



Ms. Veena Poojary
Head of Human Resources

“Great things in Business are never done by one person, they are done by a team of people” - Steve Jobs

STECOL is an organization whose foundation is laid on Trust, Honesty, Respect and Teamwork. It's the responsibility of each one of us to protect our core philosophy. Together as team in coming years STECOL will reach greater heights of success and that's gone be because of each one of you and your passion towards this business.

The four months since our last edition have been interesting. SIPL has not only grown in terms of head count by crossing a milestone of 50+ employees, we have been able to meet the challenge of scaling up our business and ensuring we meet our Business Plan and I tell you, it's a great feeling!! A proud movement for us at Stecol. As we end this financial year 20-21, I would like to take this opportunity to thank each one of you for making this journey so memorable. Team HR has always ensured to have processes and polices which are employee friendly and are driven by its people.

Our constant efforts are towards engaging and motivation our employees. We have implemented multiple rewards and recognition platform, to ensure that your hard work and determination is appreciated by Management. Having said so, we have also ensured that our people centric processes like Performance Management System and Employee Engagement initiatives are robust. Even in the current situation of pandemic Stecol has ensured that its appraisal and increment cycle for its employees is done within the defined timelines.

What is heartening being to take note of is the camaraderie we have managed to foster amongst ourselves. Our Annual business meet at Corporate office turned out to be not only a much anticipated event, it also allowed the team across locations to bond as one, we got an opportunity to share and deliberate business vision for the new financial year.

Stecol is committed to sustainable development wherein our business goes hand in hand with societal wellbeing. We are proud to announce that as a part of our CSR initiative for FY 20-21, we contributed towards purchase of 2 Oxygen Cylinders and injections for dialysis patients to a Healthcare Centre in Mumbai, recently we also provided funding for vocational skill courses of 8 economically challenged students from orphanage in Ahmednagar, along with 2 fitness equipment's at Snehalya Foundation at Pune. Through Essar Foundation we supported for procuring masks, PPE kits and sanitizers for Doctors and health care professionals in various hospitals in Mumbai to combat the surge in Covid cases. In Ahmedabad we are providing support to an old age home.

I truly believe that my employees are my assets and keeping them motivated and engaged is our ultimate goal.

Once again I signoff this edition by saying - "DREAM BIG", as big as you can but stay in the present to enable small deliveries to achieve those dreams!!

Happy Reading!



INDUSTRY TRENDS

Mr. Arijit Chakraborty

Head of Technical & Customer Services (Quality)

“Your most unhappy customers are your greatest sources of learning” – Bill Gates, Founder Microsoft Inc.

Customer centricity, as they say, is an approach to do business that focuses on providing a positive customer experience, both at the point of sale and after the sale, in order to drive profit and gain a competitive advantage.

It depends on some of the fundamental organisation beliefs, notably:

- Customer relationship management
- Customer value/grievance management

Customer centricity not only helps you harness the trust and loyalty of your customers, but also brings in a solid market reputation. It also gives out a positive impact on your “word-of-mouth” and reduces friction between you and customers.

Now, it is equally important for the organisation to identify its customers. Mainly, they are of following types:

- Price Buyers
- Relationship Buyers
- Value Buyers

The approach of customer centricity comes with the following attributes of pedagogy:

- Using customer data to better understand and segment your customer base
- Identifying best customers
- Focusing on products and services for the best customers
- Using Customer Lifetime value (CLV) to segment your customers

It strictly discourages one in the following areas:

- Focusing on the average customer
- Courting and retaining low quality customers
- Underspending on acquiring high quality customers

Most importantly, the continuous process of learning from business mistakes can indeed prevent future disputes. Archiving customer data and defragging reoccurring incidents can permanently improve your service, thereby creating a far more pleasant workplace.

The use of analytical tools is equally important in this era of digitisation.

It is important to focus on appeasing the customers with value added services, rather than keeping up with the competitors. A keen focus through a blue ocean strategy over a red ocean strategy will enhance the organisation culture, drive more towards innovation and enhance customer satisfaction.

If the above points are followed through with, the results, namely- sustainability, scalability and business success – can be achieved.

OPERATIONAL HIGHLIGHTS

Operational Base at Bhilwara

Stecol successfully kick-started and added another operational base at Bhilwara, Rajasthan



Annual Business Plan Meet – (FY 21-22)

Stecol organised its Annual Business Plan Meet on 05 & 06 February 2021. It was a grand event for SIPL with all key members from various locations were present for the meet.



Awardees (left-right) Mr V Ananthkrishnan – CFO; Mr Darshan Satghar – National Sales Head; Mr Ridham Desai – JGM, Business Development, Strategy & Sourcing; Mr Vijay M – DGM, Logistics; Mr Ranjit Mudi – Zonal Head, South (TMT)

The event commenced with Mr. Shivramkrishnan Hariharan, CEO, welcoming the team and applauding each of the team members for their contribution in succeeding at achieving the targets set for the FY 2020-2021. The event was cascaded with a presentation on the overview of the TMT business, Stainless Steel vertical and unveiling the roadmap strategy for FY 2021-2022 by the respective business heads. Team members from various functions like Finance & Automation, Human Resources and Quality also presented their key deliverables and operational highlights achieved in the FY 2020-2021 up to Dec 2020 and the way forward for FY 2021-2022.

SIPL also recognized and felicitated its employees with rewards for their outstanding performance in FY 20-21 followed by an open house session addressing various concerns of the employees.

The event was concluded with a presentation on the final draft of ABP targets for Financial Year 21-22 by each vertical heads.

Customer Meet @ Kerala

S IPL values every customer association with the motive of delivering a premium experience. Stecol organised a customer meet on 25-27 February 2021 at Ariyallur-Kerala and Malappuram-Calicut which was attended by various contractors, engineers and dealers based out of the South India region.

The event was spearheaded by Mr Vijeth Amarashetty, Regional Manager for Kerala & Karnataka, and Mr Santosh Kumar, Quality Manager for Gummidipoondi plant at Chennai, to increase awareness amongst the audience about Essar TMT as product. The event covered queries related to Essar TMT bars and the requirements of customers, enhancing customer reach and why Essar TMT stands out in comparison to others. We also collected feedback from the audience and made sure that Stecol fulfills their expectations.

The event was concluded with distribution of Essar TMT brochures and facilitation of hampers to the audience.






EMPLOYEE CORNER

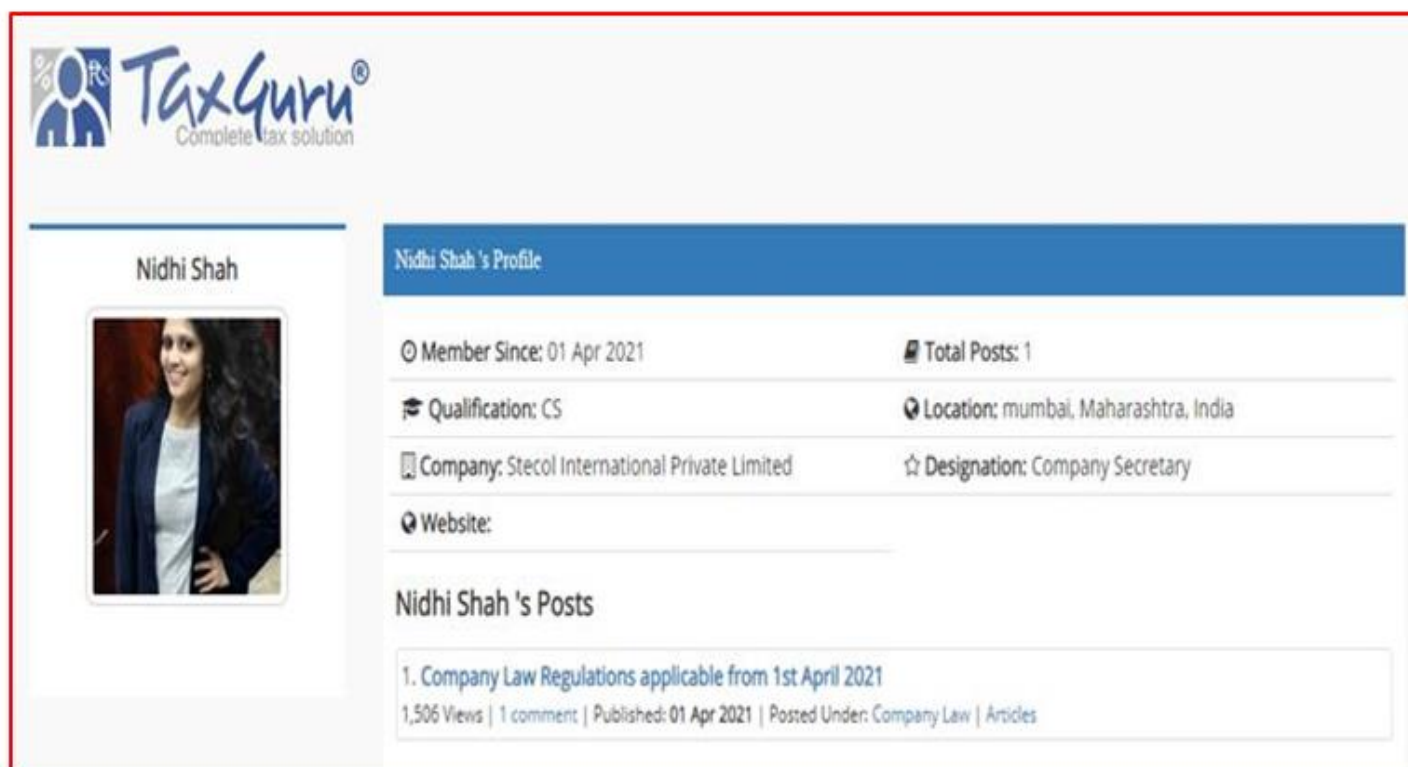
Big Wins

Motivation and Recognition has been one of our prime motto at Stecol. We have always believed in encouraging our employees to go that extra miles to achieve their goals. During the last financial year we announced multiple awards for our employees, ensuring the momentum is maintained in their work.

Our latest champions are:

	<p>Billing Team: Magesh SN, Sandip Dukhare, Ghansham Tiwari, Khafi Azrudin, Rahul kukkade</p>
	<p>October 2020 – Amit Rochlani , Anuj Gupta, November 2020 – Ranjith Mudi, Vijay Ukarande December 2020 – V.Ananthkrishnan, Darshan Satghar, Akhand Pratap, Vinay Moudgil, Ridhram Desai February 2021 – Vijay Ukarande March 2021 – Vijeth Amarashetty</p>
	<p>Vijay Ajmera Amit Rochlani Vijay Ukarande</p>

Forum Recognitions



TaxGuru
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Nidhi Shah

Nidhi Shah's Profile

Member Since: 01 Apr 2021	Total Posts: 1
Qualification: CS	Location: mumbai, Maharashtra, India
Company: Stecol International Private Limited	Designation: Company Secretary
Website:	

Nidhi Shah's Posts

1. [Company Law Regulations applicable from 1st April 2021](#)
1,505 Views | 1 comment | Published: 01 Apr 2021 | Posted Under: Company Law | Articles

Ms. Nidhi Shah – Deputy Manager (CS & Legal) recently got featured at Tax Guru for here article on Company law regulation/provisions applicable to the Company with effect from 1st April 2021 covering following aspects:

Corporate Social Responsibility for each company to publish its CSR registration number, CSR Policy on website, CSR committee, future action plans and other recommendations

Books of Accounts in Electronic Mode with Audit Trail Feature where Every company which uses accounting software for maintaining its books of account which has a feature of recording audit trail of each and every transaction, creating an edit log of each change made in books of account along with the date when such changes were made and ensuring that the audit trail cannot be disabled.

Board Report where the Board shall also disclose details of application made or any proceeding and details of difference between the amount of the valuation while settlement vs initially taking any loan

Audit Reports to also disclose about the funds taken under advance, loan and future settlements and investments

Source: Tax Guru

View her full article on <https://taxguru.in/company-law/company-law-regulations-applicable-1st-april-2021.html>

Welcome Aboard!

Meet the new joinees.



It has been an absolute pleasure to be a part of the team at Stecol. My colleagues have been very supportive while helping me learn the operations and guiding me through new processes.

Alfazhmed Khatri- Quality Executive, Samakhjali



I have always wanted to work within a corporate setup. Joining the Stecol team gave me an opportunity to fulfill my experience. My journey so far has been full of learning and adapting new skills. I look forward to taking on more responsibilities in the field, and aspire to be an asset for the company.

Bhanuram Musafir- Quality Executive, Wardha



Joining Stecol has been a ride full of new experiences in a short span of time. The support that I have received from seniors and peers is commendable. I would also like to appreciate every member in sales team and across other functions, who have been working so hard every day to achieve targets.

Bipin Kumar Jha- Deputy Manager- TMT sales, Surat



Stecol has given me an opportunity to enhance my skills, learn at a plant site and be within the corporate structure at the same time. It has been a productive journey so far and I am sure that my future endeavors will be filled with new skills and effective learning.

Dinesh Yadav- Quality Executive, Jaipur



It's been few months since I started my journey with Stecol. Despite serious workload, freedom has always been given for one to explore their skillsets and experience new attributes. The HR has been particularly very active, supportive and approachable. I am equally thankful to the Management for giving me this opportunity to learn and grow.

Arijit Chakraborty- Head of Technical & Customer services, Mumbai



Stecol came across as an employee-friendly business where the leaders, HR and colleagues are very supportive. In a nutshell, that is every employee's basic expectation from an organisation. The journey so far has been full of learning new processes and procedures which will help me in my future assignments.

Sabirkhan Malek- Billing Executive, Bhuj

SHEMAN- International Women's Day Special



Ms. Rajalakshmi Iyer

Accounts Executive, Mumbai

When she said “Tell a woman anything she cannot do, she will prove you wrong with what all she can” she meant it!

The word 'Woman' conjures up the images of selfless love, care & affection. At the same time, women ignite the spirit of power & hope as well. With women leading the way in the fields of Space, Technology, Sports, Defense, etc, which were initially considered “male dominant” due to their association with physical strength, she has proved that no matter what circumstances may arise, women will 'Choose to Challenge' and come out with flying colors.

With this year's theme of International Women's Day 2021 as “Chose to Challenge”, women as a gender aspire, emphasise and behold the anthem of proving the societal norms as unacceptable and rise above those who pulls them back.

I have witnessed women around me being strong, motivating, fierce, bold and ready to accept challenges irrespective of how hard the storm hits. This women's day, I would like to raise a toast to all those who have never even thought to give up, and instead have stood up for their right and have paved the path towards progress, taking 'womanhood' to a level where it now stands.

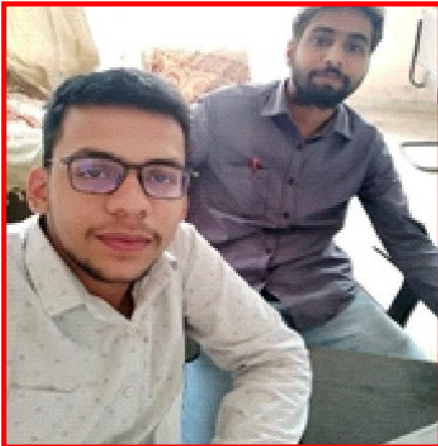
A general myth that still exist in the society is that, a woman cannot do what a man can; she cannot excel more than a man in any manner. A large chunk of society still believes that the gender gap merely exists and efforts put in by a woman cannot bridge the gap. Therefore, it is necessary to make people realise that a woman is a complete circle, within which she shows her power to create, nurture & transform.

Challenging biases is not as simple as it seems. It is up to each one of us to identify these biases and learn how handle them. Be it transitions in the corporate world or empowering conversations with leading women in any field, the society will change only as fast as we will. Any change starts with a discomfort and many negativities may bother us, but it is also true that we can break all those barriers and achieve whatever we dream and crave, because progress is neither swift nor easy, but it is attainable.

A challenged world is an alert world. From challenge comes the change. So let's choose to challenge!

Employee Diaries

#LunchDiaries



#ChristmasCelebration



#WhileAtOffice



#WomensDayCelebration



#BirthdayCelebrations



CORPORATE SOCIAL RESPONSIBILITY

As part of our community efforts, Stecol International Private Limited makes sure to put in continuous efforts to benefit society from our end.

Stecol promotes women's health and wellness by donating fitness equipment in Pune & Ahmednagar, MH

Stecol recently decided to focus their attention on sustained health through fitness, and approached Snehalaya Foundation at Pune & Ahmednagar, MH and contributed fitness equipment's for promoting women's health and wellness.

In a pandemic environment where people's movement is restricted, equipment's like walker units & shoulder twirl units were welcomed as they would be of immense help for building strength, improving cardiovascular fitness & flexibility.



Mr. Vijay Ukarande, our Regional Sales Head – Western Zone, was felicitated by the foundation members at the handover function which was held at Pune in March 2021. He also spent quality time understanding the activities and projects undertaken by the Foundation for the welfare of the under-privileged.

Snehalaya foundation houses 480 under-privileged individuals, of which 80 are women and rest children. The foundation also requested sponsorship assistance for 8 children to pursue professional courses such a nursing, lab technicians, painters etc. Stecol went on to support the cause to enable the children to have a brighter future.

One-month free dialysis injections to 82 patients in Feb 2021 at Nana Palkar Smruti Smiti Hospital

Stecol reached out to Nana Palkar Smruti Samiti hospital and contributed one month's worth of free dialysis injections to 82 patients in February 2021.

The hospital through its dialysis centers at Parel and Santa Cruz, Mumbai, provides free dialysis and various consumable materials viz. dialysers, tubing, EPO & iron injections and medicines free of cost to patients below the poverty line.



CUSTOMER DIARIES

Top customers for the quarter

Vinworth Steel Pvt Ltd



Zetwrk Manufacturing Business Private Limited



Build Impex



Shri Mahalaxmi Enterprise LLP

