



NATIONAL UNITY DAY

Building a sustainable future from hereon



The Rashtriya Ekta Diwas, celebrated on 31 October, commemorates the contributions of freedom fighter and country's first Union Home Minister and Deputy Prime Minister, Sardar Vallabhbhai Patel. The narrative of the country's unified development has changed since independence. Country's steel industry is capable of bringing that growth

NATIONAL unity today has more names than there were during the post-independence India. Every year, since 2014, 31 October is celebrated as the 'Rashtriya Ekta Diwas' or the National Unity Day to pay tribute to Late Sardar Vallabhbhai Patel, a visionary who played a pivotal role in India's freedom struggle and integrated the country after the independence. His efforts brought more than 500 princely states in the country under one flag and align with Indian Union.

It was a remarkable milestone in nation-building. A press statement of the Ministry of Home Affairs, Government of India had said, "The occasion will provide an opportunity to reaffirm the inherent strength and resilience of our nation to withstand the actual and potential threats to the unity, integrity, and security of our country."

The feat achieved by Patel was of profound significance in the 1950s. However, the relevance of a unified 'Bharat' has immensely enhanced today. With socio-political schisms, the economic divide between states, rising gap among people, and communal hatred amongst the various sects in the country against each other speak volumes about our dwindling social-economic, political order.

Moreover, the year 2020 has remained a turbulent year until now. The COVID-19 pandemic has hit the businesses hard. With millions of people losing their employment this year due to the pandemic, the country needs urgent help on various fronts. The catastrophe has exposed the levels of our preparedness toward disaster management.

What is needed?

In the present context, therefore, we need development catalysts, who not only play a pivotal role in unifying people but also strengthens the businesses and the economy – prime elements of growth. Busi-

ness leaders, their businesses and their expertise in understanding and solving larger problems of the country needs are unparalleled. Political figures, development sector professionals, celebrities and leaders need the assistance of corporates.

A good strategy is to use the resources of companies and work towards the objective. Companies, big and small, are often involved in carrying out welfare activities through their corporate social responsibilities. A number of companies, in recent months, have shifted their focus on those who have lost their employment or have started focusing on regions, where there is a greater need for development.

Steel industry playing an active role

Steel finds its usage in a myriad of things. It is used in the construction industry, automobile sector, appliances, medical equipment, in the utensils that we eat, everyday products like the cans that we drink in and even in the smallest of products like needles. And yet, it is far away from reaching its saturation point. The steel production is the key for India to attain a higher GDP because of its wide usage and India's capacity to cater to the steel requirements.

The Indian steel sector owes its growth to the domestic availability of raw materials such as high-grade iron ore and non-coking coal. Moreover, the cost-effective and young workforce is another advantage to India's steel industry. Also, India is blessed with a long coastline on the west, east, and south; thus making it one of the chief players in the global steel market.

In the coming years, the requirement of steel in India is expected to grow enormously as India is soon likely to become the second-largest consumer of steel. It is already on the path to becoming the



SANJAY GUPTA, Chairman, APL Apollo Tubes Limited

world's largest producer of steel. Greater collaboration and development of the industry can also fulfil the Government of India's vision of 'Atmanirbhar Bharat'.

Moreover, there is a certain level of environmental advantage in using high-strength steels and those applied in active construction applications. Having been around for over three decades, APL Apollo Tubes Limited has come up as a category leader in the structural steel industry. Enjoying a powerful geographical presence, its wide range of application of its products, and strong equity in the trade fraternity, the company has an ecosystem which can help the society at large.

The change believers

Being the largest producer of structural steel tubes in India, APL Apollo Tubes Ltd has an extended distribution network of warehouses and branch offices in 29 cities across the country catering to domestic as well as 20 countries worldwide.

The Company believes in transforming the industry landscape with its value-added products through innovation and technology usage.

In line with the objectives of nation-building and unifying in these difficult times, the Company has a well-estab-



lished framework for its Corporate Social Responsibility (CSR) policy. Under this, the Company conceptualises development programmes for the weaker sections of the society. "We continue to lend a helping hand to the underprivileged and make healthy contributions to the Prime Minister's National Relief Fund for Education of Poor Children and the World Hope Foundation," said Mr. Sanjay Gupta, Chairman, APL Apollo Tubes Ltd.

"We are innovation leaders. It is evident in our products across categories. However, we are actively looking to bring innovation to create a sustainable business that helps the country and also helps those who need our help. We have already started a dialogue at various industry-led forums to take the work of helping others to the next level. Amidst the current turbulent phase, we need to build strong momentum," added Mr. Gupta.

"See, just like our products, we need to come together and join forces for a better and stronger India based on the values and principles of the Iron man of India," he added.

APL Apollo's Tubes Ltd work can thus be used as a blueprint of success for similar social work across India.

What has been done until now?

Be it instilling latest technology or optimum utilisation of resources, the company never hesitated in investing more in R&D which works as a driving force behind their ever-growing ability to create new products, adapt new applications, strengthen processes, develop new market and enhance existing market share.

"Our products and solutions are all designed to have a positive sustainability impact. It has led us to adapt innovative methods of production like DFT i.e. Direct Forming Technology, which saves materials and is more cost and time effective. Other products include Tricoat pipes, and Galvanized pipes (GP)," said Mr. Gupta.

"Innovation is building a world where your products can cater to multiple industries simultaneously. Along with producing steel tubes and pipes at a fast pace, we are also reducing the usage of wood in various industries. We achieved this by providing alternate products that are durable and eco-friendly. Today, we take pride in developing the nation in an innovative way along with creating a sustainable future," added Mr. Sanjay Gupta.

Leading by example, the Company has also pledged to save the environment and the bio-diversity of the country. Its campaign, 'Save Trees, Use Steel' has not only won accolades but has also made it stand out among other fellow corporates. As per the Company's estimate, around 250,000 trees are being saved every year with the use of steel doors and other related building products of the company.

Commenting on the benefits of steel use, Mr. Gupta added, "Steel releases no harsh chemicals or toxins and can easily be retrieved from the environment with magnets. Use of structural steel also reduces pollution as compared to other building methodology."

Celebrity endorsement is another way to bring in the required support for development. The Company has roped in the famous veteran star, Amitabh Bachchan for its branding.

The need for cohesive action

To rise above and beyond the current challenges and build a unified country, all development stakeholders need to work on the lines of the United Nations' Sustainable Development Goals 2030 agenda. These Goals lay the basic structure for future sustainable growth that our country and the world needs. Collaboration across industries, nations and governments is an important driver for sustainable development. And companies such as APL Apollo Tubes Ltd are at the forefront of this change journey.

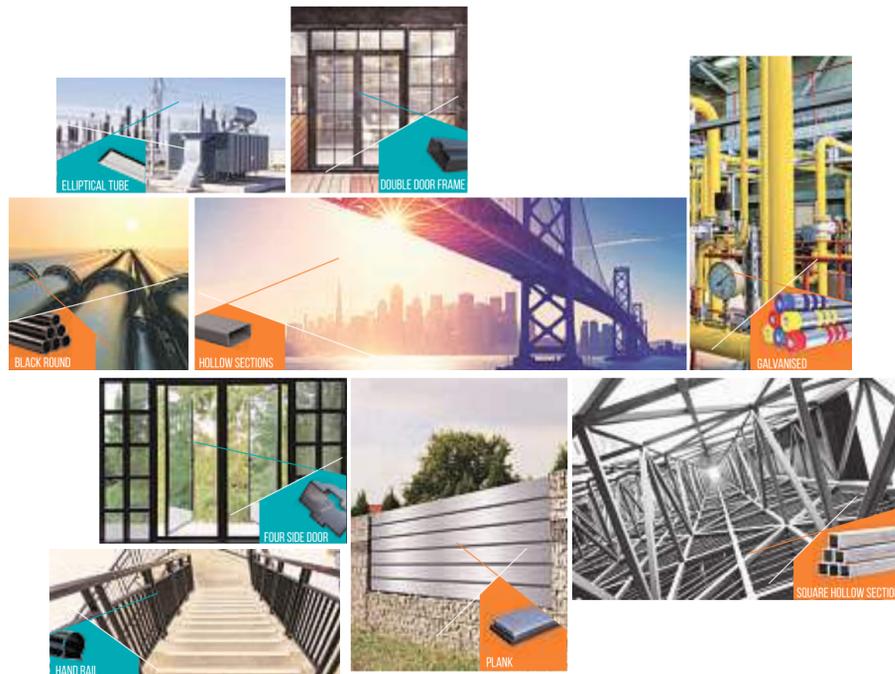


DESH KI ANDEKHI TAQAT

OUR NETWORK OF INNER STRENGTH

10 Plants | 25.5 Lakh Tonnes Capacity | 30+ Years of Experience

You see us every day. And if you notice, you'll find us in your homes, offices, airports, metros, parks & flyovers. This is our strength. We're APL Apollo, India's largest and most innovative steel pipes manufacturer. Silently but strongly, our unique products and solutions are continuously making you and our country stronger.



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