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## **SAIL BSP wins PM trophy for best steel plant for 2007-08**

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Proven as the best twice all over again in the domestic steel industry charts by an eminent panel of technocrats and bureaucrats evaluating performances of Integrated Steel Plant in the country over a wide range of parameters in 2006-07 and 2007-08, Bhilai Steel Plant the flagship unit of Steel Authority of India Ltd has won the Prime Minister's Trophy for Best Integrated Steel Plant in the country for both the years.

Congratulating the management and employees of BSP for the excellent work done in both the years, Mr Atul Chaturvedi secretary ministry of Steel government of India has expressed confidence that the awards would greatly motivate the BSP collective and spur them on to create several new benchmarks in efficiency and productivity for others to get inspired.

With two more Prime Minister's Trophies added to its list of achievements, the jewel in Navratna PSU SAIL's crown shines even brighter today. The wisdom of Bhilai Steel Plant's current leadership to have converted each crisis to opportunity & carry out process improvements in a structured manner, a collective determination to stay at the top and a quest for excellence that does not end with making world-class steel for the nation has ensured that nothing could rob any of its shine.

Winning the title and the trophy for the 8th and 9th year is a clear validation that the strategy of expanding capacities, adding, differentiating & strategically positioning its products to capture a larger share of the market, deploying modern business tools and bringing in modern technology and improving operational processes and internal efficiencies that Bhilai has pursued vigorously for the last three years under Mr R Ramaraju's stewardship has all the ingredients for maintaining its leadership in an industry that is getting more and more competitive.

The more organic and all inclusive approach that the Plant management has been adopting on the other hand in the discharge of its employee welfare activities and corporate social responsibilities has succeeded in providing sustainable solutions to improve the quality of life in and around Bhilai while at the same time ensuring that its reach is wider, implementation faster and the effects wide-ranging.

Mr R Ramaraju MD of BSP has congratulated the Bhilai Collective for its outstanding achievements. He said that "The winning of the PM's Trophy is a validation of the excellent work culture of BSP, the efficiency and effectiveness of its internal processes and our resilience in overcoming all odds."

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