

GOVERNMENT OF INDIA  
MINISTRY OF STEEL

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 1428**  
**TO BE ANSWERED ON 02/08/2024**

**LABELLING AND BRANDING OF STEEL SECTOR'S PRODUCTS.**

1428. Shri Brij Lal:

Will the Minister of STEEL be pleased to state:

- (a) the details of the initiative to promote the labelling and branding of steel sector's products in the global market; and
- (b) the details of the other initiatives of Government to promote the vision of 'Make in India' and promoting India as the "manufacturing centre" of the world?

**ANSWER**

MINISTER OF STEEL

(SHRI H.D.KUMARASWAMY)

- (a) Branding of steel products provides for labeling of Domestic Steel products by way of Made in India Label along with a QR Code, containing the details of the product, both for domestic steel products and for steel manufactured for exports. In this regard, a pilot rollout has been implemented by major Integrated Steel Plants.
- (b) Government has taken following initiatives to promote the vision of 'Make in India' and promoting India as the "manufacturing centre" of the world:-
  - (i) Introduction of Atmanirbhar packages, investment opportunities under National Infrastructure Pipeline (NIP) and National Monetisation Pipeline (NMP), India Industrial Land Bank (IILB), Industrial Park Rating System (IPRS), soft launch of the National Single Window System (NSWS) etc.
  - (ii) Keeping in view India's vision of becoming 'Atmanirbhar' and to enhance India's Manufacturing capabilities and Exports, an outlay of Rs. 1.97 lakh crore was announced in Union Budget 2021-22 for Production Linked Incentive (PLI) Schemes for 14 key sectors of manufacturing, starting from fiscal year 2021-22 for enhancing production, skill development, employment generation, economic growth and exports.
  - (iii) An institutional mechanism to fast-track investments has been put in place, in the form of Project Development Cells (PDCs) in all the concerned Ministries/Departments of Government of India.
  - (iv) Under the Make in India initiative of Government, which presently focuses on 27 sectors under Make in India 2.0., Investment outreach activities are done through Ministries, State Governments and Indian Missions abroad for enhancing international co-operation and promoting both domestic and foreign investment in the country.

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