

**INTERNSHIP REPORT ON
“JINDAL SAW LIMITED BELLARY”**

Submitted by

Swetha.B

USN: 4AL21BA099

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

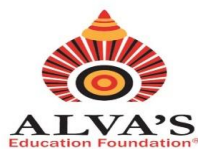
Under the Guidance of

INTERNAL GUIDE

M/s Harshitha V Shetty, Assistant Professor

PG Department of Business Administration

Alva's Institute of Engineering and Technology



**PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBAVANA CAMPUS MIJAR MOODABIDRI 2022-2023**



JINDAL SAW LTD.

To

The Dean,
Department of Business Administration
Alva's Institute of Engg. & Technology,
Moodbidri, MUAR
Dakshina Kannada -574225

18th November 2022

Dear Sir/Madam,

Sub: Completion of Internship activity from your College Student

Ref: Your college letter dated 7th September 2022

With reference to the above subject, we wish to inform you that **Ms. Swetha B. (Reg.No.4AL218A099)** student of second semester MBA Degree from your college had visited our Plant at Sultanpur village, Sandur Taluk, Ballari between 20th October 2022 to 18th November 2022 to complete her Industrial Internship assignment at our Organization.

She had interacted with the concerned HODs and their Team members and gathered maximum inputs during the Internship learning activity. During her visit to our Plant we hope that she was able to collect all the required information as per the curriculum to complete the internship project. Her interactions with the co-department executives and seniors were really appreciable and proactive.

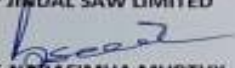
We hope that she must have completed this Internship assignment successfully.

We found her more sincere and dedicated from the beginning till the completion of her Project at our organization. We appreciate her sincerity and dedication towards her assignment and all along she had put her best efforts to complete this internship activity very successfully.

We wish Ms. Swetha a great success in her future endeavors and bright career ahead !

Thanking you,

Yours faithfully,
for JINDAL SAW LIMITED


B.S. NARASIMHA MURTHY
HEAD - HR & ADMN

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Corporate Office: Jindal Centre, 12 Bhikaiji Cama Place, New Delhi- 110068 • Phone: +91 (11) 26188360 - 74, 26188345 Fax: +91 (11) 26170691
Regd. Office: A-1, UPSIDC, Indl. Area, Nandgaon Road, Kosi Kalan, Distt. Mathura (U.P.) - 281403 Website: www.jindalsaw.com

CIN: L27104UP1964PLC023979



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NBA (CSE & ECE)

DATE: 30/01/2023

CERTIFICATE

This is to certify that **SWETHA B** bearing USN **4AL21BA099**, is a bonafide student of Master of Business Administration program of the Institute (2021-23) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on "**JINDAL SAW LIMITED, BELLARY**" is prepared by her under the guidance of **Mrs. Harshitha V Shetty**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Harshitha V Shetty
Internal Guide

Mrs. Priya Sequeira

DEAN

Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

Dr. Peter Fernando
Principal

Alva's Institute of Engg.
MIJAR, MOODBIDRI -

DECLARATION

I, Ms. Swetha.B (USN NO: 4AL21BA099) hereby declare that the project report on “**A STUDY ON ORGANIZATION WITH SPECIAL REFERENCE TO JINDAL SAW LIMITED BELLARY**” is prepared by me under the guidelines of Mrs. Harshitha V Shetty, Assistant Professor, PG Department of Business Administration, Alva’s Institute of Engineering and Technology, Mijar, Moodbidri and external assistance by Mr. Narasimha Murthy, Head HR & Admin, Jindal SAW Limited Bellary.

I also declare that this project work is towards the partial fulfilment of the university regulations for award of degree of **MASTER OF BUSINESS ADMINISTRATION BY Visvesvaraya Technological University, Belgaum.**

I have undergone a summer project for a period of 28 days. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Date: 24/11/2022

Place: Mijar

Signature of the student

Swetha B

ACKNOWLEDGEMENT

I am glad to take this opportunity to thank all those who have supported me, directly and indirectly for the completion of this project.

I am thankful to Mr. B.S Narasimha Murthy, HR head and admin, Jindal saw Ltd, who has permitted me to do this project work and facilitated me throughout the study with his valuable suggestions in spite of his extremely busy schedule.

My heartfelt gratitude to Principal Dr Peter Fernandez And Mrs. Priya Sequira, HOD, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar for providing me an opportunity to complete the study.

I express my gratitude to all my lecturers for their valuable guidance, support and help during my project.

I am extremely thankful to my family for giving such beautiful feedback during this project, special thanks to my friends who had supported me to complete this project.

Thank You

Swetha B

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As MBA student of Alva's Institute of Engineering and technology it is a part of study for everyone to undergo internship at some good organization. So, this purpose I got the opportunity of Project report in "Jindal SAW Limited" Bellary.

It is a study on Organization and its overall information has to be collected to study about the organization what exactly the organization going to do which type of organization it is, every information is going to study in this particular report. This study helps to the understand what is needed to improve further organization.

This report is divided into six chapters. The first chapter of this study deals with introduction that presents the industry and company in order to understand the organisation on which the study is carried on.

The second chapter of the study deals with organization profile that presents the background, nature of business, vision mission and quality policy, workflow model, product/service profile, ownership pattern, achievements/awards ,future growth and prospects. The third chapter deals with Mckensy's 7S framework and Porter's five force models with special reference to organization under study. The fourth chapter deals with SWOT Analysis. The fifth chapter deals with analysis of financial statements. The sixth chapter consist of learning experience.

CHAPTER 1

INTRODUCTION

INTRODUCTION ABOUT INDUSTRY:-

Manufacturing industry, any industry that produces finished goods from raw materials via the use of manual labour or equipment and is typically carried out in a deliberate way with a division of work. Assembling, from a more extensive Perspective, alludes to the huge scope creation or get together of part to make finished products. Manufacturing is extremely important in contemporary civilization, since it encompasses everything from knitting fabrics to oil extraction to steel manufacturing.

According to the second advanced estimates for FY21, the area's gross worth added (GVA) at current costs was projected to be US\$348.53 cardinal. The IHS Markit India Manufacturing Purchasing Managers Index (PMI) expanded from 55.4 in Mar.2021 to 55.5 in Apr.2021. Manufacturing GVA accounts for 19% of the country's total real gross value added.

As per the latest investigation, limit usage in India's assembling area was 66.6 percent in the second from last quarter of FY21. Between April 2020 and March 2021, the manufacturing component of the IIP stood at 116.9. As indicated by the Ministry of Statistics and Program Implementation, India's mechanical creation in March 2021, as estimated by the Index of Industrial Production (IIP), was 143.4.

Major manufacturing companies in India, they are:

- Steel and Iron Industry
- Automobile industry
- Information Technology
- Banking and Insurance

Jindal SAW Limited comes under Steel and Iron Industry. The company profile is explained below. India was the world's second-greatest steel creator with creation remaining 111.2 million tons (MT) in 2019. The advancement in the Indian steel region has been driven by local openness of rough materials like iron metal and pragmatic work. Thusly, the steel district has been a gigantic partner of India's accumulating yield. The Indian steel Industry is available day with top tier steel production lines.

It has reliably strived for diligent modernisation of more settled plants and up-degree higher energy usefulness levels. Indian steel industry is described into three classifications-significant makers, primary makers and auxiliary makers.

All major Industry based countries are characterized by the existence of a strong steel Industry, and these economies are primarily at the initial stage of development with the strength of their steel Industry has emerged as one of the key sectors in the Indian economy, which has a very important impact on economic growth.

It is changing the face of business with its transparent practices, people friendly attitude and dedicated employees. Our efficient management, resource utilisation and leveraging of every available opportunity is making us a force to reckon with on the international stage.

The group has already announced its intention to set up Green filed steel plants and power plants in the state of west Bengal, Jharkhand, Chhattisgarh, Odessa, Rajasthan, Maharashtra and Karnataka. The group is continuously on the lookout for acquiring various Iron ore and Cole mines, critical inputs for steel making.

Over time, manufacturing industry has progressed through numerous stages, Since 1947, the home manufacturing sector has progressed from laying the groundwork for an industrial base in the 1950s and early 1960s, followed by a period of global competition in the present. The manufacturing industry in India currently contributes 16-17 percent to GDP and employs around 12 percent of the country's workforce (as of 2014).

According to several researches, every job produced in manufacturing provides additional 2-3 jobs in the services sector. This is especially crucial in a country like India, where one of the most pressing policy concerns is employment development.

The group has already announced its intention to set up Greenfield steel plants and power plants in the state of west Bengal, Jharkhand, Chhattisgarh, Odessa, Rajasthan, Maharashtra and Karnataka. The group is continuously on the lookout for acquiring various Iron ore and Cole mines, critical inputs for steel making.

It is a sector which deals with turning raw materials into finished new products. This method of transforming unfinished or raw goods into new finished goods may require physical, chemical, or physical modifications. The farming sector (rural enterprise), and the manufacturing sector (generating enterprise), which together make up the nation's economic system.

INTRODUCTION ABOUT ORGANIZATION:-

Jindal SAW Limited is a part of O.P Jindal Group was Incorporated in 31st October of the year 1984 at Mathura (U.P.) and obtained the Certificate of Commencement of Business in 28th November of the same year. It is an India-based manufacturing and supplier of iron and steel pipes and pellets having manufacturing facilities in India, the United States, Europe and United Arab Emirates. The Company's segments include iron & Steel, Waterways Logistics and Others. The Iron & Steel Segment consists of the manufacturing of iron & steel pipes and pellets. The Waterways Logistics Segment consists of inland and ocean-going shipping business. The others segment includes call center and information technology services.

It manufactures submerged arc welded(SAW) pipes and spiral pipes for the energy transportation sector, carbon, alloy and seamless pipes and tubes for industrial application; and ductile iron (DI) pipes and fitting for water and wastewater transportation. Its products have applications in oil and gas exploration, transportation, power generation, supply of water for drinking, drainage, irrigation purposes, and other industrial applications. The technical collaboration agreement was made with USS Engineers and Consultants Inc (UEC) U.S.A. a subsidiary of United States Steel Corporation in the incorporated year itself for transfer of know how & technical assistance.

During the year 1986 the Country's first Longitudinal SAW Pipes (U-O-E) Mill for Line Pipes commissioned at Kosi Kalan with API and ISO accreditation. Bevelling Unit Commissioned at Kosi Kalan in the year 1992 and also SAW Pipes USA incorporated and commissioned.

After a year in 1993 the first major supply of NACE Pipes was executed for offshore line. Seamless Pipes and Tubes Division of the company were commissioned at Nashik in the year 1994 and in the same year the 3LPE/FBE Coating Plant also commissioned at Kosi Kalan. First Export order of the company was executed for Line Pipes in the year 1995 and next five years as the country increases spending on infrastructure projects to sustain high level of economic growth.

Jindal SAW has earned the faith and trust of its stakeholder throughout the years, including workers, associates, shareholders, and people whose lives have been enriched by the company's efforts.

With its concept of sustainable development firmly in place, Jindal SAW has taken is imbued with the notion that it will never be satisfied with its current level of achievement and will always strive for greater heights. New limits, new difficulties, and new opportunities keep the organization motivated to keep moving forward Moving forward with Jindal ITF, a subsidiary of Jindal SAW, the company making tremendous success in the urban services industries with:

- Management of Water, Wastewater, and solid waste
- Logistics and domestics transportation
- Manufacturing of Transportation Equipment

JITF has expanded into five business verticals in these areas, having recognized the enormous potential given by these industries for the future: JITF Eco polis, JITF Aqua source, and JITF Vector, JITF Shipyards, and Jindal rail infrastructure.

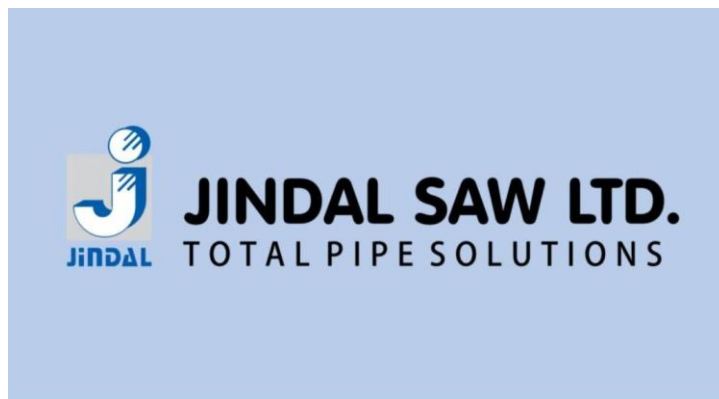
Jindal SAW has earned the faith and trust of its stakeholders throughout the years, including workers, associates, shareholders, and people whose lives have been enriched by the company's efforts. With its concept of sustainable development firmly in place, Jindal Saw has taken the lead in constructing livable cities throughout the world, helping to change the lives of those who live in them.

The organizations objective is to meet or surpass assumption for the clients through item improvement; quality assembling and store network the executives. We have strong frameworks created for generally speaking greatness and the board to help our clients all around the world.

Jindal SAW Ltd has diversified from a single product company to a multi-project company, manufacturing large diameter submerged arc pipes and spiral pipes for the energy transportation sector; carbon, alloy, and stainless-steel seamless pipes and tubes manufactured by conical piercing process used for industrial applications; and Ductile iron (DI) pipes for water and wastewater transportation. Aside from this, the firm offers its customer value-added items such as pipe coatings, bends, and connector castings.

JINDAL SAW LIMITED COMPANY TAG LINE & LOGO:-

“WHERE OTHERS SEE THE WALLS I SEE DOOR”



INFRASTRUCTURE FACILITY: - The Jindal Saw Limited, Sultanpur – Bellary, manufacturing facility spread over 100 acres of land area. The infrastructures at this facility. Comprises the machinery and equipment needed to manufacture HSAW pipes and apply various anticorrosion coatings to them, access to necessary utilities. Appropriate enough to meet customer demands as well as applicable industry norm.

- Accommodation facility for north Indian employees.
- Canteen facility to all the employees.
- There is a hospital facility with an ambulance in any emergency cases because many employees are working with machines.
- There is quality department, organization concerns a lot on quality.
- Transportation facility to the employees because it is situated in the out of the city.

List of Competitors :-

- Man Industries (India) Ltd.
- PSL Ltd.
- Welspun Corp Ltd.

Environment, Health and Safety Management (EHS):-

At Jindal SAW Limited, safety and health are valued and crucial to business operations. The organization has established a reliable system for safety management with a system of occupations, safe working practices, and work permits. They started offering their staff behavioural safety education, practices, and training in an effort to raise their safety requirements on a cultural level.

The goal of this project is to continuously enhance the organization's safety culture through the use of a behaviour patterns protection observation approach. When they see something unsafe, employees and contractors are asked to report it in the facility's suggestion boxes. Such proposals are gathered by the HR department and sent to the safety department for review.

Following an investigation like this, the safety department investigates the underlying cause and collaborates with the affected plant to put corrective and preventive measures in place. Employee participation in this effort is increased because helpful suggestions from employees are rewarded. To identify the benefits and drawbacks of the current system, as well as potential personal injury risks, and to boost employee morale and engagement, the safety officer conducts audits at units.

The audit's scope also includes proper and secure use of PPE by employees. Equipment, housekeeping, tools, and machinery are the main areas of focus for the safety department, which is seen as having exclusive responsibility for safety. Since it is the basis for guaranteeing safe working conditions and a safe workplace, safety cannot be limited to this. JSL has implemented a thorough safety management system that includes, among other things, a work permit system, standard operating procedures, training, instruction, and occupational health and safety.

Best practices at plant:-

At Jindal saw limited treat the employees and their relations with utmost reputation and have prolonged most excellent facilities like insurance, educational, Housing, health, Transportation, subsidized cafeterias and conducting medical and other realization camps, conducting sports and other recreational conveniences, etc., to promote a good standard of living and work-life balance.

The corporation has facilitated a culture of equal and honest communication, as well as a feeling of belonging for both staff and customers. Employees and organization, incorporation of organizational and individual goals, and a high level of integrity, as proven by a reduced amount of staff turnover inside the organization and a greater satisfaction levels survey conducted within the organization.

The organization takes a skilled mere of proven competences and can claim of having a multicultural labour force because they believe in equal opportunities for all. To attract, develop, and retain talent in the organization, processes such as job redesign, assist in developing, lateral hiring, and training programmes are used. Jindal Saw Limited encourages a culture of collaboration, open mindedness, commitment to quality, and concern for people, and customer orientation that is consistent with its fundamental values. CSR developments are still centres on the faith that helps work its way to the societies wherein we and our partners live.

Manufacturing Procedure:-

- Raw Materials Sources
 - a)H R Coil b) Welding consumable
- Coil inspection
- Coil preparation systems
- Coil De- coiling Testing
- Edge preparation
- Forming
- Pipe cutting
- Wire and flux storage, handling and processing
- Real time radiography
- End beveling
- Hydro Testing
- Final Ultrasonic Testing
- Manual Ultrasonic Testing
- Radiography examination
- Final inspection

CHAPTER 2

ORGANIZATIONAL PROFILE

ORGANIZATIONAL PROFILE:-

Jindal Saw Limited which is a subsidiary of the O.P Jindal group, It was started in the year of 1984 and it owned by Prithvi Raj Jindal, which manufactures steel pipes for the oil and gas industry, as well as DI pipes for drinking water supply and waste water transportation. Jindal Saw established an integrated Ductile Iron Pipe Manufacturing factory in India in 2004, with an annual capacity of 300,000MT in the DN 80-1000 range. In the last four years Jindal saw has expanded its manufacturing capacity and its presence in the international market through establishing additional facility in India's plant specialized in small diameters by another 2500,000 MT per annum and setting up in 2012, a 350,000 MT Ductile Iron Pipe plant in Abu Dhabi in Gulf region for manufacture of DI pipes in sizes ranging from 250 mm diameter to 2200 mm diameter.

In 2011, Jindal Saw has established Jindal Saw Italia taking over Sertubi Spa, the Italian manufacture, considered as one of the leading suppliers of ductile iron pipes in continental Europe and other Export Markets. Through the integration of the three main establishments Jindal Saw has become a World Class Player in DI pipelines solutions. More than 40 nations including the Mid-East, North Africa, South America, and European, relies on Jindal Saw pipes. Established in 1984, Jindal Saw Limited has made a name for itself in the list of top suppliers of in India. The suppliers company is located in Bellary, Karnataka and is one of the leading sellers of listed products.

Jindal Saw Limited is listed in Trade India's listed products. Jindal Saw Limited is listed in Trade India's listed products. Jindal Saw Limited is listed in Trade India's list of verified sellers offering supreme quality of etc. Buy in bulk from us for the best quality products and service. The organization objective is to meet or surpass assumption for the clients through item improvement; quality assembling and store network the executives. We have strong framework created for generally speaking greatness and the board to help our clients all around the world. We have a special plan of action very much expanded as far as essential areas, markets, items, ventures and clients. This plan of action is worked to fence the association against different dangers which permits us to work and perform well in troublesome financial and international conditions.

JSL has produced and provide more than 25000 kilometres of line pipes and has traded more than 14000 kilometres if line pipes for on-shore and seaward pipeline projects everywhere. This sector is India's market chief in its space, having given lines to significant line pipe projects in the Middle East, North America, Africa, Europe, Australia, the Commonwealth of Independent States, and Asia.

JSL, the main producer & provider of SAW (Submerged Arc Welded, Longitudinal & Helical) line pipes has begun tasks in 1984. The organization is essential for \$6 Billion USD O P Jindal bunch. These lines are being utilized for transportation of oil, gas in energy area and water, sewage in non-energy area. The associations other business interests incorporate consistent lines and cylinders for modern Ductile Iron (DI) pipes and fitting for freshwater and sewage shipping are also available.

JSL Pipes are energy-proficient, help conserve natural resource, and minimise reliance on fossil fuels. The organization objective is to meet or surpass assumption for the clients through items improvement; quality assembling and store network the executives. We have strong frameworks created for generally speaking greatness and the board to help our clients all around the world.

JSL makes furthermore, supplies iron and steel pipe items, fitting & extras along different assembling offices across different nations, counting India, the United States, Europe and the United Arab Emirates (UAE). The company's portions incorporate I & S items & Ocean streams. That fabricates lowered bend welded (SAW) lines & twisting tubes for transit of power area, carbon, amalgam & consistent lines & cylinders for mechanical registration, & malleable iron (DI) lines & fixtures for the passage of water and sew

CORPORATE SOCIAL RESPONSIBILITY

Svayam - Dignity for people with reduced mobility Jindal SAW Ltd. proudly supports Svayam - An initiative of S.J. Charitable Trust. Jindal SAW Ltd. continues to support Svayam, which has set an exemplary pace in not only creating awareness but also in motivating various civic and government agencies to take the necessary steps in making public infrastructure accessible and inclusive for all.

Svayam reaches out to all stakeholders by way of seminars, workshops, free training sessions, presenting papers at various international forums and sharing the learning from various experiential projects it is involved in. Svayam articulates mobility needs of people to government bodies like Ministry of Urban Development, Ministry of Tourism, Ministry of Social Justice and Empowerment etc and to society at large to ensure that each one of us thrives in an inclusive and barrier free environment.

Svayam was founded by Ms. Sminu Jindal, MD Jindal SAW Ltd. She devotes extensive time, resources and energy to realize Svayam's mandate of providing wings to people with reduced mobility. Her single-minded dedication to the cause has not only given it the right impetus but also influenced policymakers to incorporate steps to meet the rising demands of 'inclusivity for all'. Svayam has been working across India towards making tourism infrastructure including different modes of transportation accessible to a diverse group of users especially the elderly and the disabled and in the last few years it has managed to stir a change.

Here are some of Svayam's achievements: Svayam has helped Delhi Transport Corporation to make 1400 Bus-QueueShelters across Delhi accessible and worked with Public Works department (PWD) and New Delhi Municipal Council (NDMC) to build accessible sidewalks, where none existed.

Svayam has evaluated the pilot BRT system which has been running since 2007 and has shared the inputs with the Ministry of Transportation.

Svayam has developed a blue print to enhance accessibility for the new capital region outside Ahmadabad and has shared the same with The State of Gujarat.

Svayam works closely with the Archeological Survey of India (ASI) to make world heritage sites in India such as Qutub Minar & Red Fort in Delhi and Taj Mahal in Agra accessible and work is underway on other sites.

Svayam is also a member of the core committee of the Ministry of Tourism working towards enhancing accessible tourism in India.

On an invitation from the Ministry of Urban Development Svayam has been a part of the Ministry's Core Committee to help them bring about Uniformity in the Standards on Accessible Environment for India in the light of best practices from around the world.

Also, currently Svayam is undertaking audits of the Central Government buildings across India for the Ministry of Urban Development. Svayam has been invited by the Bureau of Indian Standards (BIS) to review and revise their existing standards on Functional Requirement in Buildings to ensure they are accessible for all.

In an endeavour to promote an inclusive society, Svayam won the bid for the 13th TRANSED (International Conference on Mobility and Transport for Elderly and Disabled People) at Transport Research Bureau of the United States of America where the other contenders were Germany and South Africa. The conference which has been hosted in 11 countries so far including UK and the USA is scheduled to be held in New Delhi, India on September 17-21, 2012.

BACKGROUND

O.P Jindal formed the pipe unit Jindal India Limited in Hisar, India, in 1969. Jindal's funds were relocated to his, Savithri Jindal, after his passing in 2005. The Jindal Group's management has indeed been divided amongst his four sons, with Naveen Jindal serving as chairman of Jindal steel and Power Limited. Sajjan Jindal, his elder brother, is the CEO of JSW Group, which would be part of the O.P Jindal Group. O.P Jindal, The initial businessperson, founded the group in 1952, which is now a foremost steel fabricator with difference from iron and steel mining to the production of value-added steel products.

In the year 2004-05 the company had created four separate strategic business units (SBU) to improve and maximize the operational efficiency. The name of the company was changed from Saw Pipes Limited to Jindal Saw Ltd (JSL) with effect from 11 January of the year 2005. During the 2006-07 the company successfully completed/commissioned its Sinter Plant de-bottlenecking of the DL pipe facility for increase in pipe production. A+ the Company recently secured the Cairn Energy contact for supply of pipes covering 600 kilometres worth \$200 million. JSL will expand the capacity of its plant to 220000 tonnes a year with an Investment of Rs 350 crore. A positive corporate culture is essential for developing the skills needed for business success. A work culture is a set of those Virtues, standards, and guidelines serves as a guide. All employees' performance and movements. A positive culture discloses positive characteristics that will lead to improved performance.

The most successful business all has a strong culture. Over period, it has been observed that cultural ideals are generated not only by individuals, but also by organizations and their goals. Successful companies live their ethics every day and strive to share their culture and Identity with prospective employees. They are clear about their corporate ideals and practices, as well as how they will affect the productivity of their company. Jindal SAW Ltd. Is a commanding position in Indian market, being the undisputed leader with a turnover in excess of Rs. 7500 Crore. With integrated facilities at multiple locations and an ever expanding market opportunity, Jindal SAW Ltd

.
Has diversified from a single product company to a multi product company, manufacturing large diameter submerged arc welded pipes and spiral welded pipes for the energy transportation sector; carbon-alloy and stainless steel seamless pipes and tubes manufactured by conical piercing process used for industrial applications; and Ductile iron (DI) pipes for water and sewage/wastewater transportation. Besides these, the company also provides various value added products like pipe coatings, bends and connector castings to its clients.

JSL has been granted a mining lease for Iron Ore, Copper and Associated Minerals over an area of 1556.7817 Ha near Dhedwas Village, Bhilwara District Rajasthan for 30 years starting from 8thDecember 10. Jindal Saw Limited is currently operating a 2.5 MTPA capacity Iron Ore Beneficiation Plant and 1.2- 1.5 MTPA Pellet Plant at Bhilwara (Rajasthan).

We are now setting up a integrated steel plant for production of about 1.0 MTPA of billets/ rounds and TMT bars through BF grade pellets – Blast Furnace – Basic oxygen furnace (BOF)- Sponge Iron Plant (DRI)- Ladle refining furnace -vacuum degassing (VD)/Vacuum oxy Decarburization(VOD)- Continuous Casting – Rolling Mill route.

A DRI plant of about 0.65 MTPA from available pellet by coal based rotary kiln process is also being set up to meet captive requirement in steel making and sales making and sales to nearby market. These facilities will use the iron ore concentrate/ pellets produced from its own Beneficiation and Pellet Plants located at the same site.

NATURE OF BUSINESS

Jindal Saw Limited is a Leading Manufacturer, Supplier of Iron and Steel pipe Products and Fittings. Large Diameter Pipes, Ductile Iron (DI) Spun Pipes. The company is making rapid progress in urban services sectors with Water, Wastewater and Solid Waste Management. Domestic Transport and Logistics. Transportation Equipment Fabrication. Jindal saw Limited is an iron and steel pipe producer and supplier with manufacturing plants in India, the United States, Europe, and the United Arab Emirates (UEA). Iron and steel Products and Ocean Waterways are two of the firm's segments. It produces spiral and tubes for energy transmission, as well as carbon, alloy, and seamless pipes and tubes for Industrial uses, as well as ductile iron (DI) pipes and fitting for water and wastewater transportation. Welded Line Pipes (SAW Pipes), Ductile iron pipes (DI pipes), as well as mining and pellet divisions, are the company's key divisions.

VISION, MISSION, VALUES AND QUALITY POLICY

VISION: - To be the most liked and solid supplier of significant worth in the entirety of our organizations. Encourage a climate of greatness in execution show a victor's mentality with a perfectly clear concentration to convey supported incentive for all Stakeholders.

MISSION: - Our goal is to meet our client's expectations through product creation, high quality production and supply chain management. To support our customers around the world, weve established rigorous processes for overall excellence and management.

VALUES:

- **Individual respect:** - Recognize an individual's contribution to the company's growth. To all Jindalites, we extend respect and Dignity.
- **Meritocracy:-** Establish a performance-oriented environment.
- **Dynamic Thinking:-** Showcase a winner's way of thinking and a laser-like accentuate delivery long-term value to all stakeholders.
- **Creativity Innovation:-** Encourage the use of new concepts, accept fresh perspectives, and make continuous improvement a priority in all attributes of performance and business.
- **Social Responsibility:-** Make an effort to improve the standard of living in the people they serve by focusing on social and environmental issues

QUALITY POLICY: - At Jindal Saw Limited, Bellary are highly devote, to manufacture and supply of quality. SAWH line pipes and coating. At competitive price, on time, to meet or Exceed our customer satisfaction, focusing on sustained approach With respect to quality, environment occupational health and safety Impacts arising out of our activities, products and services.

The Top management is committed to:-

- Comply with standard of the environment, health, and safety management system.
- Offer all resources, including labour and technology.
- Constantly enhance our procedures and products with a focus on relevant regional, national, and worldwide norms.
- Protection and prevention of the environment and its pollution. According to the OH&S risk and opportunities, create safe and healthy working conditions to prevent work-related injury and illness.
- Consultation and participation of work and /or their respective, as available.
- Establish and review the quality, environment, OH&S objectives based on the IMS policy.
- To achieve Customer Satisfaction Level at, Minimum 95%.
- To achieve production process yield 92%.
- To ensure on time delivery to customers.
- To develop product for gas cylinder sector and low alloy steel.
- To train & develop the people to enhance the skills of personnel.

This quality environment, OH&S policy is documented, implemented, maintained, communicated, understood within organization and made available to all relevant interested parties. To achieve customer satisfaction through timely delivery of Quality products, conforming to National and International Standards and complying with applicable legal, statutory and customer's specified requirements to have an organizational structure that promotes work efficiency at all levels.

WORKFLOW MODEL:-

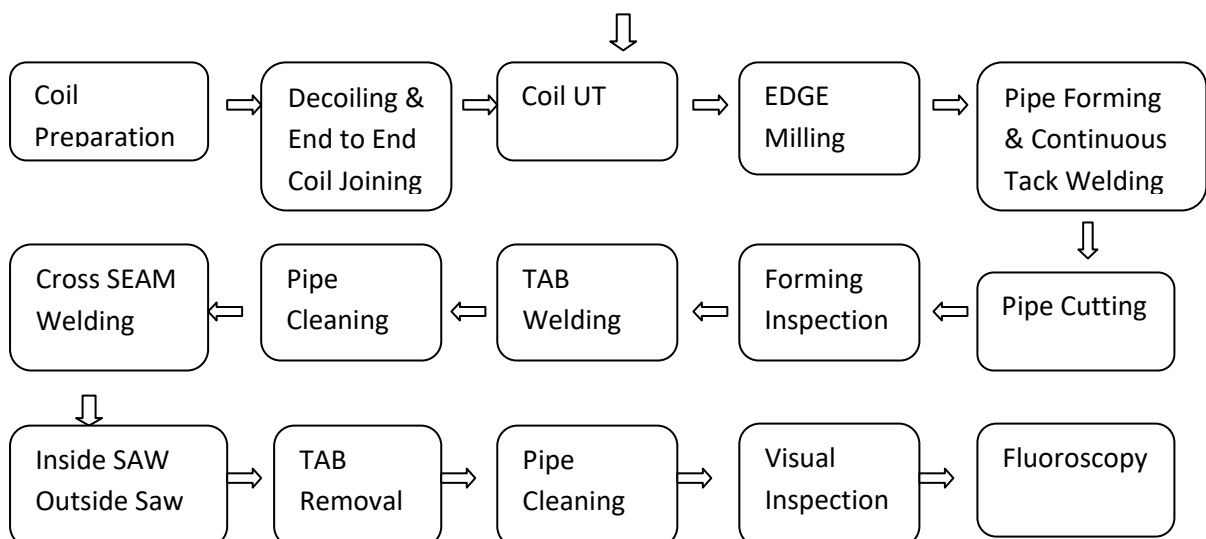
Manufacturing workflows are a form of quality assurance. A workflow produces repeatable business processes that create consistent, high-quality new products. Your manufacturing workflows are essentially a series of manufacturing processes, each one forming a link in a chain. Steel is one the most preferred materials for construction, manufacturing of tools, cars and for various other applications. It is an alloy of iron and some other element such as chromium.

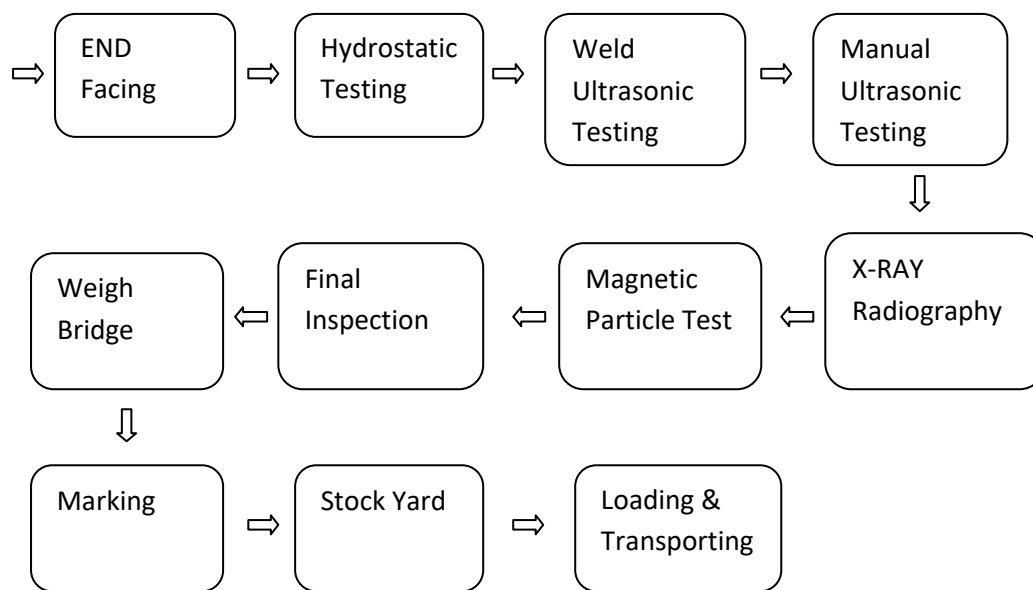
Ancient steel manufacturing process was carried out in bloomeries and crucibles. The industrial Revolution brought about the development of large scale methods of producing steel. Steelmaking Involves removal of impurities such as nitrogen, silicon, phosphorus Sulphur and carbon from the sourced iron, as well as alloying other Element such as manganese, nickel, chromium, etc, to produce Different grades of steel. Modern steel industries use recycled material as well as traditional raw material such iron ore, coal and limestone. Almost all the steel manufactured today uses 2 processes basic oxygen steelmaking (BOS) and electric arc furnaces (EAF).

There are 6 basic steps in the Steel making process:-

Iron making, Primary Steel Making, Secondary Steel making, Continuous Casting, Primary Forging, and Secondary Forming.

WORK FLOW MODEL OF JINDAL SAW LIMITED





PRODUCT/SERVICE PROFILE

1) SAW Pipes Jindal SAW operates several cutting-edge manufacturing plants. Total yearly capacity is estimated to be around 2.13 million MT. Line pipes are widely used in oil and gas sector for energy delivery and also water and slurry conveyance. Jindal SAW Ltd. has the potential for large diameter (SAW) Pipes produced by using U-O-E, J-C-O, and helical methods. Areas The major new pipelines in the Middle East, North America, South America, Africa, Germany, Australia, the Confederation of Independent Nations, and Asia are supplied with pipes by this division, which leads the Indian market.

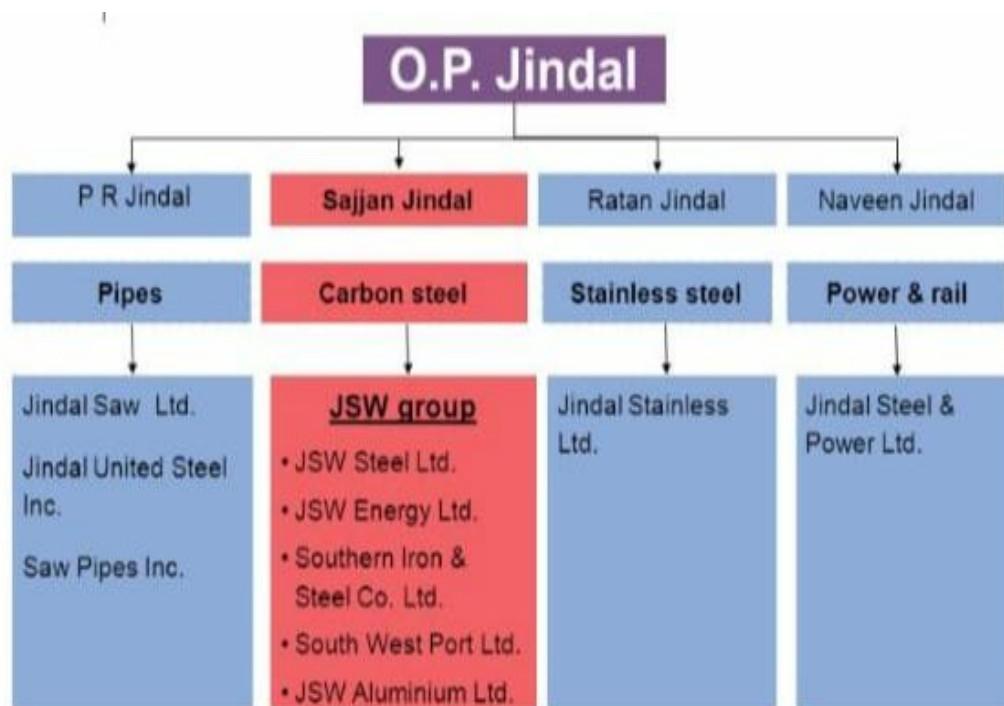
2) Ductile Iron (DI) Pipes and Fittings: - Total production capabilities exceed one million metric tons (MT), with India accounting for approximately 60000 MT, the United States accounting for approximately 350000 MT, and Italy accounting for approximately 80000 MT. After dominating the energy transportation sector, Jindal SAW Limited has expanded into the Ductile Iron Pipe market to serve the speedily supply and left-over and water conveyance sectors, in mark its strategic goal of becoming a Integrated Pipe Remedies organization. The DI Pipe manufacturer, which opened in 2005, has the most potential in a single location in the world. Sizes range from DN 80 to DN 1200.

3) Carbon, Alloy, Stainless and Tubes: - The annual capacity is greater than 425000 MT. When it comes to producing seamless and welded tubes and pipes made of carbon, alloy, and stainless steel and satisfying demands on any level around the world, Jindal SAW is a reputable name. Up until this point, Jindal SAW has manufactured and supplied about 2 million MT of pipe worldwide. In addition to having a sizable market share in India, this separation has shipped piping to Northern America, Middle East Latin America, European, Asia, the Commonwealth of Independent States, and Africa.

4) Pellets: - Jindal SAW has opted to lead in this field as well, after witnessing the potential of iron ore pelletization in India. Jindal SAW has established a pellet deposit in Rajasthan's Pur-Banera Belt has remained unexplored despite the fact that it was explored by the Geological Survey of India in 1969-70. After analyzing the prospects of Palletization of Iron Ore in India, Jindal SAW Limited, a pioneer in India's tubular sector, planned to build a 1.2 MT per annum pellet plant integrated at mine pit head near village-Pur, District- Bhilwara in the state of Rajasthan

OWNERSHIP PATTERN

- Mr. Naveen Jindal is the chairman of Jindal steel & power Ltd.
- Mr. Rattan Jindal is Jindal Ltd. managing director and vice chairman.
- Mr. Prithvi Raj Jindal is the non-executive chairman of Jindal SAW Ltd
- The chairman of JSW Group is Mr. Sajjan Jindal



ACHIEVEMENTS/AWARDS

- In 1996, 1997, 1998, 1999, 2000, 2001, 2003-04, 2005-06, 2006-07, 2007-08, 2008-09, 2009-10, 2011-12, 2012-13, the pipe mill won top exporters/highest exports honours from the engineering Export Promotion Council
- Engineering Export Promotion Council granted us the Star Performance Award for 2005-06; GAIL awarded us the Best Performance Award in Line Pipe for the 2012-13 year.
- Jindal SAW provided Line Pipe to Cairn Energy, which was acknowledged by the Lima Book of World Records as the world's longest continuously heated and insulated pipeline
- National Tourism Award of Excellence by Ministry of Tourism, Govt of India for making the World Heritage site Qutub Minar in New Delhi as the most accessible & disabled friendly historical monument.
- National Tourism Award for the 'Best Maintained & Disabled Friendly Monument' for Red Fort in 2011.
- Svayam's Poster titled "Accessible Public Road Transportation System" was adjudged the Best Poster under the theme "Design guidelines, case studies, manuals, best practices. "At TRANSED conference, Hong Kong in June 2010.

FUTURE GROWTH AND PROSPECTS

One of the essential requirements for the endurance of living bodies including human existence is water in right now water the executives is a basic and significant mission. Extensively this water transmission can be ordered into two areas one is for drinking and another is for water system.

The state and local government has taken part of drives to work with and give drinking water to each family and water system water for each horticulture land. Another significant and aspiring mission is interlinking of significant meanders deliberately to decrease the chance of flood and at a similar book working with transmission similar overabundance water to the water shortage regions.

For this water transmission exercises, one of the major and fundamental gears required is the PIPE. Different state possessed water specialists/bodies executes water transmission projects Henceforth it appears pipe ventures have very high potential for future development and outline.

CHAPTER 3
MCKENSY'S 7S FRAMEWORK AND
PORTER'S FIVE FORCE MODEL

Mc Kinsey 7s Framework

Introduction:-

The McKinsey 7s model is introduced by well-known business consultants Robert Tom Peters and H. Waterman in the 1980s. The Mc Kinsey 7s model identifies 7 key elements for an organization that need to be focused and aligned for successful change management processes as well as for regular performance enhancements.

This was a strategic vision for groups, to include businesses, business units, and teams. The 7S are structure, strategy, systems, skills, style, staff and shared values. The model is most often used as a tool to assess and monitor changes in the internal situation of an organization. The model is based on the theory that, for an organization to perform well, these seven elements need to be aligned and mutually reinforcing. So, the model can be used to help identify what needs to be realigned to improve performance, or to maintain alignment (and performance) during other types of change.

Whatever the type of change – restructuring, new processes, organizational merger, new systems, change of leadership, and so on – the model can be used to understand how the organizational elements are interrelated, and so ensure that the wider impact of changes made in one area is taken into consideration. The McKinsey 7S model can be applied to elements of a team or a project as well. The alignment issues apply, regardless of how you decide to define the scope of the Areas you study. The McKinsey 7S model involves seven independent factors which are categorised as either “hard or soft ” elements:-

Hard Elements: -

Strategy

Structure

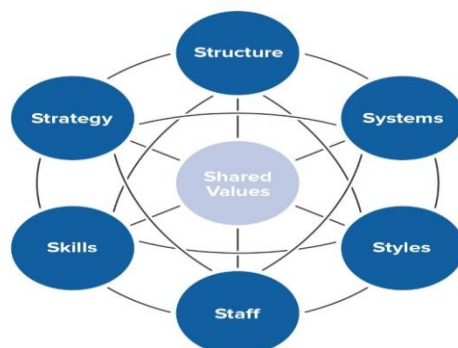
Systems

Soft Elements:-

Shared values

Skills

Style, Staff



“Hard “elements are easier to define or identify and management can directly influence them: These are strategy statements; organization charts and reporting lines; and formal processes and IT systems.

“Soft “elements, on the other hand, can be more difficult to describe, and are less tangible and more influenced by culture. However, these soft elements are as important as the hard elements if the organization is going to be successful.

Jindal SAW Ltd makes use of the Mc Kinsey 7s model to regularly enhance its performance, and implement successful change management processes. Jindal SAW Ltd. Focuses on the 7 elements identified in the model to ensure that its performance levels are consistently maintained, and improved for the offerings.

- 1. HARD ELEMENTS:-**The hard elements of the Mc Kinsey 7s model comprise of strategy, structure, and systems. The hard elements of the model are easier to identify, more tangible in nature, and directly controlled and influenced by the leadership and management of the organization.

1.1. Strategy

- 1.1.1. Clearly defined:-** The strategic direction and the overall business strategy for Jindal SAW Ltd. Are clearly defined and communicated to all the employees and stakeholders. This helps the organization manage performance, guide actions, and devise different tactics that are aligned with the business strategy; moreover, the business strategy’s definition and communication also make operations for Jindal SAW Ltd. More transparent and aligns the responsibilities and actions of the company.

- 1.1.2. Guiding behaviour for goal attainment:-** The strategic direction for Jindal SAW Ltd. Is also important in helping the business guide employee, staff, and stakeholder behaviour towards the attainment and achievement of goals. SMART (Specific, Measurable, Achievable, Relevant, and Time- Bound) Goals are set with short and long term deadlines in accordance with the business strategy. The business strategy helps employees decide tactics and behaviours for attaining the set goals and targets to help the business grow.

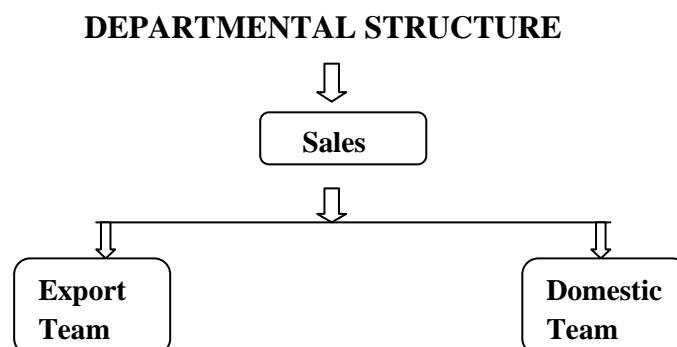
1.1.3. Competitive pressures: - Jindal SAW Ltd” strategy also takes into consideration the competitive pressures and activities of competitors. The strategy addresses these competitive pressures through suggestive measures and actions to address competition via strategic tactics and activities that ensure sustainability to Jindal Saw Ltd via adapting to market changes, and evolving consumer trend and demand.

1.1.4. Changing consumer: - An important aspect of the strategy at Jindal SAW Ltd is that it take into constant consideration the changing consumer trends and demands, as well as the evolving consumer market patterns and consumption behaviour. This is an important part of the strategic direction ay Jindal Saw Ltd. As it allows the company to remain competitive and relevant to its target consumer groups, as well a allows the company to identify demand gaps in the consumer market. The company then strategically addresses these gaps through products offerings and marketing activities which give the company successful and leading-edge over other patterns in the market.

1.1.5. Flexibility and adaptability:- The strategy at Jindal Saw Ltd. Is flexible and adaptable. This is an important aspect of the strategic direction, and strategy setting at Jindal Saw Ltd. Rigidity in strategy leads a company and a business to often become stagnant and obstructs advancement, and progression with evolving changes in the consumer market.

With flexibility and adaptability, the Jindal Saw Ltd. Is not only able to benefit from quickly reacting and responding to changing consumer patterns globally, but is also able to locally and culturally adapt its products via localization for different countries and regions. Moreover, the company is often able to proactively predict consumer market changes, and devise strategic changes according to meet the market changes, and devise strategic changes accordingly to meet the market trends.

1.2 Structure:-



1.2.1. Organizational hierarchy:- Jindal SAW Ltd has a flatter organizational hierarchy That is supported by learning and progressive organizations. With lesser managerial levels in Between and more access to the senior management and leadership, The Employees feel more secure and confident and also have higher access to the senior Management and leadership, the employees feel more secure and confident and also Have higher access to information. Moreover, the flatter hierarchy also allows quicker Decision- making processes for Jindal SAW Ltd and increases organizational commitment in the employees.

1.2.2. Inter-Departmental coordination:- Jindal Saw Ltd. Has high coordination between different departments. The company's departments often form inter-department teams for projects and tasks that require multiple expertise. All coordination between different departments is effective and organized. Jindal Saw Ltd has a systematic process for initiating and monitoring coordination between departments to ensure smooth work operations and processes and goal attainment.

1.2.3. Internal team dynamics (department specific):- Jindal SAW Ltd encourages teamwork and team-oriented tasks. Where jobs require individual attention and scope, the company also assigns individual responsibilities and job tasks. However, all employees at Jindal Saw Ltd are expected to be team players who can work well with and through other members, and who get along well with other people. The teams at Jindal SAW Ltd are very supportive towards achieving the broader team objectives and goals under the Jindal SAW Ltd designed strategy and values.

1.2.4. Centralization vs. Decentralization:- Jindal SAW has a mixed structure between centralization and decentralization. Like many progressive organizations, Jindal SAW Ltd encourages teamwork and team-oriented tasks. Where jobs require individual attention and scope, the company also assigns individual responsibilities and job tasks.

However, all employees at Jindal SAW Ltd are expected to be team players who can work well with and through other members, and who get along well with other people. The teams at Jindal SAW Ltd are very supportive towards achieving the broader team objectives and goals under the Jindal SAW Ltd designed strategy and values.

1.2.5. Communication:- Jindal SAW Ltd has a system (Information Server) for ensuring communication between employees, and different managerial levels. The communication systems at Jindal SAW Ltd. enhance the overall organizational structure. The systematic, defined, and organized communication allows an easy flow of information and ensures that no organizational tasks and goals are compromised because of a lack of communication, or misunderstandings.

1.3. Systems:-

- 1.3.1. Organizational systems in place:-** Jindal SAW Ltd has defined and well-demarcated systems in place to ensure that the business operations are managed effectively and that there are no conflicts or disputes. The systems at Jindal SAW Ltd. are largely departmental in nature, and include, for example: Human Resource, Finance. Operations, Logistics, Procurement, Stores&etc.
- 1.3.2. Defined controls for systems:-** Each of the defined and demarcated systems at Jindal Saw Ltd. Has especially designed tools and methods as controls for evaluating performance and goal attainment. These controls and methods as controls for evaluating performance and goal attainment. These controls and measures are designed specifically in different departments based on the nature of their tasks and responsibilities. Moreover, each department also designs specific controls for members for performance evaluation, as well as for interdepartmental tasks and responsibilities.
- 1.3.3. Monitoring and evaluating controls:-** Jindal SAW Ltd. continually evaluates its systems through the designed controls. This monitoring of the performance is continual and ongoing. Formal evaluation of performance is also conducted semi-annually-or quarterly, depending on the need and the urgency of the projects and assigned tasks. This is a formal process that is undertaken by supervisors and managers to ensure the identification of performance lags, and suggestive means of improvement.
- 1.3.4. Internal processes for organizational alignment: -** Jindal SAW Ltd. also has special processes and methods for ensuring that all departments and systems within the organization are aligned and working in harmony towards the greater business goals and targets.
- 2. Soft elements: -** The soft elements of the Mc Kinsey 7s model, in turn, include shared values, staff, skills, and strategy. These elements are less tangible in nature and are more influenced by the organizational culture. As such, the management does not have direct influence or control over them. These elements are also harder to describe and directly identify – but are equally important for an organization’s success and improved performance.

2.1. Shared values

2.1.1. Core values

Refer to VALUES CORE slide

2.1.2. Corporate culture:- Jindal SAW Ltd. encourages an inclusive culture that celebrates diversity. The company has an international presence, and production units that are spread across different states & countries, as such, Jindal SAW Ltd. ensure that its organizational culture is supportive of diversity, and has internal policies to reduce incidences of discrimination.

2.1.3. Task alignment with values:- Jindal SAW Ltd. ensures that all its job tasks and roles are aligned with the core values that the company propagates. This means that all activities, tactics, and strategic tactics employed by Jindal SAW Ltd. will reflect its core values, and will not deviate away from these.

This is to ensure a consistent, and reliable brand image, as well as an honest organizational culture. In the event of organizational change, the company will continue to ensure that all change management processes and methods incorporate the core values so that the organizational culture is consistently maintained, and systematically changed if need be.

2.2. Style

2.2.1. Management/leadership style:- Jindal SAW Ltd. has a participative leadership style. Through a participative leadership style, Jindal SAW Ltd. is able to engage and involve its employees in decision-making processes and managerial decisions.

This also allows the leadership to regularly interact with the employees and different managerial groups to identify any potential conflicts for resolution, as well as for feedback regarding strategic tactics and operations. Through its participative leadership, Jindal SAW Ltd. is able to enhance employee motivation, and increase organizational commitment and ownership amongst employees as well as other stakeholder

2.2.2. Effectiveness of leadership style:- The participative leadership style is highly effective in achieving the business goals and vision of the organization. Employees feel to be active members of the organization who are valued for their suggestions, feedback, and input. Moreover, through participative leadership, leaders and managers are able to identify current and potential conflicts within the Jindal SAW Ltd. organization, and actively work to resolve them as soon as possible.

2.3. Staff

2.3.1. Employee skill level vs business goals:- Jindal SAW Ltd. has a sufficient number of employees employed across its global operations. Employees for different job roles and positions are hired internally as well as externally – depending on the urgency and the skill levels required. Based on this, it is seen that Jindal SAW Ltd. has employees who are skilled as per the requirements of their job roles and positions.

All employees are given in house training to familiarize themselves with the company and its values. External training along with in-house training is provided for skill level enhancement. All job roles and positions are designed to facilitate the achievement of business goals, and as such, employee skill level at Jindal SAW Ltd. is sufficient to achieve the business goals of the company.

2.3.2. Number of employees: - Jindal SAW Ltd. has employed a large number of employees. The number of employees varies as per the requirements and needs of the business and operations. The team members and employees are the most important part of business success for Jindal SAW Ltd.

2.3.3. Gaps in required capabilities and capacities:- Jindal SAW Ltd. has a well-defined system for identifying potential needs of capabilities and capacities for the organization. The human resource function of the business has a systematic process that aligns all other departments to identify potential vacancies or skill gaps. Based on the nature of the need, the human resource department arranges for recruitments which may be permanent or contractual in nature, as well as arranges training sessions if it is need for the current workforce also.

2.4. Skills

2.4.1. Employee skills:- Jindal SAW Ltd. has a commendable workforce, with high skills and capacities. All employees are recruited based on their merit and qualifications. Jindal SAW Ltd. prides itself on hiring the best professionals and grooming them further to facilitate growth and development.

2.4.2. Employee skills vs. task requirements: - Jindal SAW Ltd. has defined tasks and job roles and hires and trains employees for skill levels accordingly with respect to those. The company ensures that all its job requirements are met and that employees have the sufficient skills to perform their respective jobs in accordance with the values and culture as well as the business goals and strategy of Jindal SAW Ltd.

2.4.3. Skill management:- Jindal SAW Ltd. pays particular attention to enhancing the skills and capacities of its employees. It arranges regular training and workshops – internally as well as externally managed- to provide growth and development opportunities for its employees. Jindal SAW Ltd. focuses on personal as well as professional growth for its employees.

PORTER'S FIVE FORCE MODEL

The five forces model was developed by Michael E. Porter to help companies assess the nature of an industry's competitiveness and develop corporate strategies accordingly. The framework allows a business to identify and analyze the important forces that determine the profitability of an industry.

1. Competition in Industry
2. The bargaining power of suppliers
3. The bargaining power of buyers
4. Threats of Substitutes
5. Threats of new entrants

Horizontal forces: Threat of substitutes, threat of new entrants, Competition in Industry

Vertical forces: Bargaining power of buyers and bargaining power of customers

When you understand the forces affecting your industry, you can adjust your strategy, boost your profitability, and stay ahead of the competition. You can take fair advantage of a strong position or improve a weak one, and avoid taking wrong steps in the future.

1. Competition in Industry: The first of Porter's Five Forces looks at the number and strength of your competitors. Consider how many rivals you have, who they are, and how the quality of their product compares with yours. In an industry where rivalry is more, companies attract customers by cutting prices aggressively and launching high-impact marketing campaigns / advertisement. On the other hand, where competitive rivalry is minimal, and no one else is doing what you do, then you'll likely have less competition, as well as healthy profits.

2. The bargaining power of suppliers

Suppliers gain power if they can increase their prices easily, or reduce the quality of their product. If suppliers are the only ones who can supply a particular service or product, then they have considerable supplier power. Even if you can switch suppliers, you need to consider how expensive it would be to do so.

The more suppliers you have to choose from, the easier it will be to switch to a cheaper alternative. But if there are fewer suppliers and you rely heavily on them, the stronger their position – and their ability to charge you more. This can impact your profitability, for example, if you're forced into expensive contracts.

3. The bargaining power of buyers:-

If the number of buyers is low compared to the number of suppliers in an industry, then they have what's known as "buyer power." This means they may find it easy to switch to new, cheaper competitors, which can ultimately drive down prices.

When you deal with only a few customers, they have more power. But if you have many customers and little competition, buyer power decreases. This implies buyers may easily move to cheaper competitors, lowering costs.

4. Threats of Substitutes

A substitute product is a product from another industry that offers similar benefits to the consumer as the product produced by the firms within the industry. The availability of a substitution threat affects the profitability of an industry because consumers can choose to purchase the substitute instead of the industry's product.

The availability of close substitute products can make an industry more competitive and decrease profit potential for the firms in the industry. On the other hand, the lack of close substitute products makes an industry less competitive and increases profit potential for the firms in the industry.

5. Threats of new entrants

The threat of new entrants refers to how easy it is for new competitors to enter your industry. A profitable industry will attract more competitors looking to achieve profits. If it is easy for these new entrants to enter the market, if entry barriers are low, then this poses a threat to the firms already competing in that market.

More competition or increased production capacity without parallel increase in consumer's demand - means less profit to go around. Understanding the threat of new entrants is vital for a business so it can judge the competitive environment and respond accordingly.

For example, a business facing a high threat of new entrants may decide to patent its technology, bring down costs to sell its product at a more competitive price, or find ways to differentiate its offerings by advertising its unique features and benefits.

Jindal SAW Ltd Porter's five force Model

First published in 1979, "How Competitive Forces Shape Strategy" by Michael E Porter, revolutionized the field of strategy. Popularly known as "Porter's Five Forces" not only influenced a generation of academic research but also provided a map to rigorously analyze the competitive forces.

- 1. Bargaining power of suppliers:-** If suppliers have strong bargaining power then they will extract higher price from the Jindal Saw. It will impact the potential of Jindal Saw to maintain above average profits in Constr.-suppliers & Fixtures Industry.
- 2. Bargaining power of buyers of Jindal Saw and Capital Goods Sector:-** If the buyers have strong bargaining power then they usually tend to drive price down thus limiting the potential of the Jindal Saw to earn sustainable profits.
- 3. Rivalry among existing players in Constr.- Supplies & Fixtures sector:-** If competition is intense then it becomes difficult for existing players such as Jindal Saw to earn sustainable profits.
- 4. Threat of substitute products and services in Constr.- Supplies & Fixtures sector:-** If the threat of substitute is high then Jindal Saw has to either continuously invest into R&D or it risks losing out to disruptors in the Industry.
- 5. Threat of new entrants in Constr.- Supplies & Fixtures Industry :-** If there is strong threat of new entrants in the Constr.- Supplies & Fixtures industry then current players will be willing to earn lower profits to reduce the threat from new players.

WHY PORTER FIVE FORCES ANALYSIS IS IMPORTANT FOR JINDAL SAW:-

Decision makers can use porter five forces model to analyze the competitive faced by Jindal Saw in constr._ supplies and fixtures industry. Porter five forces analysis of Jindal Saw will help in understanding and providing solution to –nature and level of competition, and how Jindal Saw can cope with competition.

Even though from outside various industries seem extremely different but analyzed closing these five forces determine the drivers of profitability in each industry. (decision makers can use porter five forces to understand key drivers of profitability of Jindal Saw in constr.- supplies and fixtures industry.

CHAPTER 4

SWOT ANALYSIS

SWOT ANALYSIS

SWOT analysis is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities and threats. The primary goal of SWOT analysis is to increase awareness of the factors that go into making a business decision or establishing a business strategy. Strength is a resource or capacity the organisation can use effectively to achieve its objectives



STRENGTH:-

Strength are factors which the company holds expertise in and contribute to the continued success of the organization. These are the basis for the continued success of the organization and will assist in gaining the organization mission.

- A diverse set of training programs, well designed course content with high job applicability, and competency based TNI need analysis.
- Identifying in-house professors using a well-defined and structured process.
- Strong brand name.
- Exclusive access to high grade natural resources.
- Well-structured organization system.
- Application of modern technologies through installation of latest machines.
- The organizational, operational, and individual training requirements are all sync.

WEAKNESS:- Weakness are factors That prevent an organization from meeting its mission and achieving full potential these weaknesses hamper the organizational success and growth.

- Location disadvantage.
- Lack of Proper infrastructure.
- High-cost structure
- Over dependent on single product.
- High fixed cost.

OPPORTUNITIES:- The Environment within which our organization operates offers opportunities. An organization can identify such opportunities and enjoy benefits arising from them by planning and executing and required strategies.

- Some HR functions can be automated/seamlessly integrated using business process automation systems such as SAP.
- Opportunity for the expansion of business due to more and new customer orders.
- Opportunity to recruit well qualified and experienced professional due to reputation and high recognition of the company.
- Continuing to develop internal faculties and exchange data.

THREATS:- Threats are factors existing in the external environment that jeopardize the profitability and reliability of the organization. Such threats are uncontrollable and prove to be a risk to the stability and survival of the organization.

- Technology is rapidly changing and new technology necessitates new skills.
- Emergence of alternative and/ competitors in the near vicinity.
- Increased trade barriers.
- New regulations.

CHAPTER 5

ANALYSIS OF FINANCIAL STATEMENT

JINDAL SAW INCOME STATEMENT ANALYSIS:-

1.1. Profit and Loss account:-

Particulars	Mar21 (Rs cr)	Mar20 (Rs cr)	Mar19 (Rs cr)
Income			
Revenue from operation (GROSS)	8,244.16	9,697.21	9,417.69
Revenue from operation(NET)	8,244.16	9,697.21	9,417.69
Total operating revenues	8,631.81	10,128.72	9,829.49
Other Income	277.99	198.72	221.10
Total Revenue	8,909.80	10,327.44	10,050.59
Expenses			
Cost of materials consumed	5,156.22	5,715.63	5,914.89
Purchase of stock in Trade	22.41	293.47	469.77
Operating and direct expenses	18.20	18.85	0.00
Changes in inventories of FG, WIP and stock-in trade	-69.06	267.50	-113.99
Employee benefit expense	685.37	682.60	577.17
Finance Costs	404.32	515.57	496.11
Depreciation and amortization expenses	345.98	310.38	281.42
Other Expenses	1,839.58	1,797.02	1,686.22
Total expenses	8,403.03	9,601.01	9,311.60
Profit/loss before exceptional, extraordinary items and tax	506.77	726.43	738.99
Profit/loss before tax	506.77	591.60	738.99
Current Tax	159.43	254.96	221.08
Deferred Tax	18.29	-257.82	19.83
Total tax expenses	177.72	-2.86	240.91
Profit/loss after tax and before extraordinary items	329.05	594.46	498.09
Profit/loss from continuing operation	329.05	594.46	498.09
Profit/loss for the period	329.05	594.46	500.07

1.2. BALANCE SHEET OF JINDAL SAW LIMITED:-

Particulars	Mar2021	Mar2020	Mar2019
Shareholders fund	-	-	-
Share Capital	63.95	63.95	63.95
Reserve and surplus	7074.23	6798.59	6301.56
Total reserve and surplus	7074.23	6798.59	6302.56
Total shareholders fund	7138.18	6862.54	6365.51
Long term borrowings	1392.38	1326.52	1618.77
Deferred tax liabilities (Net)	504.34	414.50	545.29
Other long-term borrowings	299.46	339.44	142.00
Long-term provisions	122.55	131.08	94.95
TOTAL NON-CURRENT LIABILITIES	2318.73	2211.55	2401.00
CURRENT LIABILITIES			
Short term borrowings	1551.59	2178.90	2322.92
Trade payables	1687.73	1246.07	1572.60
Other current liabilities	1221.75	637.82	632.13
Short term provision	17.31	15.52	12.75
TOTAL CURRENT LIABILITIES	478.38	4078.31	4540.40
TOTAL CAPITAL AND LIABILITIES	13935.30	13152.40	13306.90
ASSETS			
NON - CURRENT ASSETS			
Tangible assets	5904.08	5963.09	5690.84
Intangible assets	9.18	10.09	6.30
Capital work in progress	157.10	204.83	230.59
FIXED ASSETS	6070.36	6178.02	5927.72
Investments	655.94	638.19	664.73
Long term loans and Advances	409.12	393.48	385.01
Other non-current assets	126.49	86.24	90.69
TOTAL NON-CURRENT ASSETS	7261.91	7295.93	7068.15

CURRENT ASSETS			
Investment	0.0	60.0	0.0
Stocks	3071.49	2454.15	2194.11
Trade receivables	1443.57	1730.88	1532.57
Cash and cash equal antes	516.72	586.62	257.38
Short term loans and advances	1315.01	1414.62	1225.03
Other current assets	721.20	527.13	647.38
TOTAL CURRENT ASSETS	7067.99	6673.39	5856.47
TOTAL ASSETS	14560.69	13935.30	13152.40

1.3.DIVIDEND:-

Year	Effective date	Dividend date	Dividend (%)	Remarks
May 2022		Final	100	Rs 20000 per share
May 2021	Jul 08,2021	Final	100	Rs 20000 per share
May 2020	Sep 17,2020	Final	100	Rs 20000 per share
May2019	Aug 29,2019	Final	100	Rs 20000 per share
May 2018	Sep 18,2018	Final	60	Rs 12000 per share
May2017	Sep 15,2017	Final	50	Rs 10000 per share
May 2016	Dec 14,2016	Final	50	Rs 10000 per share

Key Ratios:

Key ratios are the primary financial ratios used to illustrate and summarize the current financial condition of a company. They are produced by comparing different line items from the subject's financial statements. Analysts and investors use key ratios to see how companies stack up against their peers.

Table 1.1 Current ratio:-

The current ratio is a liquidity ratio that measures a company's ability to pay short-term obligations or those due within one year. It tells investors and analysts how a company can maximize the current assets on its balance sheet to satisfy its current debt and other payables.

Formula:- (Current Ratio= Total Current Asset / Total Current Liabilities)

Year	Current Ratio
2021	1.49
2020	1.44
2019	1.37

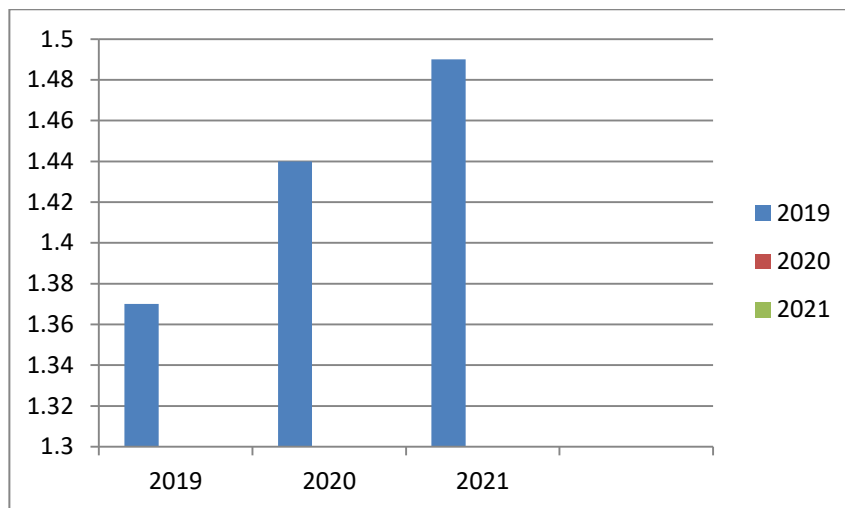


Chart 1.1

Interpretation:- From this information, it can be seen that the current ratio has been generally increasing over time, which indicates that the company has been improving its ability to pay its short-term obligations. The current ratio of 1.49 in 2021 is particularly high, which suggests that the company has a strong financial position in terms of its short-term obligations.

Table 1.2 Debt Equity Ratio:- The debt-to-equity (D/E) ratio is used to evaluate a company's financial leverage and is calculated by dividing a company's total liabilities by its shareholder equity. The D/E ratio is an important metric used in corporate finance.

It is a measure of the degree to which a company is financing its operations through debt versus wholly owned funds. More specifically, it reflects the ability of shareholder equity to cover all outstanding debts in the event of a business downturn. The debt-to-equity ratio is a particular type of gearing ratio.

Formula:- (Debt Equity Ratio= Total Debt/ Share holders Equity)

Year	Debt Equity Ratio
2021	0.41
2020	0.51
2019	0.62

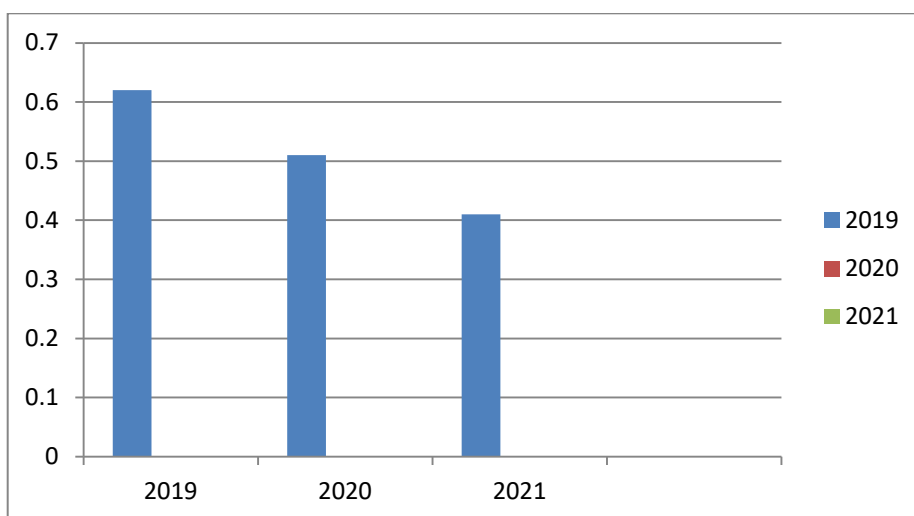


Chart 1.2

Interpretation:- The debt-equity ratio is a financial metric used to measure a company's financial leverage. It is calculated by dividing a company's total debt by its total equity. A higher debt-equity ratio indicates that a company has been using more debt to finance its operations and growth, whereas a lower ratio indicates that the company has been relying more on equity financing.

A debt-equity ratio of 0.62 in 2019 indicates that the company had 62 cents of debt for every dollar of equity, meaning it had a higher level of financial leverage. A debt-equity ratio of 0.51 in 2020 suggests that the company was using less debt financing, as it had 51cents of debt for every dollar of equity. In 2021, the ratio was 0.41 indicating a decline level of financial leverage as in 2020. In 2021, the ratio decreased to 0.41, suggesting a decrease in the use of debt financing. In 2021, the ratio was 0.41, indicating a very low level of financial leverage and a heavy reliance on equity financing.

Table 1.3 Quick Ratio:- The Quick ratio measures a company's capacity to pay its current liability without needing to sell its inventory or obtain additional financing. The Quick ratio is considered a more conservative measure than the current ratio, which includes all current assets as coverage for current liabilities.

The quick ratio assesses a company's capacity to satisfy its short-term commitments using its most liquid assets and serves as an indicator of its short-term liquidity situation. The quick ratio (also known as the acid-test ratio) is a financial metric that measures a company's ability to pay its short-term obligations using its most liquid assets. The higher the quick ratio, the better the company's ability to pay its short-term obligations.

Formula:- (Quick Ratio =Current assets-Inventory/Current liabilities)

Year	Quick Ratio
2021	0.94
2020	0.90
2019	0.77

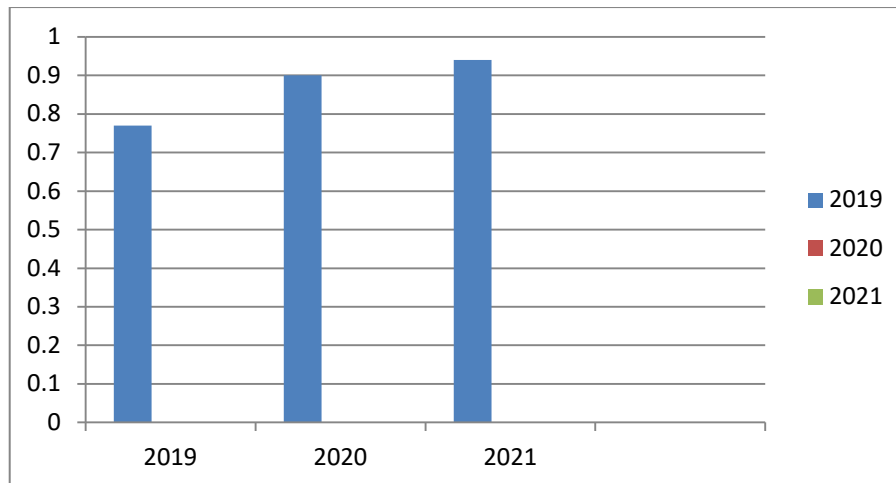


Chart 1.3

Interpretation:- The above graph show the increase in quick ratio in 2021 i.e 0.94 which means the liquidity position of company is very good. From this information, it can be seen that the quick ratio has been generally increasing over time, which indicates that the company has been improving its ability to pay its short-term obligations using its most liquid assets.

The quick ratio of 0.94 in 2021 is particularly high, which suggests that the company has a strong financial position in terms of its short-term obligations, and that it has a significant amount of highly liquid assets available to pay them.

Table1.4 Assets Turnover Ratio:- The asset turnover ratio is an efficiency ratio that measures a company's return on their investment in property, plant, and equipment by comparing net sales with fixed assets. In other words, it calculates how efficiently a company is producing sale with its machines and equipment.

Formula:- (Asset Turnover Ratio= Net sales/Net fixed assets)

Year	Asset Turnover Ratio
2021	61.94
2020	77.01
2019	73.86

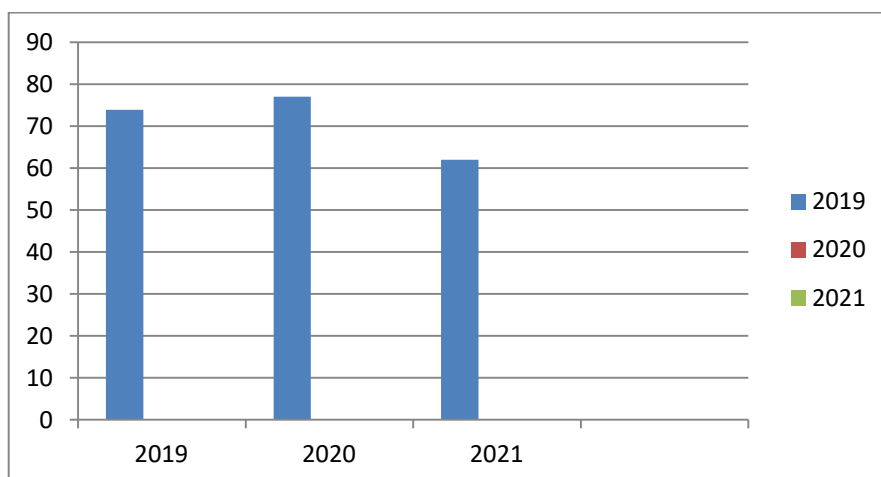


Chart 1.4

Interpretation: - Asset Turnover ratio is decreased in the year 2021 61.94, a higher ratio is favourable, as it indicates a more efficient use of assets. Conversely, a lower ratio indicates the company is not using its assets as efficiently.

Table 1.5 Earnings per share:- Earnings per share (**EPS**) is a company's net profit divided by the number of common share it has outstanding. EPS indicates how much money a company makes for each share of its stock and is a widely used metric for estimating corporate value.

Formula:- $(EPS = \frac{\text{NetIncome} - \text{Preferred Dividends}}{\text{Weighted Average Shares Outstanding}})$

YEAR	Earnings per share
2021	10.34
2020	18.59
2019	15.64

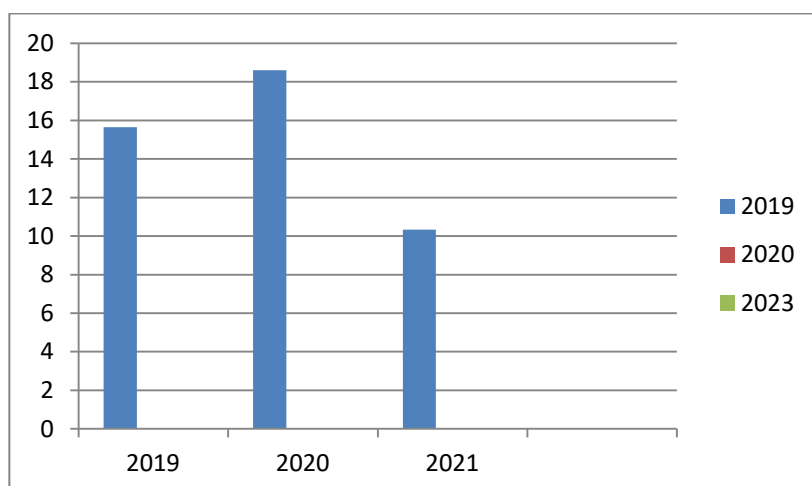


Chart 1.5

INTERPRETATION:- The Earning Per Share is decreased from 2020 to 2021 whereas, in 2021 it is 10.34 and in 2020 it is 18.59. The Company shares are gradually decreased in market. In this chart ratio shows in 2019 is decreased compare to 2020. Again in 2020 it is increased compare to 2021, In 2021 its became decreased in earning per share ratio.

Table 1.6 Gross Profit Ratio: - Gross Profit ratio (GP ratio) is a financial ratio that measures the performance and efficiency of a business by dividing its gross profit figures by the total net sales. The gross profit ratio shows the proportion of profits generated by the sale of products or services, before selling and administrative expenses. It is used to examine the ability of a business to create sellable products in a cost effective manner.

Formula :- (GP ratio= Gross Profit/Net sales*100)

Year	Gross Profit ratio
2021	7.33
2020	10.30
2019	10.31

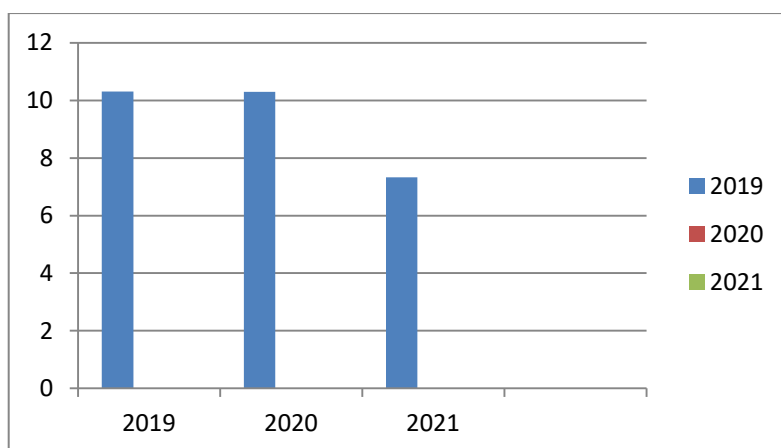


Chart 1.6

Interpretation:- It is important to note that a gross profit ratio of 10.31 may not be considered as a high ratio and the interpretation would depend on the industry and company's benchmarks. Gross profit ratio should also be evaluated in the context of other financial metrics and operating performance for a comprehensive understanding of the company's financial position. The gross profit has decreased in the year 2021. The company is getting the loss with the ratio of 7.33 the profit ratio of 2020 and 2019 which was increased.

Table1.7 Net Profit Ratio:- Net Profit Ratio, also referred to as the net profit margin ratio, is a profitability ratio that measures the company's profits to the total amount of money brought into the business.

Formula:- (Net Profit ratio= Net income/Revenue)

Year	Net Profit Ratio
2021	3.81
2020	5.86
2019	5.08

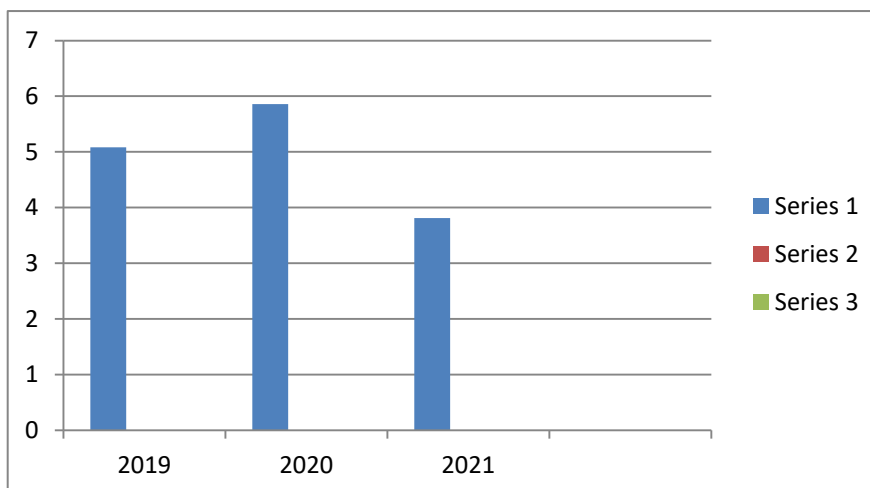


Chart 1.7

Interpretation:- In the case of the given ratios, the trend suggests that the company's net profit has been relatively low in the years 2019 to 2020, with the net profit ratio fluctuating between 5.08 and 5.86. In 2021, the net profit ratio decreased significantly to 3.81, indicating lower profitability. However, in 2020 the net profit ratio increased dramatically to 5.86, indicating a significant improvement in the company's profitability. This could be due to a variety of factors, such as increased sales, reduced expenses, or one-time events, and further analysis of the company's financial and operating metrics would be needed to understand the cause of the change. It is important to note that a net profit ratio of 5.86 may be considered high and the interpretation would depend on the industry and company's benchmarks. The net profit ratio should also be evaluated in the context of other financial metrics and operating performance for a comprehensive understanding of the company's financial position.

Table 1.8 Operating Profit ratio:- The operating profit ratio is the amount of money a company makes from its operations. It demonstrates the financial sustainability of a company's basic operations prior to any financial or tax-related repercussions. The ratio that is used to define a relationship between the operating profit and the net sales. Operating profit is also known as earnings before interest and taxes (EBIT) and net sales can also be defined as the revenue that is earned from the operation.

Formula :- $(OPR = \text{Operating Profit} / \text{Net sales} * 100)$

Year	Operating Profit Ratio
2021	14.56
2020	15.35
2019	15.45

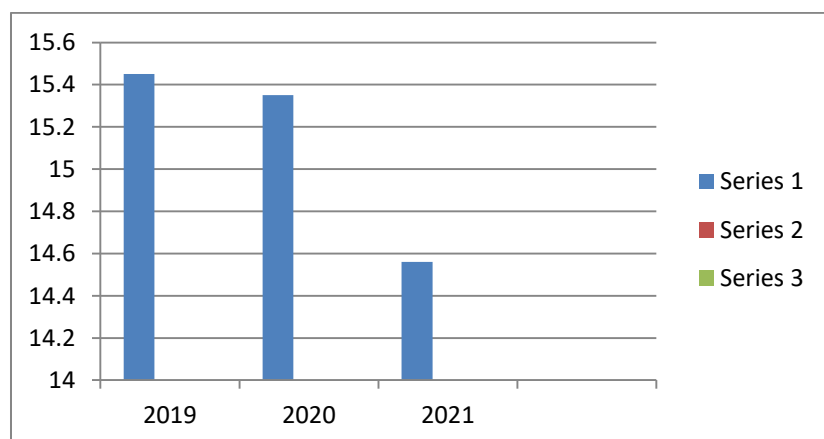


Chart 1.8

Interpretation:- The Operating Ratio is Increased in the year 2019 compare to 2020 and 2021. In 2019 ratio is 15.45 it decreased 15.35 in 2020 finally the operating profit ratio in 2021 also decreased to 14.56. The company operating profit is decreasing year to year.

Table 1.9 Return on Asset Ratio:- The return on total assets ratio is calculated by dividing a company's earnings after tax by its total assets. Total assets are equal to the sum of the shareholders equity and the company's debt. This value is found on company balance sheet. The matric is commonly expressed as a percentage by using a company's net income and its average assets. A higher ROA means a company is more efficient and productive at managing its balance sheet to generate profits while a lower ROA indicates there is room for improvement.

Formula:- $(ROA = EBIT / \text{Average Total Asset})$

Year	Return on Asset
2021	2.12
2020	3.09
2019	5.46

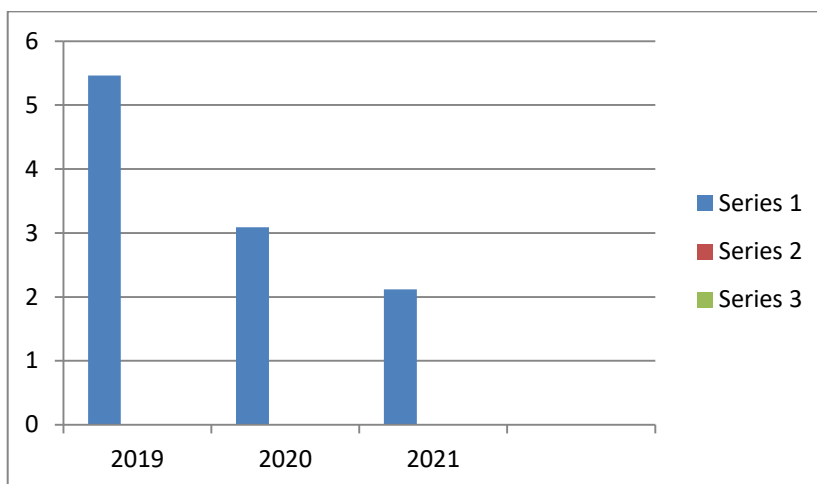


Chart 1.9

INTERPRETATION:- Return on asset ratio is increased in the year 2019 5.46 and in 2020 it is decreased by 3.09. In 2021 again it is decreased by 2.12 so the return on asset of company is decreasing by year to year.

Table 1.10 Returns on Capital Employed Ratio:- Return on capital employed is calculated by dividing net operating profit, or earnings before interest and taxes, by capital employed. Another way to calculate it is by dividing earnings before interest and taxes by the difference between total assets and current liabilities.

Formul:- (ROCE=EBIT/Capital Employed)

Year	Return on Capital Employed
2021	9.63
2020	13.68
2019	14.08

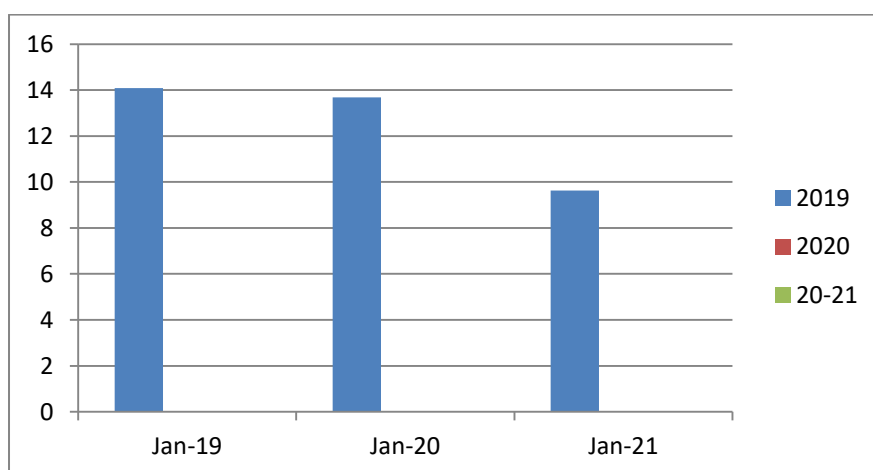


Chart 1.10

INTERPRETATION:- Return on capital employed ratio is in 2019 14.08 , 2020 it decreased by 13.68 and in 2021 it is again decreased 9.63 so here the company return on capital employed is decreasing year by year.

CHAPTER 6

LEARNING EXPERIENCE

LEARNING EXPERIENCE:-

During four weeks of internship, I have accumulated various experiences and wider new knowledge through activities and tasks had been assigned to me. The Deputy Manager of Jindal SAW Limited **BS Narasimha Murthy** and **Subordinates** are encouraged me to do internship in their organization and i have done successfully my internship and report in the organization. However, in this section I am going to relate my experience with course that i have taken to Study on Organization. Although I've got to know many different new things across the intern period. As below stated:-

- Learnt things about how a company performs in various streams
- Got know how a company's ownership pattern be like
- Got depth knowledge about SWOT analysis, Mckensy's 7S framework, Porter's five Force Model
- Able to know and perform on analysing financial statements
- Got to know many things about Jindal SAW Limited
- Got to know few things about Manufacturing process of Steel and Iron Pipes
- Had an Opportunity to focus on many new things
- This process helped me improving my skills in Ms Word, Ms Excel & got an opportunity to use many new features of those.
- Got an opportunity to work on a company's financial statements practically and try to analyze them that boosts up my previous learning
- A four week practical experience had built my skill & been very much helpful in gaining basic knowledge about many new things

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