







**Putting people before profits!** 

**Safety Mock Drill** 

Dr.U. Sridharan Visits BMM



The two words that people often get mixed up with are 'information' and 'communication'. While 'information' is giving out, communication' is getting through! We feel Metalloid has excelled in both the departments, if response to the first issue is any indication. We are happy we have successfully given out information to people around and at the same time struck a sensitive chord with them. We have no words to thank them adequately for the attention and appreciation lavished on this maiden, but meaningful venture.

Actually, more than bringing out a house magazine, what is daunting is how we are going to live up to the expectations the first issue has triggered.

Realizing words are only tools of communication and not substitutes for action, we however rededicate ourselves to the mission we set out to accomplish. We will ensure each issue of 'Metalloid' surpasses the previous one in form and content.

This resolve finds expression in a fine article by our Promoter Director who expounds on a unique management principle that regards people as the real assets of an enterprise- more precious than even products or profits! Further proof of this benevolent approach to business comes across through a report on the CSR initiatives of BMM-Ispat.

The importance of health and its

impact on the socioeconomic life of a nation is effectively articulated in a special feature in this issue. It calls for a shift from Health to Wellness and tells us how we can lead a full, long and peaceful life by just reorganizing our lifestyles. And then you have another piece that highlights the benefits of teamwork.

This issue has been packed enough to keep you busy. Now it is your turn to do so. Send in your feedback so that we are kept on our toes to come up with new ideas and make Metalloid a great reading experience

V V V. Raju VP-Finance & Plant Services Editor

# Putting people before profits!

Snehalata Singhi, Promoter Director



I am overwhelmed by the response to the first issue of 'Metalloid, our house magazine which is indeed a milestone in our history. Like every one of you, I am greatly elated by the advent of this new and important means of communication into our midst. Caring for people and delivering value in every sphere of our activity has been the hallmark of our corporate credo which has found emphatic articulation in each word of 'Metalloid'.

Having eliminated all barriers and created a forum for free exchange of ideas, it is my firm conviction that 'Metalloid' will do its bit in maximizing performance through facilitation and persuasion tinged with benevolence.

In today's cynical and turbulent business environment, benevolence is more important and appropriate than ever. People long to work in an environment where bold aspirations for success are clearly defined, cherished and encouraged. And BMM-ISPAT is a case in point.

At BMM-ISPAT, we are always guided by the cardinal principle that puts people before products or profits. Similarly, our initiatives to mould ideal team behavior are guided by a set of strong ethics and core values.

One question I often face from the media and also my corporate counterparts in business seminars is — "what, in your opinion, is a supreme virtue that a leader today should possess?" And without batting an eyelid, I have replied, "Compassion!"

Yes, the need of the hour is compassion, an altruistic emotion that allows a person to feel another person's suffering as if it was his/her own. I consider it- both as a Board member and a mother- a prerequisite of a good leader, though the general business culture does not subscribe to this view. A business decision in today's competitive atmosphere means a decision made for the good of the company, but invariably at the expense of the people within and without.

While discussing a business decision in the Board, my maternal instincts outweigh all other considerations, for I look upon all of you as my children. The mother in me makes me look beyond the official roles you play. I realize each one of you in the team is someone's son, daughter, sister,

brother, mother and father with your own aspirations, anxieties, expectations, commitments and struggles. I feel it is my bounden duty to take into consideration these aspects before I take a decision that is going to impact the lives of everyone around.

It is my earnest belief that strong working relationships can be evolved only by a humane approach that tries to understand people's background, dreams, job objectives and obstacles This belief has inspired me to go the extra mile for people around and reap some extras that will be beneficial to them and the organization!

I take great pleasure in assuring all of you that I will spare no effort to create for you a great working environment backed by a compassionate system that has welfare as its top priority and misses no opportunity to recognize and reward individual contribution.

I wish to inform you that I will make myself accessible for any meaningful exchange of ideas that can create a win-win situation for both the organization and the individuals within it

No matter what official roles you play in the hierarchy, remember we are fellow travelers and stakeholders in this quest for excellence.



## The Path Ahead

Dr. S.K. Gupta, Non Executive Chairman & Independent Director



The Indian mining sector has come a long way. From being a mining deficient nation that depended on imports of commodities, India moved on to become one of the major exporters post-independence. Among metallic minerals, iron ore accounts for about 83% of the country's total production. Truly an achievement!

Achievements do make us proud, but we cannot let yesterday take up too much of today, for we have before us the future which is the path ahead!

The mining industry today is faced with major challenges which call for taking into account some complex scenarios while planning the strategies for the future. In fact, the industry has to look beyond traditional planning and look at unconventional solutions by gearing up for unexpected risks.

The findings of a recent study on the industry indicate some possible trends that the Indian mining sector will be witnessing in the future covering some critical aspects enumerated below.

#### OPERATIONAL COSTS:

With prices of commodities skyrocketing, accelerated production has become imperative. Capital expenditures have touched an all-time high. In some provinces, investments in water, transportation and energy are predicted to take up 82% of the project outlay. Indian companies should ponder over ways and means of cutting non value added costs and try to balance short-term requirements with long-term strategy taking into consideration the time factor involved in mine development and possible sharp fall in prices and demand.

#### LABOUR RELATED PROBLEMS:

Another disturbing factor is the lack of skilled manpower to translate the industry's growth projections into reality. So, the companies need to evolve and implement strategies like workforce planning, cross-training at the industry level and inculcation of global culture so that personnel at all level understand and appreciate the organization's ethos. No technology will be effective, if people handling it do not change!

#### REVAMP & REVIEW CSR INITIATIVES

Increased awareness on environmental issues and sensitivity to conservation have resulted in large scale activism that the industry is witness to today. When intermeshed with politics, activism gets more strident and can have serious consequences for all stake holders. Winning the hearts of people in the neighbourhood through CSR initiatives have been found effective in smoothing the ruffled

feathers. But mining companies should evolve performance indicators for an honest appraisal of their CSR endeavours with the same diligence they show in evaluating their production process. Revamping and reviewing CSR strategies and evaluating their fiscal impact on the organization is another challenge that the industry is faced with.

#### GEARING UP FOR GLOBAL MARKETS

Diminishing mineral deposits, accessibility-related restrictions by government, depreciating grades, escalating global demand and lofty commodity prices have made mining companies to go global. However, only a handful of companies possess the requisite capabilities to expand their capital project outlays aggressively or to operate in unfamiliar regions. For global growth, Indian companies need to focus on the quality of assets and reserves, and scale up local operations to match global benchmarks.

As for BMM, the road ahead is long and arduous. But that is no reason to slow down. There is so much to achieve, but that is no reason to get discouraged. At every turn, it is filled with exciting opportunities. It is actually a blessing- to get started, to grow, to find within you the strength, commitment, determination and discipline to march ahead and fulfill the tasks that we need to.

Remember, nobody gets to live life backward. So, look ahead, that is where our future lies.



The importance of team spirit is best summed up by the pithy saying, "None of us is better than all of us'. While training expands the knowledge base of the individuals and enhances their skills, it is team works that galvanizes them into a cohesive community which goes all out to achieve the organizational objectives. Team spirit, according to Andrew Carnegie, the famous Management Guru, is 'the fuel that allows common people to achieve uncommon results'

The basic constituents of a business are of no use without creating an emotional commitment of the people working for it. Company's infrastructure, customer base and frontline workers can not pull off a miracle on their own unless the working members dedicate themselves towards achieving the common objective of improving business. Team spirit is the only ladder that can take any business to pride, expansion and success.

'Unity is strength' is the guiding principle of every big and small company that not only wants to survive, but also succeed in a competitive environment. Such companies have in place a cohesive and collaborative work environment and also an effective mechanism to create products of world-class quality at competitive prices through proven practices. The company that invests on creating a good team is the one that climbs the ladder faster than its peers.

# TEAM BUILDING IN A HETEROGENEOUS MILIEU

Team building is an important component in corporate training and one of the factors by which an organization evaluates its employees. But the moot point ishow one can usher in team spirit among individuals from diverse backgrounds with dissimilar attitudes and skills? But this diversity is seen as an advantage and not an obstacle by many

management experts who cite the example of the Indian Republic.

India is a conglomeration of many ethnic groups with over 1,650 spoken languages, dialects and regional variations. The diversity is so pronounced that no two provinces speak the same language, wear the same type of attire and worship the same god which make people refer to it as the subcontinent. How the country, with all its diversity, has survived over the centuries as a nation- is often the subject of doctoral studies by many a sociologists and political scientists worldwide. They have finally concurred it is the cultural unity, enriched by the precepts and practices of countless saints, sages and seekers over time, which has been the cementing force despite all external diversities. This basic unity runs through the mainstream of life and thought and has given the nation a unique character marked by concern for people around and a high degree of tolerance. People at the grassroots level have always shown an open mind to allow the influx of new groups, new ideas and new opinions. In short, the dynamism inspired by an inclusive and flexible ethos that has kept India vibrant and united.

This groundswell of unity has come to the fore with striking intensity whenever there has been an attack on India's sovereignty as in 1962 by China and by Pakistan in 1965, 1971 and 1999.

Similarly India has risen as one at the time of natural calamities in any part of the country as evident from its doughty response to the devastating 1993 earthquakes in Maharashtra, the 2001 earthquake in Gujarat and the Tsunami disaster in 2004. Cricket is another factor that unites Indians. Who will ever say it is a land of diversities after seeing the way the country erupted in joy over the victory in the 2011World Cup Tourney?

#### T € A M B U I L D I N G I N BMM-ISPAT

A common cultural heritage has been able to build cohesion in an otherwise diverse Indian society. Moving further, proven theories on teamwork can be extended to BMM-ISPAT which is a mini India with its team drawn from different provinces across the country. To harness talents from a medley of multicultural and multilingual groups within the organization, we have in place a flawless mechanism that facilitates the progress of the organization and the individual at the same time.

In these modern days where each man is an island unto himself,

teambuilding is truly challenging, but not impossible, as evident from our experiences. Here is a list of some initiatives that have strengthened the bond between our team members and enabled them to perform better:

- 1. Promote the spirit of oneness and cooperation among team members and divide them into small groups to facilitate better interaction
- 2.Involve team members in action plans
- 3.Forge a strong relationship between the organization and customers
- 4.Involve our customers in various events, training programs and celebrations. This has helped us to dictate the quality and effectiveness of our products and services in presence of a large number of people.
- 5.Develop a healthy environment with provisions to improve people's sense of humour
- 6.Organise entertainment sessions that can help them overcome mental stress
- 7.Show flexibility and lenience while implementing rules and regulations
- 8.Lead from the front. The team leader should frequently narrate his real life experiences and motivate the team to surmount obstacles
- 9.Recognize , Reward and Celebrate all significant achievements by team members and instill in them a positive feeling of 'We Can!"

Fortunately, today's generation is highly achievement-oriented and believes in strong social connections with ability to work together, which translates into excellent teamwork. They are also very comfortable in working in a diverse and multicultural environment, which makes assimilation easier.

#### BUSINESS AND THE BATTLE

Well these are some methods that can ensure that teamwork works at every level of interaction between colleagues, be it breaking the ice between relatively unknown coworkers, or building trust and rapport, and in hard times, building morale in a team. Through such activities a company can improve the way participants collaborate, and not compete, in developing a deeper understanding of their coworkers and how they perform the tasks assigned to them.

The one perfect example of team work is the Indian army. The training imparted to our soldiers is such that each one of them epitomizes honor, duty, devotion, loyalty, respect, courage, integrity and the will to win. It is these virtues that have inspired them not only to win many battles for the nation and restore its territorial sovereignty, but also take part in relief and reconstruction work during natural calamities.

In the corporate world, just as in the army, living according to your values is critical to success. The comparison here is certainly apt, for business is after all a raging battle fought by a motivated force for capturing new territories or regaining the lost ones.

# Safety Mock Drill

Safety saves lives, limbs and money while enhancing trust and teamwork. It is a hallmark of any ethical business which values its employees and future existence.

And BMM-ISPAT is no exception as evident from the mock drill carried out in the plant premises recently. Meticulously planned, this event accurately analyzed the preparedness of the employees during an emergency and their ability to respond to it without any loss of property or human life. It also exposed the deficiencies in the system and helped people to plug the loopholes.



Briefing employees on the SOP of Mock Drill



Employees rush towards the assemble point after they hear the emergency siren



Employee informs his superior on seeing the outbreak of fire



Firefighting personnel at work



Search Team shifts a 'victim' to the Safe Assemble Point



Employees gather at the Safe Assemble Point

# Dr.U.Sridharan, Director, Ministry of Environment & Forests visits BMM!

The ability and extent to which an industry pays back what it consumes, in the course of its operations, is an indication of its concern for the planet and the people living on it. This attribute has always been evident in every aspect of operations at BMM-ISPAT which has always kept preservation going as a parallel activity.

The company's responsible and integrated approach to life all around and the multiple initiatives aimed at sustainable development came in for praise from Dr. U.Sridharan, Director & Senior Scientist, Ministry of Environment & Forests who was on an appraisal visit to our factory premises recently. The guest was taken around the plant and briefed on the objectives, operations and the eco-friendly production measures at the BMM plant.



BMM Team receiving Dr. U. Sridharan



Dr. U. Sridharan in a discussion on BMM Site with the BMM top brass



Dr. U. Sridharan watering the sapling planted by him to mark his visit



Mr. MadanKumar takes the guest around Pellet Plant-2



Mr. S. C. Mishra, VP-Power Plant explains the production process to the guest



Guest inspects the greenery around the plant

# **Tidings on Training**

Expanding the knowledge base of people through training is an ongoing activity at BMM-ISPAT which fully recognizes the fact that it is advantageous not only to the organization, but also to the individual.

This implicit faith in the efficacy of training came across very clearly at the recent Training & Development sessions in our plant. A team of qualified faculty members expounded on critical topics covering DCS System, Earthing System, Bearings etc.

The training session, well-attended by the target segment, served the twin purpose of upgrading the knowledge levels of the participants and rendering them battle fit in a competitive environment.



Shri.Pampapathi -Sr.Engr. explains the features and applications of Bearings.



A session on DCS system by Shri.Chiranjeevi -Sr.Engr.



A classroom session on Earthing System by Shri. Jayakumar, our external faculty member.



Participants in rapt attention.



A demo in progress on Earthing System.



Trainees watching the demo.

# R.O Water treatment plant inaugurated!

Building trust has always been an integral component of BMM's business philopsophy. The organisation always goes the extra mile to create a win-win situation both for its customers and personnel. The inauguration of the Reverse Osmosis (R.O) water treatment plant at our factory came as an ample demonstration of this attribute.

In a simple ceremony, accompanied by the lighting of the taditional lamp, Shri.V.N. Patil inaugurated this new facility thereby fulfilling a long-felt need.

The 20,000 litre plant is certainly a watershed in the annals of the company which is successfully providing clean and safe drinking water to all the employees. Another well-meaning initiative from a company thirsty for achievements!





R.O.Plant



Shri.V.N.Patil performing the traditional rituals at the inaugural function



Reverse Osmosis- Quenching thirst with quality and safety!



R.O Plant inauguration



There are many differences between Health and Wellness though the two terms are often interchanged. While health is essentially absence of disease, wellness is the search for enhanced quality of life and attainment of peace and personal growth through positive lifestyle behaviours and attitudes. In other words, health is all about physical well-being whereas wellness is a more holistic concept that covers mind, body and the spirit. It presents techniques to lead a full. long and healthy life while enabling people to balance their physical, emotional, mental and intellectual lives more efficiently. Recognizing the risk factors that could lead to life-threatening diseases in the future and thereafter working towards reducing them is an important component of wellness.

These risk factors are basically non-communicable diseases, disorders or habits like high blood pressure, diabetes, smoking, alcoholism, obesity, stress, self medication and drug abuse which account for 63 per cent of deaths across the world, according to a WHO study done in 2008. Of these, 83% of deaths occur in countries with a large chunk of low and middle-income population. Premature death is an issue of major concern, given the fact that 9 million of the 36 million people who die every year are less than 60 years.

Premature death and premature illness, disability at a young age have an impact on a country's socioeconomic development. They impede and reduce productivity. They also reduce household income in addition to the enormously adverse impact on health.

#### **REORGANIZING LIFESTYLES**

Our lifestyle has a lot to do with our health. Chronic diseases like high blood pressure, diabetes are caused because of our unhealthy lifestyles. However, one redeeming factor about these so called lifestyle diseases is that they are reversible.

Here are tips to modify your lifestyle.

- Early to bed and early to rise make you healthy, wealthy and wise. Get up early and after you brush your teeth, have a glass of lukewarm water
- Go for a walk at least 5 times a week. Walk for about 20-30 mins. at a brisk pace. (Walking strengthens your heart by pumping more oxygen-rich air. Brisk walking burns fat by providing more oxygen and fat burning enzymes enhance your well-being by relieving stress).
- Undergo medical check-ups and monitor your body fat periodically

#### Understanding Wellness (Continued...)

Completion of digestion process depends on the type of food consumed. For instance, fruits or fruit juices take 30 min. for digestion as against the 3 hours taken by a balanced vegetarian meal. Consuming anything during the Intervening period i.e. between the time of consumption and completion of digestion sends the natural digestive process into a tailspin resulting in a series of disorders like obesity, acidity, gas and constipation.

Unlike human beings, body follows a systematic timetable to carry out the cyclic process involving intake of food, its assimilation and elimination. There is a stipulated hour for each function which makes it effective and hassle-free. For instance, the ideal time for intake of food is between 12noon & 8 pm. Similarly, assimilation is carried out best between 8pm to 4am. The best time for elimination is between 4am & 12 noon. Frequent messing around with these time slots results in the total collapse of the system triggering many serious complications.

#### PLANNED EATING: THE '5W' PLAN

Eating, lie any other activity, needs planning and following the '5W' plan is of great help. It is all about asking yourself 5 basic questions:

- 1. What you eat?
- 2. When you eat?
- 3. Where you eat?
- 4. Why you eat?
- 5. Way you eat?

#### WHAT YOU EAT?

You must have a balanced diet containing all the nutrients and the micro-nutrients required for good health and well-being. Proteins, carbohydrates and fats provide the nutrients. Vitamins and minerals supply the micro-nutrients. Include a lot of fibre food in your diet

#### WHEN YOU EAT?

Like we have a time for everything, set aside a time for your breakfast, lunch and dinner too. Eat so as to facilitate your natural body cycles. Instead of eating big meals, have smaller meals at regular intervals.

#### WHERE DO YOU EAT?

Decide on one place in your house or office where you will eat your food. It makes a lot of difference to your digestive system. While eating your meals, concentrate only on eating and nothing else.

#### WHY DO YOU EAT?

Eat only when you are hungry and not to please others or to ensure that food does not go waste or because you have nothing else to do.

#### WAY YOU EAT?

Eat slowly. Chew properly. It is important to spend at least 15- 20 mins. to complete your meals. Never drink water during your meals. Drink water 20 mins. after your meals. Always stroll for about 15 mins. after your meals. Never sit down immediately

#### THINGS THAT YOU CAN TRY

A well-organized life is the best way

to achieve wellness. Creating time from your daily routine to enjoy life is the first step. Organize your time realistically so that you can appreciate life rather than only survive it. There are certain norms that you can follow both at home and workplace.

- Have a place for everything and have everything in its place!
  Organized cupboards, cabinets, rooms, car and a clean working table make life less complicated. You will spend less on unimportant things. When your environment at home and workplace are under control, it becomes easier to take wise decisions
- "Sorry' & 'Thanks' are the mantras that bring about a sea change in people around you and help you to forge strong bonds with them. Say 'sorry' and 'thank you' whenever possible without any hesitation whatsoever. These words will help you tide over any crisis related to your profession or your family
- Learn to say "No "without feeling guilty. You can do it only if you make integrity a part of your life.
- Spend quality time at home. Make yourself approachable to your wife and kids. Make dinner time a family event that facilitates free and frank exchange of opinions.

These are proven techniques that will enable you to unveil the true 'You' that remained hidden in you but given up as lost. What are you waiting for? Start right away and experience that bliss called wellness.

# A mission to mitigate misery!

- Sri. Udaichand Singhi Community Health Centre

Creating a successful business and building a better world are not conflicting goals any more. This message comes loud and clear from Sri Udaichand Singhi Community Health Center, an embodiment of BMM-ISPAT's abiding concern for the deprived sections of the society.

Inaugurated only in March 2012, at Hanumanahalli a hamlet near our plant, the institution has

emerged the most reliable and sought-after health care provider in the region. The popularity of the centre is soaring by the day, thanks to the right mix of talents and technology it possesses.

In a span of just 2 months ending June 30, 2012, the centre has treated over 1850 patients from across 20 villages in the area and medicines have been disbursed free of cost. The Medical Officer fully understands and cherishes the purpose behind this mission and gives her best to patients who keep streaming in from 9am to 6pm.

It is said doing good is the only investment which comes with guaranteed returns.

Nothing exemplifies it better than the success of our Health Centre!



Medical Officer is examining patients thoroughly at Sri UdaiChand Singhi Community Health Center.

Registration process at Sri UdaiChand Singhi Community Health Center



Medical Officer is counseling patients regularly at Sri UdaiChand Singhi Community Health Center

# Greening the planet the BMM way!

June 5th is the World Environment day.

This event every year is hosted by a different country with the specific theme.

This year it was Brazil and the theme was 'Green Economy- Does it include you?'

The World Environment day celebrations at BMM-ISPAT on June 5th, 2012 was a spirited and positive response to the theme question.

True to its reputation as an organization committed to improving human well-being and social equity by significantly reducing environmental risk and ecological scarcities, BMM-ISPAT celebrated the event with a lot of fanfare.

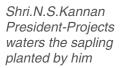
The organization proved once again how prudent it is with natural resources guided by its socially inclusive philosophy.

Banners and buntings carrying catchy slogans added to the festive atmosphere and the occasion was marked by hectic planting of saplings by senior personnel.

A view of the saplings planted at the BMM-ISPAT premises on the World Environment Day



Shri. V.N.Patil President-Operations plants a sapling





Shri. S.C. Mishra VP-Power Plant is helped by a team member to plant a sapling

Shri. Ganesh B.K VP - Projects planting a sapling















## **Achievers**

At BMM-Ispat, Relationships mean a great deal. The strong bond that unites people from diverse social & cultural milieus and capabilities extends 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. It the team has done us proud, these children have truly done their parents and teachers proud with their brilliant academic performance

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



Harsha Sethia S.S.L.C 75.14 % D/O. Mr.Pannalal Sethia
Assistant Manager – Purchase



Anjali R.Joseph 9.6 CGPA D/O. Mr.R Joseph Vice President – Projects



B.K.Niranjan S.S.L.C 77.92 %. S/O. Mr.B K Praneesh Junior Engineer – SID-II (Axis 1&2)



B.HoonaSai P.U.C 82.9 %. S/O. Mr.B S Vara Prasad Manager – HR & Admin.



# The family continues to grow

Here are our new teammates! We are glad to have them on board. Let us understand them, allow them to understand us and make them feel wanted! Let us guide them through our history, achievements, our philosophy and the ideals we strive to uphold. We will enable and equip them to realize their full potential and take advantage of the cohesive and collaborative work environment that we have created. Being a part of BMM-Ispat is a great learning experience that comes with assured growth. Gear up, ladies & gentlemen! We'll make a perfect team.







B Jaya Kumar Jr.Officer



2951 Syed Babafakruddin Beneficiation Plant - I



Praveen Kumar K



N V V Prasad Quality Assurance Asst.Manager



Vijaya Mahantesh Baliga Stores Sr Assistant



Reji Joseph Vice President



Vinod Kumar K M



Vice President



Engineer



Vijaya Kumar N



Geetha Lakshmi Y Power Plant PGET



Vani M Trainee



Donthi Venkata Rama Quality Assurance . Trainee



Karne Vijayakumar **Quality Assurance** Chemist



Promod Naikar **Projects** Engineer



Seshagiri Rao K **Projects** Manager



Ajjaiah T M Quality Assurance Jr.Chemist



Prabhakara Rao Mathala



Quality Assurance Jr.Chemist



T Jagan Mohan Kumar DGM



Venkatesha Murthy. P **Power Plant** DGM



Shivarudrappa **Projects** Sr.Manager



SID II - Axis 1 & 2 Jr.Engineer



SK.MD. Akbar Basha **RMHS** 



Suresh Revappa Keshetty Sr.Manager



Onkarappa K S PP&BP - II Sr.Engineer



2981 Nehru Projects



Canchiraiula N Sreekanth Sr.Engineer