

FIVE YEAR POLICY ON SEGMENT SURVEYS AND MARKET STUDIES
BY JOINT PLANT COMMITTEE (JPC), 2019-20 – 2023-24

I. BACKGROUND

In order to lend an element of structure and method in conducting its routine activities in relation to segment surveys and market studies and more importantly, act as a roadmap for future activities, Joint Plant Committee (JPC) has prepared a policy on segment surveys and market studies to be undertaken by it during the five year period starting from 2019-20. It may be noted that the above Policy is open to review any time during its stated time frame specially if it is felt that there are changes in the system / industry, which needs incorporation in the policy to make it relevant.

II. SEGMENT SURVEYS

A. Objective and Process: Conducted at the field level, segment surveys are one of the most important methods for regular and extensive updation of the JPC database. Such surveys are questionnaire-based and conducted by the four regional offices of JPC. On-spot data collection through unit-visit is an integral part of such surveys and allows JPC the scope to interact directly with units at regional levels. The data collected through such surveys are thus 100% primary data, subsequently validated, processed and compiled at the JPC headquarters in Kolkata, with the help of state-of-the-art software system.

B. Focus: all leading iron and steel producing segments - crude steel (BF/pig iron, EAF, IF), finished steel (long and flat), raw materials (pellet, sinter, sponge iron, refractory, ferro-alloys) - in the Indian context. However, the focus of the Policy would be on the more populated and dynamic segments like IF, RR and sponge iron where structural changes and impact of market-operations tend to be more frequent. The other segments would also be taken up duly.

C. Coverage: Both Comprehensive Surveys and Population Surveys would be undertaken, one of each type in a year. The former examines in details the status and performance of the segment being surveyed while the latter examines only the population or spread of units in a segment and captures basic details like capacity, production, expansion plans, location only. Crude steel, sponge iron, re-rolling, flat products, pellets and sinter, ferro alloys are some of the many topics included in the coverage.

III. MARKET STUDIES

A. Objective and Process: Under the aegis of Ministry of Steel, JPC also conducts in-depth studies on various emerging facets of the domestic steel industry to uncover trends and practices, opportunities and direction for policy making by the government as well as strategy formulation by entrepreneurs. All such market studies are taken up on a case-to-case basis, with the approval of Ministry of Steel and outsourced to professional agency, with the studies monitored and its output approved by a Committee constituted under the chairmanship of Chairman, JPC consisting of representatives from industry.

B. Focus: The focus is primarily on emerging areas / issues as also on existing ones, with the potential to impact the operations/practices of the Indian steel industry significantly in the days ahead and in the process, bring out a benchmark, official report on the same, containing primary data on the subject collected via field-work and value-added through detailed analysis that typically includes forecasting.

C. Coverage: Segmental demand, emerging rural market, stainless and alloy steel segments, iron and steel scrap scenario, employment are some of the many topics included in the coverage.
