

**GOVERNMENT OF INDIA  
STEEL  
LOK SABHA**

UNSTARRED QUESTION NO:3729  
ANSWERED ON:17.12.2012  
CONSUMPTION OF STEEL  
Siddeswara Shri Gowdar Mallikarjunappa

**Will the Minister of STEEL be pleased to state:**

- (a) the present per capita consumption of steel in the country;
- (b) the initiatives being taken by the Government to accelerate per capita steel consumption, which presently is substantially lower than many of developed and developing countries;
- (c) whether the Government has identified areas where steel consumption could be increased through innovative design, technological and production based solutions;
- (d) if so, the details thereof; and
- (e) the action taken by the Union Government in this regard?

**Answer**

THE MINISTER OF STEEL(SHRI BENI PRASAD VERMA)

(a) The present per capital consumption of steel in the country is 59 Kg. (source: Joint Plant Committee (JPC)).

(b)to(e): Steel is a deregulated sector. The role of government in a liberalized economic/ market scenario like India is that of a facilitator for encouraging industrial growth through suitable policy measures, based on its assessment of industry performance.

The rural market has been identified by the Government as one of the areas where the potential of steel consumption can be enhanced further.

Ministry of Steel has launched a campaign for popularizing usage of steel in rural areas.

The Institute of Steel Development and Growth (INSDAG) has been frequently conducting training programmes to create awareness about the use of steel. The main producers have already established a wide network of rural dealers/distributors so as to make steel available in the remote corners of the country. INSDAG is also working on revised designs of pre-fabricated/semi-fabricated applications as well as increasing aesthetics of steel used in various projects.

INSDAG has been asked to publish brochures on the use of steel in the regional languages also in order to popularize its usage.

In order to assess the pattern and trends of steel consumption in rural India, an all India survey was commissioned. A report of study on assessment of steel demand in rural India has been received. Keeping in view the findings in the report, necessary action has since been initiated to increase and popularise consumption of steel in the country.