

**GOVERNMENT OF INDIA
STEEL
LOK SABHA**

UNSTARRED QUESTION NO:3648
ANSWERED ON:18.12.2006
CONSUMPTION OF STEEL
Murmu Shri Hemlal

Will the Minister of STEEL be pleased to state:

(a) Whether the Government has decided to take assistance of private advertisement agencies for enhancing the consumption of steel in the domestic market and to make the steel companies 100% export oriented; and

(b) If so, the details thereof and the action proposed/taken by the Government in this regard ?

Answer

MINISTER OF STATE IN THE MINISTRY OF STEEL (DR. AKHILESH DAS)

(a)&(b) : The National Steel Policy envisages to augment the demand and consumption of steel in the country by conscious promotion of steel usage. A Steel Promotion Coordination Committee, comprising representatives from Government, steel producers and Institute of Steel Development and Growth (INSDAG) has been formed with the aim to launch a country wide promotional campaign for steel. Utilizing the services of advertising/media agencies is one amongst the various possible strategies for promotion of steel awareness in the country. The Ministry of Steel has also written to the Zila Parishad Presidents and Chairman, District Boards to create awareness about usage of steel in rural areas. There is no proposal for making steel companies 100% export oriented.