultuous period in the history of the Company is hopefully coming to an end and better times are about to begin. A recapitulation of the events that have happened over the last couple of years helps in providing the right perspective for the lessons to be learnt from these difficult times. Furthermore, such understanding is inevitable for a successful sojourn in the days ahead.

Steel industry is cyclical at global and at national level and it is no surprise then that the demand off-take is closely linked to the economic fortunes of the business cycle. It is in this light that steel manufacturers need to exhibit more resilience than their peers in other industrial sectors. On the one hand, the business is capital intensive and on the other, it is cyclical. Unless a company is robust internally, it would not be able to respond to the externalities and position itself adequately to ride these cycles successfully.

The topic of my discussion presently is not the steel sector per se but what about it takes to survive in the steel sector. As aforesaid, the operating environment can be extremely choppy as the past few years have demonstrated to us. We need to learn invaluable lessons from these experiences in order to position the Company for higher growth

and achievements in the days to come. In this context, the importance of profound leadership cannot be exaggerated.

It is said that leaders are born, not made. While this argument may hold good at some level, it is also necessary to realize that leadership begins with the self. *"Be the change you want to see"* said the Mahatma. Leadership begins with the realization of one's own virtues and weaknesses through self-introspection and preparing a road map for self-transformation. Self-introspection is something that most Indian leaders of the Freedom Era including Mahatma Gandhi practised intensely during the struggle. In the present era of mobile phones, Facebook and other new generation engagements, life has become a fast food dish which is increasingly being driven by technology and gadgetry. Corporate executives of today have become so system-driven that *'application of mind'* has become a dying art. A few decades ago, corporate executives would think through their job, whilst today they only work through their job and believe that excel sheets and other tools are supposed to do the thinking. Man has become a slave to software and artificial intelligence.

It is very correctly said that doers cannot be thinkers. If we only spend our time to do our job related tasks, the thinking process suffers and over time, inefficiencies are bound to creep in. Therefore, whether it is the ERP system or other advanced tools, these are only meant to create efficient system-driven processes. These processes cannot by themselves achieve corporate goals unless they are superimposed with top quality leadership. While it may be argued that leadership can be bought by hiring outside consultants or by attending leadership summits, such measures would only sensitize a person to the task at hand and show the way; they cannot lead the way.

Therefore, leadership is not just about a person inspiring a large group of people. Leadership begins with inspiring oneself. Every individual in the organization has to be a leader for himself or herself and thereafter for the team. The way to achieve self-transformation is to inspire oneself before inspiring others.



How does one go about inspiring leadership in oneself?

**1** Firstly, one must inculcate a sense of pride and dignity in one's own job. If you do not feel proud of yourself and what you do, in all likelihood, you suffer from very low self-esteem. In such a case the question of inspiring oneself does not arise. This lack of pride in yourself will reflect in every aspect of your life and personality. You will find that getting up every day and coming to office is itself a burden. You will come to work dressed inappropriately and sometimes even shabbily. You will report sick or go on leave often, pick up quarrels and personality clashes with colleagues and may even show insubordination to top management. Your attitude to work will turn negative, confidence level would be low and you will soon earn an unpopular reputation. If you allow this situation to perpetrate, there is a good chance that you could leave the organization in frustration blaming the Company and your colleagues for your predicament. Will a change of job help you in such times? I am afraid not. The problem is with yourself and not with your job. So you will carry the same attitude to the new workplace and before long, you will be gone from there as well. Over time, you will change half a dozen jobs and finally reconcile to believing that you are a loser. Therefore, the repercussions of low self-esteem are more often than not, self-destructive.



**2** The second aspect of self-leadership is to get inspired on bettering yourself from time to time. Every time you savor success, you have to raise the bar to see if you can achieve the next higher goal. The more you meet success in this process, the better you would become to the extent that when you look back, you will be astonished at your own transformation. It is true that in most situations we are not aware of our own capabilities and

this lack of understanding leads to under-achievement. There were times in India prior to 1991 when being in a Government job was considered the ultimate achievement in itself. As such, getting an entry into government service or a public sector job and clinging on to it for the rest of life was the only career agenda. Fortunately, those days are gone and India today boasts of a competitive and professional workplace. Being in the public sector is no more



attractive than being in the private sector. With the advent of close association (through public-private partnerships) and healthy competition between the government and private sector, there is a seamless migration of personnel from public to private sector and vice versa. Eminent individuals from private sector are today advising the government by sitting on various boards, committees and advisory panels. In today's workplace, professionalism and high standards of work delivery are essential for the survival of the individual and the organization. This cannot be achieved without continuous self-assessment and increasing the demands on oneself.

**3** The third aspect of self-leadership is also extremely relevant in contemporary business environment. India is being watched more closely than ever by the world and even a marginal slip up in India's growth trajectory is being viewed as a failure. Indian companies are trying to take on the world and a host of expatriates are presently working in Indian companies. In such a multi-national work environment, self-leadership for Indian corporate executives would require them to excel not only in the company of fellow Indians but even among colleagues from other nationalities. This calls for being a liberal and a cosmopolitan person at heart and being extremely communicative not only in local language but in link languages as well. It is very often observed in workplaces that persons from a particular region or language flock together and create their own private groups. Over time, there would be different islands within the workplace each representing a language or region. This kind of regionalism or linguistic chauvinism does not augur well for growing companies in India including our Company. Self-leadership in present times calls for rising above such petty considerations and being able to build bridges with all colleagues irrespective of their linguistic, regional or national representation. In fact, two persons conversing in their native tongue in the presence of outsiders is itself an example of improper public behaviour. Regionalism and



linguistic differences are the bane of India and the least one can do at one's own level is to ensure that this is given the least consideration. One should set high standards of being cosmopolitan and global and not take a stance of championing their language or region. At workplace, you have to speak a language that is required in a given situation – i.e. English, Hindi or local language as the situation demands. Therefore, one needs to be proficient in atleast these three languages to be successful in India and abroad. Good oral and written communication skills in business English and communication capabilities in the other two languages will set you apart from the crowd and will soon establish you in your rightful place at work.

**4** The fourth aspect of self-leadership is about managing expectations. It is increasingly found that the present generation is quite impatient about success and is always disenchanted with what it gets by way of reward for work. Most corporative executives are in a never ending rat race for bigger pay, more material possessions and higher

positions in the corporate ladder. However, expectations often precede the capabilities required to be demonstrated. This asymmetry in ability vis-a-vis expectation leads one to believe that he or she is under paid or neglected in the workplace. Such disenchantment with work leads to a fall in performance level which exacerbates the asymmetry. Managing expectations is to strive for excellence at work without being burdened with pre-conceived expectations of reward. The principle so effectively communicated in a popular Hindi movie '3 Idiots' is a great lesson in self-leadership – 'Strive for Excellence, Success will follow'. When reward comes your way without expectation, it tastes sweeter than when you are in eternal wait for it. However, managing expectations should not be confused with not having expectations at all which is the equivalent of giving up on oneself. The point being made is that one should have realistic expectations of reward but should not allow them to overwhelm the overall thinking process. The ability to see the big picture helps in such circumstances. As they say, even in adversity lies an opportunity.



5 Last but not least, in this discussion on self-leadership, I would also like to dwell upon the art of prioritization and time management. One of the main attributes of a successful professional is to have time at his disposal by prioritizing

work schedules. A lot of success in time management depends on how organized a person can be. By creating an order of priorities it is possible to make time for those matters that require more attention than the others. An additional dimension in time management is to inculcate the power of anticipation. By anticipating the trend of how things may pan out, it would be possible to allocate time accordingly. Complaining about lack of time as we always do, is no excuse for a self-motivated leader.

Let me now turn to the aspect of collective leadership. Collective leadership is the art of being able to inspire people. It is imperative in an organization to have persons with collective leadership capabilities and not just leaders at individual level. This principle was very effectively illustrated in yet another popular Bollywood movie called 'Chak De India'. Individual brilliance will not help an organization if people perform in their respective islands of work. Corporate success is a team effort which cannot be accomplished without coordinated efforts. At the same

time, individual leadership is equally relevant for a collective leader to be successful. Therefore, for a company to achieve glory, both levels of leadership are imperative – individual and collective.

One of the key attributes required for aspirational collective leaders is to be able to win the trust of their team members. A leader can inspire only when he enjoys the trust of his group in his capabilities. Trust cannot be won just with words. Words need to be backed by demonstrable evidence of intention and action. A leader has to lead by example and demonstrate that his strategy is successful; otherwise all he can win is loyalty but not trust. Therefore, collective leaders need vision and the ability to break down that vision into various tasks to be accomplished by the team. This type of goal setting is one of the key components of collective leadership.

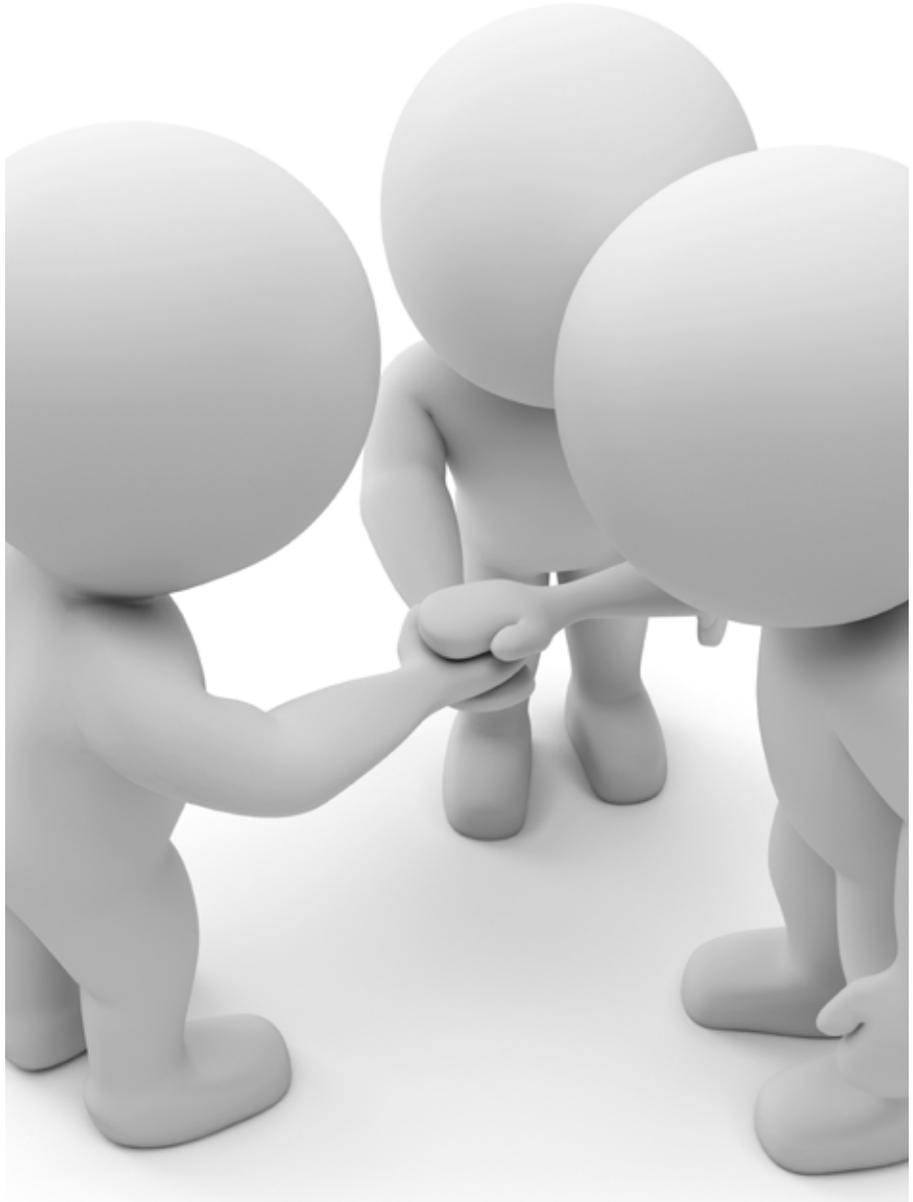
One of the hallmarks of collective leadership is also to maintain a balance of mind when required to take decisions. Persons in leadership positions can sometimes get swayed by the demands



of the situation which could prevent judicious decision making. Leaders should be able to see through the situation and take appropriate decisions even though there is absence of clarity at the time. This need for clear thinking also means that leaders should refrain from being parochial and be able to take impartial decisions.

Another important attribute of a collective leader is to stand by his team in the hour of crisis, not to dump them in times of adversity. Many successful leaders have retained the trust of their teams not because they kept winning, but because they did not desert their teams when they were losing. Eventually, this loyalty of the leader to his team leads to inspiration for the team to achieve the extraordinary.

To sum up, a corporate growth story is no different from the rest. It is a function of individual and collective leadership of the team irrespective of the level of the individual in the hierarchy. Every person and every job in the organization is as important as the other as they are links in the same chain. While every employee needs to inculcate individual leadership skills, the managers and senior executives have to demonstrate both individual and collective leadership capabilities. Only then will corporate growth be aligned to individual growth. It is ultimately people that make a difference to growth or the lack of it. I would like to take this opportunity to exhort every individual and manager of the Company to become individual and collective leaders according to their job requirements. The Company is poised for a great leap in times to come and its meteoric growth in the past is a testimony to the capabilities of its team. Nonetheless, future growth will be more challenging than the past as the Company is much bigger and has to face tougher challenges to reach its chosen place in destiny. Individual and collective leadership is what can take it there.



I would like to end with the words of Jane Goodall – “What you do makes a difference and you have to decide what kind of difference you want to make”.

Season’s Greetings and best wishes

# The Seven Habits of Highly Effective People

The book first introduces the concept of Paradigm Shift and prepares the reader for a change in mindset. It helps the reader understand that there exists a different perspective, a viewpoint that may be different from his or her own and asserts that two people can see the same thing and yet differ with each other. Once the reader is prepared for this, it introduces the seven habits, in a proper order.

Each chapter is dedicated to one of the habits, which are represented by the following imperatives:

## Independence

The First Three Habits surround moving from dependence to independence (i.e., self-mastery):

### Habit 1: Be Proactive

Take initiative in life by realizing that your decisions (and how they align with life's principles) are the primary determining factor for effectiveness in your life. Take responsibility for your choices and the consequences that follow.

### Habit 2: Begin with the End in Mind

Self-discover and clarify your deeply important character values and life goals. Envision the ideal characteristics for each of your various roles and relationships in life. Create a mission statement.

### Habit 3: Put First Things First

Prioritize, plan, and execute your week's tasks based on importance rather than urgency. Evaluate whether your efforts exemplify your desired character values, propel you toward goals, and enrich the roles and relationships that were elaborated in Habit 2.

## Interdependence

The next four have to do with Interdependence (i.e., working with others):

### Habit 4: Think Win-Win

Genuinely strive for mutually beneficial solutions or agreements in your relationships. Value and respect people by understanding a "win" for all is ultimately a better long-term resolution than if only one person in the situation had gotten his way.

### Habit 5: Seek First to Understand, Then to be Understood

Use empathic listening to be genuinely influenced by a person, which compels them to reciprocate the listening and take an open mind to being influenced by you. This creates an atmosphere of caring, and positive problem solving.

### Habit 6: Synergize

Combine the strengths of people through positive teamwork, so as to achieve goals no one person could have done alone.

## Continuous Improvement

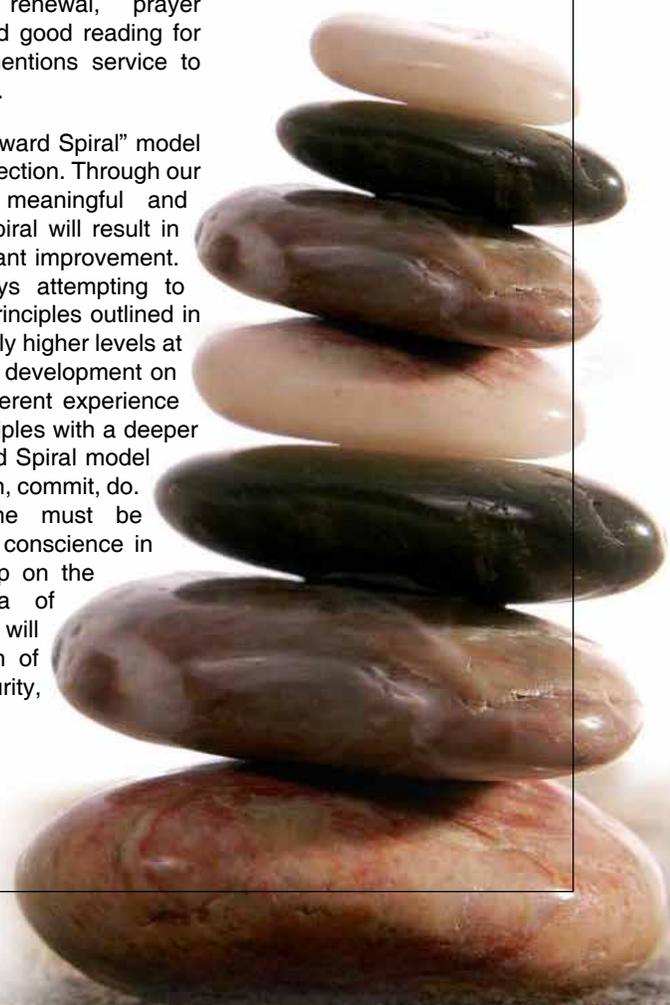
The final habit is that of continuous improvement in both the personal and interpersonal spheres of influence.

### Habit 7: Sharpen the Saw

Balance and renew your resources, energy, and health to create a sustainable, long-term, effective lifestyle. It primarily emphasizes exercise for physical renewal, prayer (meditation, yoga, etc.) and good reading for mental renewal. It also mentions service to society for spiritual renewal.

Covey explains the "Upward Spiral" model in the sharpening the saw section. Through our conscience, along with meaningful and consistent progress, the spiral will result in growth, change, and constant improvement. In essence, one is always attempting to integrate and master the principles outlined in The 7 Habits at progressively higher levels at each iteration. Subsequent development on any habit will render a different experience and you will learn the principles with a deeper understanding. The Upward Spiral model consists of three parts: learn, commit, do. According to Covey, one must be increasingly educating the conscience in order to grow and develop on the upward spiral. The idea of renewal by education will propel one along the path of personal freedom, security, wisdom, and power.

*The Seven Habits of Highly Effective People*, is a business and self-help book written by Stephen R. Covey. Covey presents an approach to being effective in attaining goals by aligning oneself to what he calls "true north" principles of a character ethic that he presents as universal and timeless. U.S. President Bill Clinton read the book and invited Covey to counsel him on how to integrate the book into his presidency.



# Dr. Sridharan visits BMM

It was a privilege for BMM to have Dr. U. Sridharan, Director / Scientist-MOES, at our plant on 8th of May 2013. Our President-Operations Mr. V. N. Patil and Mr. N. S. Kannan, President-Projects welcomed him by offering flower bouquets.

Dr. U. Sridharan along with the HOD's of BMM inspected the various projects and sites inside the plant. During this visit he met our project managers who apprised him of the efforts taken by BMM to conserve environment, prevent & control pollution and enhancement of human well-being. They explained him the efforts taken by BMM, to adhere to the policies and conditions of the ministry as well as going an extra mile in implementing processes in line with international standards.

He was pleased to note the greenery around the plant premises, safety standards and precautions and the efforts taken by BMM to control pollution and the steps taken for the employee well being. He enthusiastically shared the importance of environment and the important role every industry should play in sustaining it. BMM's team noted his suggestions with avid interest.

Before leaving he was very happy to plant a sapling in our garden.

***When others follow standards we set them!***



Mr. V. N. Patil President-Operations welcomes Dr. U. Sridharan with a bouquet



Mr. N. S. Kannan President-Projects welcomes Dr. U. Sridharan, Director / Scientist-MOES



BMM Project managers welcoming Dr. U. Sridharan



Dr. U. Sridharan with BMM team in front of Fortivia



Dr. U. Sridharan and BMM team at our power plant



Dr. U. Sridharan inspecting our railway siding bay



Dr. U. Sridharan planting a sapling

# Medical Camp

Health is wealth. From time immemorial, man has been interested in trying to control diseases. It has been truly said that medicine was conceived in sympathy and born out of necessity, and that the first man was the first doctor and the first woman was the first nurse.

Health is defined as a state of complete physical, psychological and

mental well being and not merely the absence of any disease (WHO). It has become a fact that disease attacks human beings irrespective of age, sex, culture, occupation and other factors.

Being true to its ideals 'People before profit', BMM organized an annual medical examination camp at old admin building between 17<sup>th</sup> and 29<sup>th</sup> June 2013 for both

the company employees & contract employees.

A team of qualified doctors conducted various examinations and tests and made appropriate suggestions.



Mr. V. N. Patil, President-Operations lighting the lamp during inauguration



Mr. Vijaypur, CGM-Compliance & Factory Manager lighting the lamp during inauguration



Medical officers lighting the lamp during the inauguration



Blood Test



Vision Test



Audiometry Test



E.C.G Test



X Ray test



L.F.T test

# Environment Day - 2013

## Think. Eat. Save. Reduce our Food print.



5<sup>th</sup> June was declared as the World Environment Day on the recommendations made by UN Conference on Human Environment in 1972. The purpose of World Environment Day is to spread awareness and get citizens' support for environment protection across the globe.

The theme for this year's World Environment Day is 'Think. Eat. Save. Reduce our Foodprint'. The campaign calls for minimizing waste of food at all stages of the food chain, from farm to fork. This is to raise awareness about the environmental consequences of our food choices and find ways to reduce our environmental "foodprint", as food production has profound impact on environmental resources. Agriculture is responsible for 70% of fresh water consumption, 80% of deforestation, and 30% of greenhouse gas emissions. It is the cause of land-use change, biodiversity loss, and responsible for large-scale soil, water and air pollution. The campaign is also to remind each one of us that despite producing enough food for everyone, 90 crore people still go hungry world over. On this day we take a pledge to make a difference, individually as well as collectively,

to reduce food loss or wastage and move towards a world where everyone has enough to eat and no one is malnourished or undernourished.

This mission cannot be achieved if we continue to lose almost one-third (about 1.3 billion tonnes) of all the food produced globally. It is ironical that developed nations waste food more than the less developed countries. In India we lose approximately 40% of perishable and non-perishable food at different stages from production, transportation, storage, retail to consumption. Millions of tonnes of food grain, in the absence of adequate storage infrastructure, rots every year. This is wastage of our dwindling natural resources and detrimental to the environment.

The World Environment Day is an opportunity to raise large-scale awareness among the producers, transporters, manufacturers & retailers, regulators, hospitality industry and affluent consumers on the negative aspects of wastage of food and how thoughtful actions can help minimize food loss.

On the occasion of World Environment Day on 5<sup>th</sup> June 2013, in collaboration with SEEDS Sandur, environmental awareness rally was organized for the school children at Mariyammanahalli Govt. School ground, followed by a Science Exhibition. As a part of the event, cultural and folk songs programmes were also conducted.

Mr. Subhan, President of Village Grama Panchayath presided over the function while Mrs. Sunandamma –BEO, Hospet and BMM officials, Mr. VVV Raju, VP-Finance & Plant Services, Mr. K. G. Vijapur CGM-Compliance & Factory Manager and Mr. Lakshminarayana, CGM-PR & Liasion were invited to address the children on the importance of environment.

Mrs. Sunandamma released pamphlets to the children on World Environment Day.

Further, saplings were planted both at the Mariyammanahalli Govt. School and our plant premisses. On this occasion BMM also announced the commencement of **Green School Development Program as a part of our CSR initiatives**. According to this initiative 8 schools will be imparted with the education on development of medical plantation and training on use of plants in primary healthcare in our daily lives.

### Planting the saplings



Mr. V. N. Patil, President-Operations



Mr. N. S. Kannan, President-Projects



Mr. VV. Raju, VP (Finance & Plant Services)



Mr. Vijaypur, CGM (Compliance & Factory Manager)



Mr. SC Mishra, VP (Power Plant)



Mr. K Arun Kumar, VP (Power Plant 2x70)



Mr. Lakshminarayana, CGM-PR & Liasion



Mr. P Ramesh kumar, CGM (HR)



Even if i knew that tomorrow the world would go to pieces, i would still plant my apple tree

- Martin Luther

# Yoga Training

BMM always gives importance to the welfare of its employees. Every year it conducts medical camps to help its employees understand their wellness. In addition to this a Yoga Camp was conducted between 26<sup>th</sup> and 28<sup>th</sup> February 2013 at Fortivia to increase their awareness on health. This Yoga camp was conducted by Sadhana Yoga Kendra & Prakruthi Chikista Kendra, Bellary.

The word “Yoga” came from the Sanskrit word “yuj” which means, “to unite or integrate.” Yoga is about the union of a person’s own consciousness and the universal consciousness.

Yoga therapy is the process of empowering individuals to progress towards improved health and well-being through the application of the philosophy and practice of Yoga.

*Ancient Yogis had a belief that in order for man to be in harmony with himself and his environment, he has to*

*integrate the body, the mind, and the spirit. For these three to be integrated, emotion, action, and intelligence must be in balance. The Yogis formulated a way to achieve and maintain this balance and it is done through exercise, breathing, and meditation - the three main Yoga structures.*

In Yoga, the body is treated with care and respect, as it is the primary instrument in the work and growth of human beings. Yoga exercises improve circulation, stimulate the abdominal organs and put pressure on the glandular system of the body, which can generally result in better health.

## Health Benefits

*These are grouped into three categories—physiological benefits, psychological benefits and biochemical effects based on the regular practice of traditional asanas, pranayama, and meditation. Please note that while pulse rate, etc., may increase during the practice of various asanas, some forms of*



Smt. Roopa Muralidhar explaining the importance of Yoga



Our employees taking part in Yoga Camp

*pranayama and some stages of meditation, the overall benefits to general health are as listed below.*

## Physiological Benefits

- Stable anatomic nervous system equilibrium, with a tendency towards parasympathetic nervous system dominance rather than the usual stress-induced sympathetic nervous system dominance
- Pulse rate decreases
- Respiratory rate decreases
- Blood pressure decreases (of special significance for hypo-reactors)
- Galvanic Skin Response (GSR) increases
- EEG - alpha waves increase (theta, delta, and beta waves also increase during various stages of meditation)
- EMG activity decreases
- Cardiovascular efficiency increases
- Respiratory efficiency increases (respiratory amplitude and smoothness increase, tidal volume increases, vital capacity increases, breath-holding time increases)
- Gastrointestinal function normalizes
- Endocrine function normalizes
- Excretory functions improve
- Musculoskeletal flexibility and joint range of motion increase
- Posture improves
- Strength and resiliency increase
- Endurance increases
- Energy level increases
- Weight normalizes
- Sleep improves
- Immunity increases
- Pain decreases

Yoga gurus teaching various yoga exercises to BMM employees



Saplings were planted at Fortivia premises on the occasion of Yoga Camp by Sadhana Yoga Kendra & Prakruthi chikista Kendra



**Psychological Benefits**

- Somatic and kinesthetic awareness increase
- Mood improves and subjective well-being increases
- Self-acceptance and self-actualization increase
- Social adjustment increases
- Anxiety and depression decrease
- Hostility decreases

Psychomotor functions improve:

- Grip strength increases
- Dexterity and fine skills improve
- Eye-hand coordination improves

- Choice reaction time improves
- Steadiness improves
- Depth perception improves
- Balance improves
- Integrated functioning of body parts improves

Cognitive function improves:

- Attention improves
- Concentration improves
- Memory improves
- Learning efficiency improves
- Symbol coding improves
- Depth perception improves
- Flicker fusion frequency improves

**Biochemical Effects**

The biochemical profile improves, indicating an anti-stress and antioxidant effect, important in the prevention of degenerative diseases.

- Glucose decreases
- Sodium decreases
- Total cholesterol decreases
- Triglycerides decrease
- HDL cholesterol increases
- LDL cholesterol decreases
- VLDL cholesterol decreases
- Cholinesterase increases
- Catecholamines decrease
- ATPase increases
- Hematocrit increases
- Hemoglobin increases
- Lymphocyte count increases
- Total white blood cell count decreases
- Thyroxin increases
- Vitamin C increases
- Total serum protein increases
- Oxytocin increases
- Prolactin increases
- Oxygen levels in the brain increase



Our employees with the members of Sadhana Yoga Kendra & Prakruthi Chikista Kendra members

# 42<sup>nd</sup> National Safety day

## “Work together to ensure safe and healthy Workplace”

### BACKGROUND

The National Safety Day/Safety Week campaign is being spearheaded by the National Safety Council of India for nearly three decades to mark its foundation day (4<sup>th</sup> March). This campaign has significantly contributed to reduction in the rate of industrial accidents and created wide spread safety awareness even in such sectors which have not been covered by any safety legislation.

The campaign is comprehensive, general and flexible with an appeal to the participating organizations to develop specific activities as per their safety requirements.

The theme of this year is “Work Together to Ensure Safe and Healthy Workplace”.

### PARTICIPATION

42<sup>nd</sup> National Safety Day campaign was celebrated with great zeal on 4<sup>th</sup> March 2013 at BMM ISPAT PLANT. Even though the safety day was on the 4<sup>th</sup> March, the celebrations and preparations started a week before. The HSE department to create awareness towards occupation, health and safety at the work place amongst employees at all levels conducted many competitions including quiz, slogan and poem writing. Many employees took part with enthusiasm and the response was overwhelming.

On 4<sup>th</sup> March, the safety day, all employees took ‘Safety Oath’ and pledged themselves to

follow safety precautions and take adequate care to create a safe work environment. Employees went on a safety march around the entire factory led by President-Operations, VP-Finance & Plant Services and HSE department to spread the awareness on the importance of safety. Pamphlets, safety tip cards, placards and safety caps have been distributed to all the participants. Banners & placards carrying safety messages were also displayed at vantage points in the factory.

This was followed by a mock drill at each plant. This not only created an awareness to improve safety in the factory premises but also guided them what to do and how to react to an emergency situation. After the safety march Mr. V. N. Patil, President-Operations and the senior management team addressed the employees on the importance of safety in their lives. Every word spoken by them conveyed the concern and care they have on each and everyone of the employees. To make them understand and relate better they even took out examples from their own life and experience. This conveyed the paramount importance given by the organization on safety.

Then the senior management team presented the prizes to the winners of the various competitions conducted among the employees on the importance of safety.

### Highlights

Safety day was celebrated on 4<sup>th</sup> March 2013.

Various competitions like Safety Slogans, Poem writing & Quiz were organized throughout the week.

All the department personnel participated enthusiastically.

### Opening Ceremony

- Safety oath
- Mock drill
- Welcome address
- Speech by senior BMM members

### Closing Ceremony

- Prize distribution
- Vote of thanks



Employees taking a march on Safety Day



Employees taking active part in the Safety Day rally



Employees taking oath on Safety Day



Employees avidly listening to the speeches of BMM senior members



Welcome speech by Mr. V. N. Patil, President-Operations



Mr. VVV Raju, VP-Finance & Plant Services delivering safety day address



Mr. V. N. Patil and Mr. VVV Raju inspecting the safety equipments on display



HOD's with the Safety department staff

BMM's senior management team handed over the prizes to the winners of the various competitions conducted among the employees on importance of safety.

**Mr. V. N. Patil, President-Operations, handing over the award to....**



A. Murali-Power Plant



Kandikuppa Raghavachari-Quality Assurance



Hemandri Bai-Finance

**Mr. VVV Raju, VP-Finance & Plant Services, presenting the award to....**



Ranganath Swamy-Power Plant



Mahesh Reddy T-Power Plant

**Mr. Vontimitta Sreenivasa Reddy, Addl. General Manager-Mechanical Maintenance, giving away the award to...**



K Mohammed Ghouse-Quality Assurance

**Mr. SC Mishra, VP-Power Plant, handing over the award to....**



Dyamappa-Utility



Nagaraj-Stores



Sunil Kumar-Finance

**Mr. Vijaypur, CGM-Compliance and Factory Manager, giving away the award to....**



Satendra Kumar-Beneficiation



Pushpavathi-SID



Ranganath Swamy-Power Plant

**Mr. Reji Joseph, Vice President–Projects, handing over the award to....**



Vani & Hema-HR / SID



Immanuel-SID



Sunil Patwa-Pellet Plant

**Mr. N . Parvathappa, Addl. General Manager–Materials, presenting the award to....**



K.Ramakrishna-Quality Assurance



A. Murali-Power Plant



Hemandri Bai-Finance

**Mr. K . Jagadeeswara Reddy, Addl. General Manager-Projects, giving away the award to..**



Akbar Basha-RMHS



Guruprasad-Beneficiation

**Mr. P. Ramesh Kumar, Chief General Manager–HR, presenting the award to....**



K.Lakshmidevi-Compliance

**Mr. M L Madan Kumar, General Manager–Pellet Plant, handing over the award to....**



Niranjan-Power Plant



Dyamappa-Utility



# Republic Day Celebration

## Janaganamana Adhinayaka, Jaya he, Bharatabhagyavidhata!

On 26<sup>th</sup> Jan 1950, Constitution of India came into force. To mark the day, we Indians are celebrating the Republic Day every year. At BMM on 26<sup>th</sup> Jan 2013, Republic Day was celebrated with joy and enthusiasm. Mr. V. N. Patil, President-Operations was the chief guest of the day and hoisted the National Flag. This was followed by National anthem and all the participants paid their respects to the national flag. President while addressing the audience recalled the sacrifices of the innumerable freedom fighters. He also requested everyone to join hands in the growth of the organization. All the employees including the heads of various departments were present on this occasion.

Mr. VVV Raju, VP (Finance & Plant Services) also addressed the gathering and paid respects to the national leaders for sacrificing their lives to fight against the British rule. He also shared his thoughts on the present economic situation of the world as well as our country. He also encouraged our employees to work together to achieve our organizational goals.

Based on the performance best employees were selected. 'Best employee awards' were presented to them during the event. With regard to the Republic Day event various sports and cultural events were conducted earlier. Prizes were given away to the winners during the programme.

The security personnel conducted the parade and the program concluded with vote of thanks by Mr. Krishna, AGM (Finance).



Mr.V. N. Patil hoisting the National Flag



Employees saluting the National Flag



A drill by security guards during the Republic Day function



Mr. V. N. Patil addressing the employees



Chief Guests on the dais

On Republic Day prizes & best employee awards were given away to the winners

Mr. V. N. Patil, President-Operations, hands over the award to....



Mr. A. Nageswar Rao receiving the prize on behalf of Mr. Sanjaymurthy-Pellet Plant



Mr. Rajendra K-Rolling Mill



Virupakshi Shetty-PP&BP



K.Anjinappa-Beneficiation



Mr. A. Venkat Rao receiving the prize on behalf of Mr. D Sukumar-SID

Mr. VVV Raju, VP-Finance & Plant Services, hands over the award to....



K.Lakshmidevi-Compliance

Mr. Vijaypur, CGM-Compliance and Factory Manager, gives the award to....



Mahesh Reddy T-Power Plant



V Raghavendra-Compliance



Vani M-HR

Mr. S A Kurade, General Manger-Power Plant, hands over the award to....



G. Pampapathi-Power Plant



Samiulla-Power Plant



Govindraj Sirdeshpande-Despatch

Mr. SC Mishra, VP-Power Plant, presents the award to....



Ramangouda-Pellet Plant



Kirankumar H.G-PP&BP II

Mr. B K Ganesh, Vice President-Operations, gives the award to....



Mr. Ranganatha Swamy receiving the prize on behalf of Mr. B.Giridhar-Power Plant

## India, My India

India, my India, where first human eyes  
awoke to heavenly light!

All Asia's holy places of pilgrimage,  
great Motherland of might!

World-mother, first giver to humankind  
of philosophy and sacred lore,

Knowledge thou gav'st to man, God-  
love, works, art, religion's opened door.

O even with all that grandeur dwarfed  
or turned to bitter loss and maim.

How shall we mourn who are thy  
children and can vaunt thy mighty  
name?

Before us still there floats the ideal of  
those splendid days of gold;

A new world in our vision wakes, Love's  
India we shall rise to mould.

India, my India, who dare call thee a  
thing for pity's grace today?

Mother of wisdom, worship, works,  
nurse of the spirit's inward ray!

## Proud to be an Indian

India is full of talent, intelligence  
and creativity. There have been  
many stars in the galaxy of India,  
contributing a lot to this universe.  
Here is a glimpse of ancient India,  
which surely makes every Indian to be  
proud of his/her motherland. These  
set of facts inspire every Indian to  
work hard with honesty and sincerity  
towards the goal and help the country  
to regain its shining position.

- India never invaded any country in its last 1,000 years of history.
- India invented the number system. Aryabhatta invented the zero.
- The world's first University was established in Takshila in 700 BC. More than 10,500 students from all over the world studied more than 60 subjects. The University of Nalanda built in the 4<sup>th</sup> century BC was one of the greatest achievements of ancient India in the field of education.
- According to the Forbes magazine, Sanskrit is the most suitable language for computer software.
- Ayurveda is the earliest school of medicine known to humans.
- Although western media portray modern images of India as poverty struck and underdeveloped through political corruption, India was once the richest empire on earth.
- The art of navigation was born in the river Sindh 5000 years ago. The very word 'Navigation' is derived from the Sanskrit word Navgatih.
- The value of pi was first calculated by Budhayana, and he explained the concept of what is now known as the Pythagorean Theorem. British scholars have last year (1999) officially published that Budhayan's works dates to the 6<sup>th</sup> Century, which is much before the European mathematicians.
- Algebra, trigonometry and calculus came from India. Quadratic equations were by Sridharacharya in the 11<sup>th</sup> Century; the largest numbers the Greeks and the Romans used were 106 whereas Indians used numbers as big as 1053.
- According to the Gemological Institute of America, up until 1896, India was the only source of diamonds to the world.
- USA based IEEE has confirmed what has been a century-old suspicion amongst academicians that the pioneer of wireless communication was Prof. Jagdeesh Bose and not Marconi.
- The earliest reservoir and dam for irrigation was built in Saurashtra.
- Chess was invented in India.
- Sushruta is the father of surgery. 2600 years ago he along with health scientists of his time conducted surgeries like cesareans, cataract, fractures and urinary stones. Usage of anesthesia was well known in ancient India.
- When many cultures in the world were only nomadic forest dwellers over 5000 years ago, Indians established Harappan Culture in Sindh Valley (Indus Valley Civilization).
- The place value system and the decimal system were developed in India in 100 BC.

# Training on Communication Skills

**Training plays a vital role in developing the potential of an employee and improves their performance. Improving employee skills is not only about improving skills related to their specific field, but also improving their interpersonal and communication abilities.**

We at BMM believe - Training is important as it helps in providing quality work, great customer service, keeping up with technology and staying ahead of

competition. Training is also important as it brings out new ideas, better understanding of the job and helps one to understand business priorities. Training is essential to the achievements of business objectives. Perhaps, the most positive benefit of the training is better employees.

**As an organization, BMM always places its importance in its employee development and harnessing the potential in its employees.**

Our trainer conducted many training & development programmes on "Communication Skills" at different occasions for different departments. These workshops were conducted mainly to develop the communication skills effectively and also to enhance their ability to co-ordinate well both internally and externally.



Trainer explaining the objectives of Communication



Team presentation



Team activity on Non Verbal Communication



A session on Communication Skills



Activity on Verbal Communication



Activity on introduction of the individuals

## Training on Technical & Internal ISO Audit

On 14<sup>th</sup> & 15<sup>th</sup> March 13, Mr. Mohan from M/s TUV India Ltd was invited to conduct a training programme on 'Internal Quality Audit'.

Mr. Ramesh Babu, DGM, shared interesting ideas on "Energy Conservation" and "Winding & Electrical related works" to reduce the cost of operation, protect our resources and improve the maintenance practices to reduce downtime.

One of the main assets of BMM is its employees. Many of our own team members understand our processes better than others. In order to train the new joiners as well as junior members we seek the assistance of our own employees who are experts in their own field. This really helps in knowledge sharing and improves the performance. Some of the training programs conducted are:

Mr. Bhojaraj K of SID II on 'LT Control Circuit', Mr. Madhavan of Utility on 'Wiring Installation and power wiring system', Mr. N R Patnaik of SID II on 'Relay Coordination', Mr. Venkatesh M of SID II on 'AC & DC Drives', Mr. Muralidhar P of Projects on 'Budgeting and estimation & Planning and Execution', Mr. Jagadeeswara Reddy of Projects on 'Civil Construction', Mr. Y Bhaskar Rao of SID II on 'Heat Balance', Mr. Vijay Kumar of Projects on 'Advanced Surveying Instruments', Mr. Vishnu Vardhan Reddy of Finance on 'Financial Statements Analysis (Revised Schedule VI)'.



Addressing the Internal ISO Auditing by Mr. Ramesh Babu - DGM



Session on Internal ISO Auditing by Mr. Mohan - TUV NORD



On completion of Internal ISO Audit Training

## Training on Safety & Field Equipments

A training program for project department on 'Hazard Identification and Risk Analysis' was conducted by Mr. Srikanth Kulkarni, Safety consultant. This enabled them to understand the various precautionary measures to be taken to prevent accidents.

Mr. Prabhu Gouda, Assistant Manager-Projects conducted 'Shell quality checking method by modern equipment, 'General Maintenance' and 'Field Equipments' training for our employees to improve their performance in handling equipments, maintenance and housekeeping.



A Session on the Field Equipments Training for mechanical engineers



Briefing about the field equipments like Klin, Pumps etc.,

## CORPORATE SOCIAL RESPONSIBILITY @ BMM ISPAT LTD

For growth to be responsible, it should go beyond numbers... It should do good to the society, create a better world. That's the kind of growth that BMM ISPAT believes in and constantly strives for.

At BMM, our commitment to good governance, ethical conduct and social responsibility is core to our way of doing business. This is strongly aligned with our drive to create and increase value for all stakeholders. We envisage CSR as a way of conducting business that provides social, environmental and economic benefits for the communities and geographies where we operate.

BMM runs a mobile medical van, equipped with a trained doctor and necessary medicines in the rural areas of Danapur & Hanumanahalli for the very poor and needy villagers. The company has also set up free medical check-up camps. Apart from these, whenever need arises the company has generously contributed to the society. Construction of new school premises, distribution of books for school children, providing drinking water facility during summer, upliftment of women, education for all, etc. are some of the initiatives taken by BMM.

Corporate Social Responsibility (CSR) at BMM portrays the deep symbiotic relationship that the group enjoys with the communities it is engaged with. As a responsible corporate citizen, BMM contributes for social and environmental causes on a regular basis. Here is a brief note on some of the recent contributions.

BMM has constructed a compound wall for Govt. Primary School at Gunda Thanda and has donated 2 solar lights.

BMM has purchased 2 acres of land in Danapur and constructed a school and named after its founder. 'Shri Udaychand Singhi Memorial Govt. High School' has all the facilities like class rooms, well equipped laboratories and play ground. This has been set up at a cost of Rs. 43 Lakhs to help educate the local children. On 27<sup>th</sup> June 2013, on behalf of our Managing Director, our President-Operations, Mr. V. N. Patil inaugurated the school and handed over the key to Smt. Sunandamma, BEO, Hospet. Officials of our company, members of Panchayat and local people were present on the occasion.

As of July 25, 2013, BMM team had visited around 16 villages and donated more than 14,000 notebooks to the deserving students of surrounding villages.

### Still A Long Way To Go...

BMM has made a humble beginning with an aim to uplift the poor. It knows the path ahead is long and is committed to extend its unconditional support.



## Parisara Mitra Shale program

The Karnataka State Pollution Control Board has taken an initiative to create awareness on environment among the school children and community by organizing workshops, training programmes, excursions and awarding the best 'Parisara Mitra Shale' award to the elected school. BMM has extended its support to organize training programmes at Danapur & Sandur villages for the school teachers & community leaders in collaboration with an NGO 'Sandur Environmental Education Development Society' (SEEDS) to create awareness and develop the schools according to the norms of the Parisara Mitra Shale award.

The transportation facility was provided to the evaluators and KSPCB officers for evaluation of the best school under this programme. The Government officials and the NGO were very much pleased with the support extended by BMM. In appreciation of the unconditional support extended and invaluable contribution made by the organization to create awareness on protection of environment, the Karnataka State Pollution Control Board has awarded 'Parisara Mitra Shale' to BMM. Mr. VVV Raju had received the award on behalf of BMM.



The Karnataka State Pollution Control Board awarding the best 'Parisara Mitra Shale' to BMM ISPAT. Mr. VVV Raju, VP-Finance & Plant Services is seen receiving the award



Members who attended Parisara Mitra Shale training programme sponsored by BMM



Mr. K. G. Vijapur, CGM (Compliance & Factory Manager) addressing the audience

## Rural Development

As part of the CSR initiative, BMM constructed a compound wall and donated 2 solar lights to the Govt. primary School at Gunda Thanda in Hospet taluk of Bellary district.



Solar lights donated by BMM



Compound wall constructed by BMM

## The Green school Programme

On June 5<sup>th</sup> BMM celebrated World Environment Day and launched Green School Programme at MM Hali Village as a part of it's CSR initiative.



Lighting the lamp, Mr. V. N. Patil, President-Operations with Mr. Suban, President - Village Grama Panchayath, Mr. Nagarathinam and Sunandamma, BEO



Releasing of pamphlets



BMM team, school officials and other key members of MM Hali(Village) jointly planting a sapling

## Drinking Water

“A drop of water is more precious than a bunch of Gold, to a needy person”. In view of this, BMM every year organizes drinking water pints (Aravatige) in the surrounding villages Hanumanhalli, Danapur & Mariyammanahalli during the summer season. BMM ensures good quality RO water is distributed to the villagers.



Mr. K.G.Vijapur, CGM (Compliance & Factory Manager) inaugurating drinking water points



Mr. K.G Vijapur serving RO treated mineral water to the public



Mr. VVV Raju serving RO treated mineral water to Public



Mr. K.G. Vijapur with HSE dept. members

## Tailoring Training @ Mariyammanahalli village

As a part of our CSR activities, BMM has agreed to sponsor a tailoring training center at Tungabhadra Resource Center in Mariyammana halli. This will enable the village women to be self employed thus helping their livelihood. A qualified trainer is appointed to teach the villagers and BMM has agreed to sponsor the trainer's expenses. More than 20 women are getting trained in tailoring at present. Mr. VVV Raju, VP-Finance & Plant Services and Mr. K G Vijapur, CGM-Compliance & Factory Manager took part in the inaugural ceremony.



Inauguration ceremony



Mr. VVV Raju, VP-Finance & Plant Services addressing the audience



Mr. VVV Raju & Mr. K.G. Vijapur planting a sapling



Villagers planting a sapling

# School Inauguration @ Danapura

For the benefit of the people in Danapura village BMM is fully sponsoring the construction of a school in this village at a cost of Rs. 43 Lakhs to help educate the local children.

Two acres of land has been purchased and donated for construction of this school in Danapura Village. A foundation laying ceremony for school building was held in February 2013 and the construction of school building were started immediately.

Named after our founder 'Shri Udaychand Singhi, the new school was inaugurated on the 27<sup>th</sup> of June 201 by our President-Operations, Mr. V. N. Patil who then handed over the key to Smt. Sunandamma, BEO, Hospet.

'Shri Udaychand Singhi Memorial Govt. High School' has all the facilities like class rooms, well equipped laboratories and play ground. This is going to make a huge difference in the lives of the children in the nearby villages. Members of the



Mr. V. N. Patil inaugurating the new Sri Udaychand Singhi Memorial Govt. school at Danapura

village Panchayat and local people present on the occasion were really touched by BMM's contribution.

***Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.***



The new building at Sri Udaychand singh Memorial Govt. School, Danapura



The memorial stone at Sri Udaychand Singhi Memorial Govt. School, Danapura



Mr. V. N. Patil with school staff

## Budget 2013 How can we save tax?

The single most important provision is Section 80C. Under it, one can invest up to Rs 1 lakh in approved schemes and save up to Rs 30,900 in tax. If one's income is more than Rs 1 crore, he can save up to Rs 33,990. Investment of up to Rs 1 lakh is deducted from taxable income and tax liability reduced accordingly.

### Public provident fund (PPF):

Investment up to Rs 1,00,000 allowed. That means, the entire limit of Rs 1 lakh investment allowed under Section 80C can be utilized by investing in PPF. The return, fixed every year, is currently at 8.8%. This is the only instrument which is completely tax free. Lock-in period: 15 years. Effective post-tax return for a person who pays tax at the rate of 30% is 16.5%.

### Insurance premium:

Investment up to Rs 1 lakh allowed. But annual premium amount should be at least 20% of the sum assured. Lock-in period: 5 years. Returns depend on market. Money received on maturity after five years will be tax free in case of Unit linked Insurance Plan (ULIP). But for general insurance schemes, it will be treated as income of that year and taxed accordingly.

### Mutual funds:

Investment up to Rs 1 lakh allowed in ELSS. Lock-in period: 3 years. Return from these instruments is completely tax-free. But investors are subject to market risks.

### Tuition fee:

Amount of up to Rs 1 lakh paid as tuition fee for education of two children of an assessee can be deducted from total income. Part of overall Rs 1 lakh limit under section 80C.

### Repayment of home loan:

Repayment of principal up to Rs 1 lakh in a year gets tax benefit under 80C. Amount is deducted from taxable income. Payment up to Rs 1.50 lakh as interest on loan taken to buy house for self-use also exempt from tax. An additional deduction of Rs 1 lakh is allowed if one buys his first house taking a loan of upto Rs 25 lakh and the value of the property does not exceed Rs 40 lakh. Along with provision of repayment of principal, a housing loan can enable assessee to get income up to Rs 3.5 lakh exempted.

### Pension fund:

Investment up to Rs 1 lakh in pension fund of an insurance company can be deducted from taxable income. Part of overall limit of Rs 1 lakh under 80C.

Taxable on withdrawal.

### Repayment of educational loan:

Interest paid while repaying education loan for own, or kin's, higher studies exempt from I-T. Repayment of principal does not qualify for exemption. Not part of cap of Rs 1 lakh under Section 80C.

### Premium for mediclaim policy:

You can claim deduction of up to Rs 20,000 for purchase of mediclaim policy for your parents if they are senior citizens or otherwise up to Rs 15,000. This is besides the Rs 15,000 deduction against purchase of mediclaim policy for yourself.

However the real benefits may vary from person to person. Please check competent tax consultant for the actual benefits.

Source:

01 March 2013, *The Economic Times*



# Achievers

At BMM, relationships mean a great deal. The strong bond that unites people from diverse social & cultural milieus and capabilities extend well beyond the workplace and touches their personal lives. The family members of our team are as important to us as the team itself.

The company misses no opportunity to highlight their achievements and rejoice over them. If the team has done us proud, these children have truly made their parents and teachers proud with their brilliant academic performance.

Metalloid is happy to bring to light their achievements through this section.



## C. K. PRASANNA

Class: 2nd PUC, Science

College: National P.U. College, Hospet

Total marks obtained: 577 out of 600

Score: 96% got 2nd RANK in College & 3rd RANK in Bellary District

S/o. C. K. GURURAJ - IF-ELE Dept.



## C. K. PRAVEEN

Class: S.S.L.C.

School: Gopinath Memorial School, Hospet

Total marks obtained: 568 out of 625

Score: 91%

S/o. C. K. GURURAJ - IF-ELE Dept.



## SACHIN KUMAR

Class: S.S.L.C. (Central Syllabus)

School: TMAES DAV Public School, Hospet, Bellary District

Total marks obtained: 9.6 out of 10

Score: 96%

S/o. SURENDRA SINGH - IF-ELE Dept.



# Welcome Aboard!

They are on board a big ship called BMM. Let us extend a very warm welcome to them and help them to settle down quickly and happily to a productive role. Let us assist them in every possible way so that they get a clear picture of our vision, mission and strategic objectives.

Come on, folks! It is nice to have you on board. We are sure you will also enjoy this unending voyage in pursuit of excellence.

## BMM



Srinivas R Kulkarni  
Sr.Officer  
Projects



Giridhar B  
Manager  
Power Plant - 2X70



Prakash Reddy T  
Trainee  
Finance & Accounts



Siddalinga Sharma H M  
Sr.Assistant  
Stores



Arun Kumar M Teggi  
Sr.Engineer  
Projects



Mahantesh  
Jr.Engineer  
RMHS



Suresh J  
Engineer  
Power Plant - 2X70



H Vijay Raghavendra  
Engineer  
Power Plant - 2X70



Basava Prabhu  
Manager  
Stores



Chandrashekhara G Bellad  
AGM  
HSE



Ramesha Gowda M  
GET  
Pellet Plant



Praveen B  
GET  
Pellet Plant



Raghavendra Keerthi K S  
Engineer  
Projects



Nandan Halapanavar  
GET  
Projects



Siddamanahalli  
Prabhakar  
Sr.Manager Projects



P Ramesh Kumar  
CGM  
HR



Sudheendra C  
Manager  
Utility



Bathala Venkatesam  
Sr.Engineer  
Power Plant - 2X70



Shrikant Anadinni  
Sr.Engineer  
Power Plant - 2X70



Ramesh Pappu  
Manager  
Administration



Vijayendra N K  
Engineer  
Projects



A Ravinandana  
Assistant  
Projects



Chandrakant B  
Mudadevannanavar  
DGM, Projects



Jyotsna B N  
Engineer  
HSE



Konthanur Kalmatappa  
Assistant  
Stores



Sandura Yuvaraja  
GET  
Projects



Manish Dattatray Vernekar  
DGM  
Beneficiation Plant



Lavuluti Ramesh  
Dy.Manager  
Stores



Arun Kumar S  
GET  
Projects



Raghu Mudholkar  
GET  
Projects



Praveenkumar P Gunnal  
GET  
Projects



Govinda Raju T  
GET  
Pellet Plant



Madiga Devendra  
Jr.Engineer  
Power Plant



Sagar R  
GET  
Projects



Nettyam Ugandhar  
AGM  
Finance & Accounts



Sanjeev Kulkarni  
Jr.Engineer  
Projects



S Sreenivasula Reddy  
Chemist  
Quality Assurance



Gopi  
Sr.Assistant  
HR



Gururaj Gundlar  
GET  
Projects



K Arun Kumar  
Vice President  
Power Plant - 2X70



Magesh M  
Engineer  
Stores



Dharani B S  
Engineer  
Projects



Ashok N  
Sr.Assistant  
Finance & Accounts



Devendra T  
Trainee  
Finance & Accounts



K P Prakash  
AGM  
Projects



Madhu Dondu  
Asst.Manager  
PP & BP



Mallikarjun Puranik  
Fire Officer  
HSE



Shiva Sharan S  
GET  
RMHS



Malavika Ron  
Jr.Officer  
Administration



Kiran Kumar  
Engineer  
HSE



Guddanti Rajasekhar  
Sr.Engineer  
Projects



Maruthi G  
Jr.Officer  
Finance & Accounts



Sudhindra  
Kadaramandalagi  
Jr.Officer - Compliance



Sandeep Kumar M  
GET  
Power Plant



Sharanappa J  
Sr.Engineer  
Projects



R Venkata Raghavendra Rao  
Chemist  
Quality Assurance



Bellappa Budagumpi  
Trainee  
Quality Assurance



Ramesh C H  
Addl.General Manager  
Projects



Dana Babaji Sampara  
Manager  
Projects



Somashekara Shettigara  
Sr.Engineer  
Projects



Meenuga Venkatesulu  
Chemist  
Quality Assurance



Ananda Swamy  
Assistant  
Administration



N G Monika  
GET  
Projects



Shivaraj Kumar N  
Assistant  
Administration



Anjini N  
Engineer  
HSE



Suresh Babu Jakkula  
General Manager  
Marketing



B Kalyana Chakravathi  
Chemist  
Quality Assurance



Anil Kumar S  
Asst.Manager  
Projects



Shashidhara Hiremath  
DGM  
Supply Chain management



Shivakumar M Koti  
Engineer  
Projects



B Siddesha  
Trainee  
Quality Assurance



Madhava Rao Bobba  
Engineer  
IT

## XLNT



H.Jambunatha  
Fireman  
HSE



Pakkiraswamy P  
Fireman  
HSE



Pakkappa N  
Fireman  
HSE



Hussainbhasha H  
DET  
Projects



Tuppadakudiki Saleem  
Fireman  
HSE



Shasikantha K.C  
Sr.Assistant  
Stores



Sudhakar V  
Sr.Assistant  
Stores



Praveena Kumar K  
Fireman  
HSE



K.Malathesh  
Sr.Technician  
Utility



Kallaiah D.M  
Technician  
Utility



K. Prathap Kumar  
Technician  
Utility



Lakhmana Naik R  
Jr.Technician  
Utility



Rudresha B.N  
Jr.Technician  
Utility



Anjan Kumar Singh  
Technician  
Power Plant



Vijaykumar  
Trainee  
Stores



Siddappa H  
Nurse  
HSE



Veeresh C  
Nurse  
HSE



Gulyam Yerreppa  
Nurse  
HSE



Basavaraja C.J  
Jr.Technician  
Projects



Vinayaka K.N  
Trainee  
Projects



Kalyanakumara S  
Trainee  
Projects



K. Sanna Hanumanthappa  
Driver  
HSE



Venkatesh  
Driver  
HSE



Bheemanagouda G.V  
Jr.Technician  
Projects

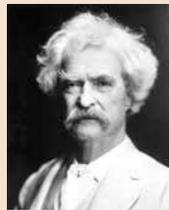


Kandregula Arjun Rao  
Crane Operator  
Projects



Vasamsetti Naresh Babu  
Crane Operator  
Projects

## Quotes about India



*"In religion, India is the only millionaire - the one land that all men desire to see, and having seen once, by even a glimpse, would not give that glimpse for all the shows of all the rest of the globe combined."*

- Mark Twain



*"We owe a lot to the Indians, who taught us how to count, without which no worthwhile scientific discovery could have been made."*

- Albert Einstein.



*"India - the land of Vedas, the remarkable works contain not only religious ideas for a perfect life, but also facts which science has proved true. Electricity, radium, electronics, airship, all was known to the seers who founded the Vedas."*

-Wheeler Wilcox

# KNOW OUR PRODUCTS

Pellets



Sponge Iron



TMT Bars



## Pellets

There is constraint in the availability of good grade Iron Ore because of the ban on mining in Bellary district. BMM Ispat is the first merchant pellet producer in the country which has in-house beneficiation of Iron Ore that is used in the manufacture of its Pellets.

Pellets are better in 'Fe' content and less in  $Al_2O_3$ , better in cold crushing strength, consistent in quality and supply as the production has been stabilized over the years. Good connectivity to the national high way and having its own railway siding is an advantage for supplies across the country.

## TMT Bars

Totally integrated steel plant right from Iron Ore to Pellet, to Billet to TMT bars make BMM TMT Bars a superior choice. We have capacities currently to produce 300 Tons of TMT bars every day. Plans are on the anvil to increase this to 2.2 million tons per annum (6000 tons per day).

## Sponge Iron

In house beneficiation of Iron Ore means better control on the 'Fe' content of the feed pellet, which ensures consistency in quality and timely delivery of Sponge Iron. BMM is one of the largest producer of coal based Sponge Iron in the country. Some of the salient benefits are -

- Finely ground thus ensuring better early strength.
- Superior strength for all types of construction.
- Reduction in the consumption of cement leading to a saving in building costs. BMM 43 Grade gives you a saving in the cement consumption of over 6% to 10% in M15 and above grades of concrete.
- Low in Chloride thus avoids corrosion of reinforcement steel.

