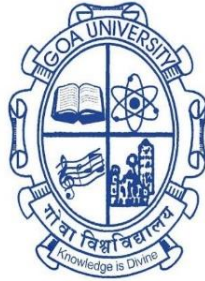


GOA UNIVERSITY
Goa Business School
Taleigao – Goa



INTERNSHIP PROJECT
ON
**DEPARTMENTAL STUDY OF
VEDANTA LTD. (VAB), AMONA**

Submitted in the partial fulfillment of the requirement of the degree of
Master of Business Administration (MBA)
To the

Department of Master of Business Administration (MBA)

Submitted By: Ms. Disha Mandrekar (2138) MBA-I

Submitted To: Dr. Suraj Velip (Asst. Professor)

Academic year
2021-2022

Declaration

I Ms. Disha Mandrekar hereby declare that the project report entitled “Departmental Study Vedanta (VAB) Ltd. Amona Unit” is submitted in partial fulfillment of the requirement for the degree of Master of Business Administration to Goa Business School, Taleigao- Goa.

I further state that no part of the project has been submitted for a degree or diploma or any other similar title of this or any other university.

Place: Taleigao-Goa

Date: 13/07/2022

Ms. Disha Mandrekar

Asst. Prof. Dr. Suraj Velip

Acknowledgement

I am grateful to Ms. Joy Afonso, Chief Human Resource Officer of Vedanta PIG Iron Ltd. Amona, for granting me the permission to undertake my summer internship in this organization for the time frame of 8 weeks.

I would like to thank Vedanta VAB Amona unit for giving me opportunity to carry out my project in their esteem work organization. I stand grateful to Ms. Hefseeba Ratnakaran Ma'am, Ms. Niku D'Cunha Ma'am, Mr. Ashwani Pathak sir and Mr. Milind Barve sir for their valuable advice and guidance throughout the project.

I would like to thank all other staff of Vedanta VAB Amona for cooperating with me in spite of having busy schedule.

I also take this opportunity to especially thank Dean of my Institute Prof. Dr. M S Dayanand sir for giving me this opportunity to get industry exposure through this summer internship. I would also like to extend my sincere gratitude to my Program Director Prof. Dr. Nilesh Borde sir for granting me permission to carry out my project.

I would also like to extend my sincere thanks to my mentor Dr. Suraj Velip sir, Asst. Professor for giving me valuable inputs and guiding me throughout my internship.

Last but not the least I would like to thank all the mighty professors, family and friends for their moral support.

Certificate



sesa goa iron ore

CERTIFICATE

This is to certify that **Ms Disha Mandrekar**, Goa Business School has undergone internship from 16th May, 2022 to 8th July, 2022 in CSR department of Vedanta Limited, Value Added Business based out of Amona, Goa.

She has successfully completed the project work. The title of her project work is "Research work on Departmental Study". She has shown keen interest in learning and has enhanced her practical knowledge.

We wish her all the best for her future endeavours.

With Best Wishes,
For Vedanta Limited

R Pothilingam
CHRO - VAB
8th July, 2022

VEDANTA LIMITED
Sesa Goa Iron Ore, Sesa Ghor, 20 EDC Complex, Patto, Panjim, Goa - 403 001, India
T : +91 0832 2460600 | Website: www.sesagoaonore.com

Registered Office: Vedanta Limited, 1st Floor, "C" wing, Unit 103, Corporate Avenue, Atul Projects, Chakala, Andheri (East), Mumbai 400093, Maharashtra, India
CIN: L13209MH1965PLC291394

Table of Contents

Declaration.....	2
Acknowledgement.....	3
Certificate	4
Executive Summary	6
Company Profile	7
Mission and Vision.....	8
Industry Analysis	9
PESTEL Analysis of Metal and Mining Industry.....	10
Porters 5 forces Analysis of Metal and Mining Industry	12
Company Analysis.....	15
Iron Ore Business.....	16
Value Added Business (VAB) Amona unit	17
Pig Iron Division (PID).....	17
Met Coke Division (MCD).....	19
Power Plant.....	20
SWOT Analysis	21
VRIN Analysis	24
Supply Chain Management.....	27
Departmental Study	31
Contribution and Learnings Derived	38
References	41

Executive Summary

The MBA program is well structured and integrated course of business studies. In every professional course training is an important factor. The main objective of practical training is to develop skills in the student by supplement to the theoretical study of business management in general. Industrial training helps to gain real life knowledge about the industrial environment and business practices.

Vedanta Resources Ltd is a globally diversified natural resources company. They extract and process minerals, oil and gas, engage more than 65,000 employee and contractors primarily in India, Africa, Ireland and Australia. Value Added Business (VAB) of Sesa Goa Iron Ore comprises Pig Iron Division (PID), Metallurgical Coke Division (MCD) and Power Plant Operations. Their Power Plant utilizes waste heat and gases generated from Pig Iron and Met Coke Plants and uses proprietary environment friendly met coke making technology to generate electricity.

The management of the company consist of various eminent professionals. Mr. Sujal Shah is the CEO of Iron ore Business, Mr. Krishna Reddy is the COO of mining, iron ore business, Mr. Joseph Coelho is the Acting Director for iron ore Goa, Mr. Saptesh Sardesai is the CEO of Value-added business, Mr. Sumit Gupta is the CEO of Nicomet, Mr. Abhijit Parab is the CEO for coke business, Mr. Chetan Savant is the head of WCL, Mr. Praveen George is the CHRO for Iron and ferro alloys, Ms. Leena Verekar is the group head for CSR and Chief Corporate affairs- Sesa Goa iron ore business, Ms. Shobha Raikar is Chief IT and Digital officer- Sesa Goa Iron ore business, Mr. KV Kulkarni is Chief HSE officer Sesa Goa iron ore business and Mr. Abhinav Gupta is Deputy chief financial officer for Sesa Goa iron ore business

The report provides overview of the industry analysis of metal and mining industry, company analysis, functioning of various departments that operates in Vedanta Value added business, learnings derived and contribution made during the 8 weeks of internship process.

During the whole training I got a lot of experience and came to know about the management practices in real that how it differs from those of theoretical knowledge and the practically in the real life. In today's globalize world, where violent competition is prevailing in the market, theoretical knowledge is not sufficient. Beside this one need to have practical knowledge, which would help an individual in carrier activities and it is true that, *Experience is the Best Teacher*.

Company Profile

Sesa Goa Iron Ore, a Vedanta Group company is engaged in exploration, mining and processing of iron ore. The company was founded in 1954, as Scambi Economici SA Goa. Since then, it has grown to be one among the top low-cost producers of iron ore in the country. During 1991-1995, it diversified into the manufacture of pig iron and metallurgical coke. It has also developed indigenous and environment-friendly technology for producing high quality metallurgical coke.

Sesa Goa Iron Ore also has a 60 MW power plant that produces clean power by using the waste heat recovery from its coke ovens and blast furnace gas. In 2007, it became a majority-owned subsidiary of Vedanta Resources Plc., when Vedanta acquired 51% controlling stake from Mitsui & Co., Ltd. In June 2009, Sesa acquired VS Dempo & Co. Private Limited (now Sesa Resources Limited) along with its fully owned subsidiary Dempo Mining Corporation (now Sesa Mining Corporation Limited) and 50% equity in Goa Maritime Private Limited.

2021	In August 2021, Vedanta Limited announced a plan to invest up to US\$ 20 billion towards doubling manufacturing capacities in businesses such as silver and steel.
2020	Plans to raise \$8 billion through a mix of debt and equity to secure funds for the acquisition of state-run Bharat Petroleum Corp. Ltd (BPCL). The sale, part of India's asset-sale programme, is expected to fetch the government about ₹45,000 crore and is aimed at helping it make up for the revenue loss caused by covid-related disruptions and secure funding for additional spending to boost the economy. Signed an agreement to deploy GE's Digital Smelter solutions at its largest smelter in India at Jharsuguda in Odisha Acquired Ferro Alloys Corporation
2019	In August 2019, Vedanta Ltd inaugurated its 1000 th NandGhar as a milestone in flagship CSR programme of 'mining to metals'
2017	The company wins Platinum and Gold at LACP Vision Awards.
2016	Vedanta wins accolades at Frost & Sullivan Awards 2016. Vedanta wins accolades at the 55th ABCI awards.
2015	Sesa Sterlite Limited renamed Vedanta Limited.
2013	Merger of Sesa Goa and Sterlite Industries undertaken in an all-share deal. The company's name is changed to Sesa Sterlite Limited.

2012	Sesa Goa Limited has completed the acquisition of Goa Energy Private Limited.
2011	Sesa Goa Limited acquired the assets of Bellary Steel & Alloys Limited (BSAL).
2006	Vedanta Resources plc, a diversified metals and mining group, acquires 51 per cent controlling stake in Sesa Goa Limited from Mitsui & Co. Limited.
2005	Forbes Asia ranks Sesa Goa as one of Asia's 200 companies with sales more than US\$ 1 billion in its "Best Under a Billion" study.
1999	The company has acquired Narrain Mines, Karnataka.
1996	Amalgamation of the 100 per cent subsidiary, Sesa Shipping Ltd. with Sesa Goa Ltd.
1990	Vedanta Limited in association with Kembla Coal & Coke Pvt Limited, Australia set up Sesa Kembla Coke Co Pvt Ltd to produce coke.
1986	The first phase of the beneficiation plant and with a capacity of 7.5 lakh tonnes per year, was commissioned.
1981	Company was converted into a public limited company.
1979	Mingoa Pvt Ltd was amalgamated with the company.
1965	Incorporation of the company under the name as Sesa Goa Private Ltd.

Mission and Vision

Vision

- To be one of the four iron ore mining companies in the world.

Mission

- To maximize stakeholder wealth by exploiting core skills of iron ore mining, coke and iron making.
- To constantly seek high levels of productivity and technical efficiency to maintain technological superiority over competitor.
- To aggrieve seek additional resources.
- To maintain cost in the lowest quartile globally.

Industry Analysis

Introduction to Metals & Mining Industry in India

India's coal reserves are the fourth largest in the world. Additionally, the country is also the second largest coal importer in the world.

India holds a fair advantage in production and conversion costs in steel and alumina. Its strategic location enables export opportunities to develop as well as fast-developing Asian markets.

As of FY21, the number of reporting mines in India were estimated at 1,229, of which reporting mines for metallic minerals were estimated at 545 and non-metallic minerals at 684.

Rise in infrastructure development and automotive production are driving growth. Power and cement industries are also aiding growth for the sector. Demand for iron and steel is set to continue given the strong growth expectations for the residential and commercial building industry.

Market Size

Coal production in the country stood at 715.95 million tonnes (MT) in FY21. Between April 2021- October 2021, coal production in India stood at 379.597 million tonnes (MT).

India ranks fourth globally in terms of iron ore production. Production of iron ore in FY21 stood at 204.48 million tonnes. From April 2021-January 2022, iron ore production in India stood at 204 MT.

In FY20, India had a total number of 878 steel plants producing crude steel. In FY21, India's crude steel production stood at 103.54 million tones. According to world steel, crude steel output in India registered a 46.9% YoY growth to reach 9.2 million tons in May 2021, as compared with 5.8 million tons of crude steel output registered in May 2020. The steel production in India is projected to increase by 18% to reach 120 million tones (MT) by FY22. India's crude steel production stood at 102.49 million tones (MT) in FY21 and at 9.5 MT in September 2021.

PESTEL Analysis of Metal and Mining Industry

➤ Political Factors

- In Union Budget 2021, the government reduced customs duty to 7.5% on semis, flat and long products of non-alloy, alloy and stainless steels to provide relief to MSMEs.
- To boost recycling of copper in India, the government announced reduction of import duty on copper scrap from 5% to 2.5% in the Union Budget 2021.
- Government of India has allowed 100% Foreign Direct Investment (FDI) in the mining sector and exploration of metal and non-metal ores under the automatic route, which will propel growth in the sector.
- To increase availability of iron ore in India, the government took several initiatives, such as 'Mining and Mineral Policy' reforms, to ramp up production and maximum capacity utilization by government mining companies.
- Political and regulatory risk in mining operations. Cancellation of mining licenses

➤ Economic Factors

- The GDP contribution of the mining industry varies from 2.2% to 2.5% only but going by the GDP of the total industrial sector it contributes around 10% to 11%. Even mining done on small scale contributes 6% to the entire cost of mineral production. Indian mining industry provides job opportunities to around 700,000 individuals.
FDI inflows in the metallurgical industry stood at US\$ 16.01 billion, followed by the mining (US\$ 3.0 billion), diamond & gold ornaments (US\$ 1.19 billion) and coal production (US\$ 27.73 million) industries.

➤ Social Factors

- Industry often a source local employment and may contribute to local and regional activities.
- Younger population will promise the industry with more skilled and educated workers and human resources, thereby adding breadth and depth to the talent pools.

➤ Technological Factors

- Technology is paving the way for improved safety on mining sites. Rio Tinto is one of the world's biggest mining companies and organization invested heavily in automation and smart mining. New technology allows company to reduce health risks and create a much safer environment for miners.

- Computers and network technology are increasing. These systems could be subject to security breaches resulting in theft, disclosure, or corruption of key/strategic information. Security breaches could also result in misappropriation of funds or disruptions to our business operations. A cybersecurity breach could have an impact on business operations.

➤ **Environmental Factors**

- Strict environmental regulations in mining sector. Several environmental protection acts and policies impact this industry in a major way. The laws mandate mining companies limit their damage to the environment by reporting and cleaning up release of hazardous substances into the environment and employing environmental safeguards, including proper storage and disposal of hazardous waste
- Increasing regulation of greenhouse gas (GHG) emissions, including the progressive introduction of carbon emissions trading mechanisms and tighter emission reduction targets, is likely to raise costs and reduce demand growth.

➤ **Legal Factors**

- Mining activities in India are highly regulated and the legal framework has undergone significant changes in the past 5 years, the result of which is a more transparent and efficient regime. Some of the recent developments include The Mineral Laws (Amendment) Act 2020 which enables state government to take advance actions for the auction of a mining lease before its expiry.
- National Mineral Policy 2019, this policy replaces the National Mineral Policy 2008. The policy emphasizes strengthening the regulatory mechanism by incorporating e-governance systems to prevent illegal mining and value leakages, increase awareness and information on campaigns to involve local populations to supplement law enforcement capabilities in preventing illegal mining.

Porters 5 forces Analysis of Metal and Mining Industry

Competitive Rivalry	<ul style="list-style-type: none">• Facing competition from new entrants is very low.• The competition in the industry is medium to low.
Threat of new entrants	<ul style="list-style-type: none">• The threat of new entrants is low due to the government regulations and restrictions .• The threat of new entrants in this industry is very low.
Substitute Products	<ul style="list-style-type: none">• Limited substitute competition for iron ore, substitute materials have a limited impact on the demand for iron ore.• The threat of substitutes in the iron ore market is assessed as weak
Bargaining Power of Suppliers	<ul style="list-style-type: none">• The absence of unique product and the limited potential for product differentiation strengthens buyer's power.
Bargaining Power of Buyers	<ul style="list-style-type: none">• Certain up-stream suppliers the market is moderately competitive.• suppliers' power in this industry is moderate.

Competitive Rivalry

One major competition for mining industry is the competition for resources and mines, which are different from other industries. Since the resources are limited and renewable, together with the continuous increasing demand for energy, such as coal demand in China and India, the battle of exploiting and developing new mines are intensive. There are many competitions in the industry. However, since the exit barriers are high the competition is limited within the existing companies. Facing competition from new entrants is very low. Thus, the competition in the industry is medium to low.

Threats of new entrants

New entrants might pose a threat to the companies by introducing new innovative products at competitive prices and eating into their market share and customer loyalty. But the threat of new entrants is low due to the government regulations and restrictions on the extraction and processing. Another reason behind low threat is the capital expenditure or setting up a mining industry is very high. Thus, the threat of new entrants in this industry is very low.

Substitute Products

Iron ore demand is heavily dependent on steel production volumes. The demand for steel depends on the level of activity in a range of industries involving heavy construction. With limited substitute competition for iron ore, substitute materials have a limited impact on the demand for iron ore. Metals produced through iron ore have the ability to be recycled indeterminately. While some materials can replace and substitute metals, the economies of scale that can be achieved in the production of metals give them a significant advantage. However not all buyers will replace metals with such alternatives as they do not provide all of the same properties and hardly any direct substitutes. Using them would require substantial retooling of an assembly line and therefore switching costs are likely to be very high. The threat of substitutes in the iron ore market is assessed as weak and will not have a significant effect on short term profits, but may increase in the future, which may be fueled by ecological concerns and limited iron ore resources.

Bargaining Power of Suppliers

Suppliers power is weakened due to the fact that these firms are essential to supplier revenues for example mining equipment's being so specialized, that manufacturers would find it difficult to sell to other customers outside the industry. Similarly, the quality and availability of raw materials is essential to the competent running of metal and mining industry. The process of extraction of iron ore is heavily energy intensive, therefore players likely to have long term contracts with suppliers of electrical power and fuel. These suppliers are few and dominant in numbers. These means suppliers are in more powerful position. Also, the employees form a vital part of this market, due to increasing complexity of mining there is an on-going demand for highly skilled workforce. Labor costs, associated with training and attracting much needed

skilled employees, remain a major concern. Therefore, it is deemed that with certain up-stream suppliers the market is moderately competitive, but as stated above the supplier's market can also be moderately concentrated. Overall suppliers' power in this industry is moderate.

Bargaining Power of Buyers

Key buyers include iron smelting and steel manufacturers and are typically large companies with a certain amount of financial muscle. Therefore, they can negotiate and enter into the long term's contracts with the firms, increasing the buyer power. Firms can also enter into the bilateral contracts giving them the ability to sell their superior products to dealers and traders in these commodities. These bilateral contracts with end users can include negotiated floor and ceiling prices, protecting the firm from low prices, protecting the firms from low prices and buyers from high prices. Firms try to differentiate themselves in mature markets by focusing on added value and specialty products. The absence of unique product and the limited potential for product differentiation strengthens buyer's power.

Road Ahead

There is a significant scope for new mining capacities in iron ore, bauxite and coal and considerable opportunities for future discoveries of sub-surface deposits.

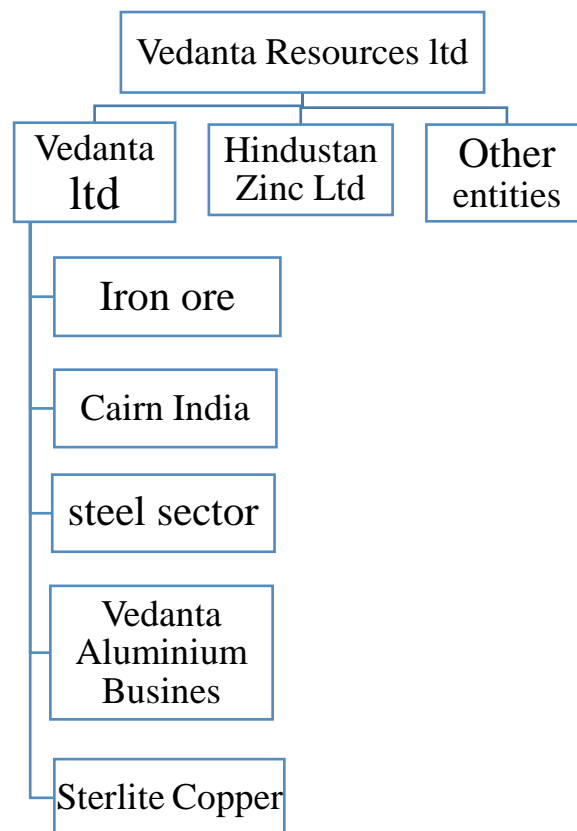
Infrastructure projects continue to provide lucrative business opportunities for steel, zinc, and aluminum producers.

Iron and steel make up a core component for the real estate sector. Demand for these metals is set to continue given strong growth expectations for the residential and commercial building industry.

Company Analysis

Vedanta Resources Ltd is a globally diversified natural resources company. They extract and process minerals, oil and gas, engage more than 65,000 employee and contractors primarily in India, Africa, Ireland and Australia.

Their product is been sold worldwide. Their headquarter is situated in London, United Kingdom. Vedanta Resources Limited is the holding company for Vedanta Limited and Konkola Copper Mines, which in turn have multiple subsidiaries. They are run by a unified board and management.



Vedanta Resources supplies natural resources that help the world grow. Their major products are zinc-lead-silver, iron ore, steel, copper, aluminum, power, oil and gas. Their strategic capabilities and alliances are singularly focused on creating and preserving value for their wide stakeholder groups and clientele.

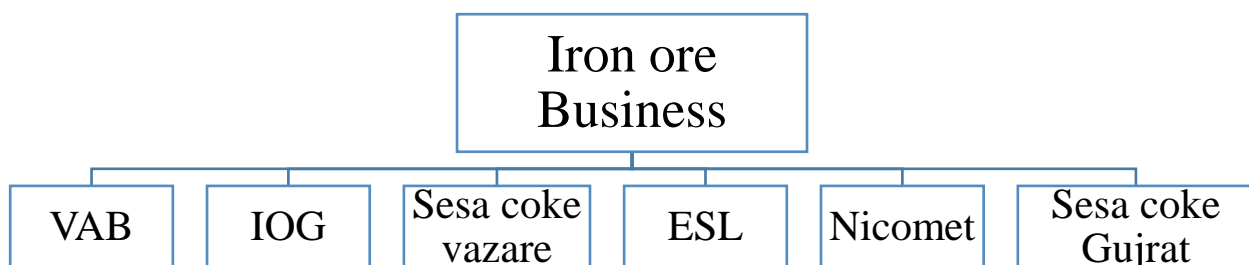
They have undertaken several Greenfield and Brownfield expansion projects throughout the world, successfully completed capital expansions involving complex technologies and large investments, in record time and at significantly lower costs.

Vedanta Resources has a portfolio of world-class, low-cost, scalable assets that consistently generate strong profitability and have robust cash flows. The company holds industry-leading market shares across its core divisions.

Iron Ore Business

Vedanta is a major supplier to the domestic market with the Goa iron ore mine also serving the Chinese and Japanese export markets.

Sesa Goa Iron Ore, a Vedanta Group company is engaged in exploration, mining and processing of iron ore. The company was founded in 1954, as Scambi Economici SA Goa. Since then, it has grown to be one among the top low-cost producers of iron ore in the country. During 1991-1995, it diversified into the manufacture of pig iron and metallurgical coke. It has also developed indigenous and environment-friendly technology for producing high quality metallurgical coke. Sesa Goa Iron Ore also has a 60 MW power plant that produces clean power by using the waste heat recovery from its coke ovens and blast furnace gas.



In 2007, it became a majority-owned subsidiary of Vedanta Resources Plc., when Vedanta acquired 51% controlling stake from Mitsui & Co., Ltd. In June 2009, Sesa acquired VS Dempo & Co. Private Limited (now Sesa Resources Limited) along with its fully owned subsidiary Dempo Mining Corporation (now Sesa Mining Corporation Limited) and 50% equity in Goa Maritime Private Limited.

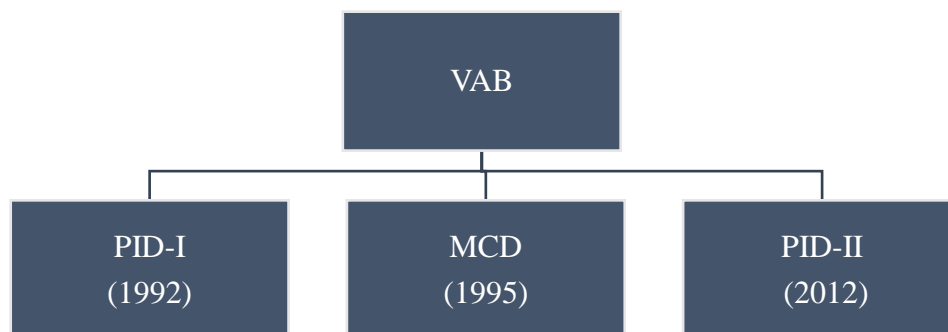
Sesa Goa Iron Ore operations in India are in Goa and Karnataka.

The annual capacity of Sesa Goa Iron Ore Business is 5.5 MT per annum. The SC verdict of February 7, 2018 has brought entire mining industry in Goa to a halt. Vedanta Sesa Goa Iron Ore is hopeful of quick resolution for resumption of mining. The capacity for Iron Ore Business for Karnataka is 4.5MT per annum.

Vedanta has signed a MOU with the state government of Jharkhand to set up a 1 MTPA capacity integrated steel plant in Jharkhand. The plant would contribute to employment generation of nearly 5000 people in the state.

Vedanta Star a subsidiary has taken the management control of Electro Steel Ltd. as directed by the National Company Law Appellate Tribunal (NCLAT) on May 30 2018.

Value Added Business (VAB) Amona unit



Value Added Business (VAB) of Sesa Goa Iron Ore comprises Pig Iron Division (PID), Metallurgical Coke Division (MCD) and Power Plant Operations. Their Power Plant utilizes waste heat and gases generated from Pig Iron and Met Coke Plants and uses proprietary environment friendly met coke making technology to generate electricity.

Pig Iron Division (PID)

Pig Iron Division (PID) started operating in 1992. It was the first to introduce low phosphorous foundry-grade pig iron in India. The PID has two blast furnaces with a working volume of 173 m3 along with the newly commissioned third blast furnace of 450 m3 capacity, making SESA's PID the largest producer of low phosphorous pig iron in India with an installed capacity of 625000 Tones/Year. The Company also commissioned an 800,000 tonnes' sintering facility that

would enable the PID to partially meet its iron ore requirement with sintered iron ore fines, resulting in significant cost savings and increasing efficiencies.

Features of product

Pig iron is produced from the blast furnace. The purpose of a blast furnace is to chemically reduce and physically convert iron oxides into liquid iron called "hot metal". The blast furnace is a huge, steel stack lined with refractory brick, where iron ore, coke and limestone are dumped into the top, and preheated air is blown into the bottom. The raw materials require 6 to 8 hours to descend to the bottom of the furnace where they become the final product of liquid slag and liquid iron. These liquid products are drained from the furnace at regular intervals. The hot air that was blown into the bottom of the furnace ascends to



PIG IRON

the top in 6 to 8 seconds after going through numerous chemical reactions. Once a blast furnace is started it will continuously run for four to ten years with only short stops to perform planned maintenance. Pig iron is an intermediate product and first product of Iron making reduced from Iron ore. Pig iron has a very high carbon content, typically 3.5–4.5%, along with silica, Manganese, Sulphur, Phosphorus, Titanium and other trace elements.

Uses and benefits of the product:

Pig Iron comprises three main types:

- Basic Pig Iron: used mainly in electric arc steelmaking
- Foundry Pig Iron: used in mainly in the manufacture of grey iron castings in cupola furnaces

- Nodular Pig Iron (Sg Grade): used in the manufacture of ductile iron castings. Pig iron is used for steel making, Foundries, Alloy making, in automotive castings and other iron-based castings.

Production Capacity

Pig Iron Plant is strategically located at Amona, on the bank of Mandovi River, at an optimum distance of 40 kilometers from Mormugao port which gives them the dual advantage of transporting Pig Iron by road in trucks & containers as well as by riverine barges in bulk. Company has two Blast Furnaces having a working volume of 173m³ each. Their third Blast



METALLURGICAL COKE

Furnace of 450m³ capacity was successfully commissioned on 17th August 2012. The annual capacity of total Plant is 0.832 MTPA.

Met Coke Division (MCD)

Met Coke Division (MCD) is primarily a backward integration initiative to support the pig iron operations. The Plant is strategically located at Amona, on the bank

of Mandovi River, at an optimum distance of 40 kilometers from Mormugao port which gives them the dual advantage for transportation of raw material coking coals by riverine barges from different parts of World. Met coke division has two coke oven batteries with total production capacity 0.522 million tons per annum based on Sesa's patented Energy Recovery Coke Making Technology. SESA's Energy Recovery Coke Making Technology is an environment-friendly technology that is characterized by low capital and operating cost, high energy recovery, capable of producing high quality metallurgical coke. This technology is available for license globally in standard modules of 0.3 MTPA with a potential to generate 21 MW of electrical energy. Developed through in-house efforts, SESA holds patents in India, Brazil and Europe for this technology. This patent is a reaffirmation of SESA's commitment to development of innovative and cutting-Edge solutions.

Salient features of SESA's coke technology are:

Cost-effective, Clean and Enviro-friendly Produce High quality metallurgical coke. Optimum waste heat recovery per ton of coke produced. Sesa Coke - Maharashtra was acquired by Vedanta in 2019. Plant has installed capacity of 108,000 Tonnes/Year through its 2 coke oven batteries and 48 ovens using best in class non recovery type coke oven technology for production. The capacity will be utilized for merchant sales.

Features of product

Vedanta's Met coke Division, Manufacturing low ash Metallurgical coke by means of non-recovery heat recovery coke making process based on SESA's patented technology while Sesa Coke manufactures premium low ash Metallurgical coke by means of non-recovery type coke oven technology. Metallurgical coke is the costlier and main raw material for steel industries and cupola furnaces. Main raw material for coke making is metallurgical coal and it is being imported from different parts of world mainly from Australia, Russia, South Africa, USA and Indonesia.

Uses and benefits of the product:

Metallurgical coke comprises of four different grades based on size of coke:

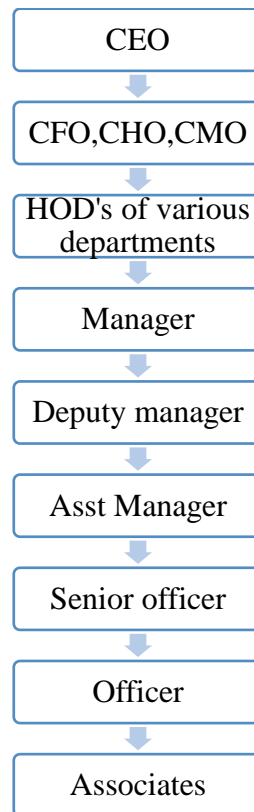
- Foundry coke (+70mm): Used mainly in cupola furnaces for melting of pig Iron to produce different castings.
- Blast Furnace coke (20-80mm): Used mainly in Blast furnaces as a reduction agent to reduce Iron ore in different grades of steel products.
- Nut Coke (10-25mm): Used mainly in Alloy industries as a reduction agent.
- Coke Breeze (-10mm): Used mainly in Sinter plants, Cement Industries.

Power Plant

SESA operates two waste heat recovery power plants of 30 MW each utilizing the waste heat and flue gases generated from its pig iron and met coke making facilities to generate electricity, used for captive consumption with a portion sold externally. The first Power Plant was set up in 2007 by Videocon Group and later acquired by Sesa in March 2012. Incidentally, the second 30 MW power Plant, was installed and commissioned by Sesa also in 2012, as part of its

ambitious Pig iron expansion project. The Power Plant comprises waste heat recovery boilers supplying high pressure steam to Steam turbine coupled to the generator. The surplus power after captive use is sold to Electricity Department, Govt. of Goa, at a most reasonable tariff of Rs. 2.40/- per unit. Since the waste heat recovery technology power generation replaces power from fossil fuel power plants linked to the western grid, the old Power plant (commissioned in 2007) is registered with UNFCCC as a CDM project.

Organizational Structure



SWOT Analysis

➤ Strengths

- **Strong Workforce**

Every member of the organization brings strengths to their job which are unique to them. The company possessed highly skilled workforce through successful training

and learning programs which brings value to the company. There are around 70,000+ direct and indirect employees are been working.

- **Largest Marchant of PIG Iron in India**

One of the largest merchants of Iron Ore mines in India and one of the largest producers and exporters of merchant Pig Iron of India. With the newly commissioned third blast furnace of 450 m³ capacity, making SESA's PID the largest producer of low phosphorous pig iron in India

- **Highly Diversified**

Being an MNC, the company is globally and domestically diversified across various regions. The company itself have various plants across the regions of India such as Karnataka, Gujrat, Jharkhand as well as outside the country which includes South Africa, Namibia, Australia and Ireland which gives them advantage of having customers all across the globe

- **Waste Recovery System**

SESA's Energy Recovery Coke Making Technology is an environment-friendly technology that is characterized by low capital and operating cost, high energy recovery, capable of producing high quality metallurgical coke.

➤ **Weaknesses**

- **Less Marketing Campaigns**

Not giving much importance and attention to marketing and brand image. There are very few marketing strategies that company utilizes for their marketing.

- **Red Category**

The companies whose PI is above 60 are considered as Red Category industries hence the company falls under Red Category, as it has the potential to cause environment harm and pollution making it hazardous. This is one of the most important reasons why the company faces protests against it from the local community.

- **Slowdown of Blast furnace**

Sometimes problems in blast furnaces leads to lesser production. As the sale of finished products depends upon the number of products produced. But sometimes the technical

issues in blast furnaces makes it impossible to manufacture desired number of finish goods which leads to sometime lesser sale.

➤ **Opportunities**

- **Shift towards green metal**

Vedanta to shift towards green steel, to use hydrogen instead of coke to reduce carbon emissions and looking for tie up with IT Bombay. This will help in reducing carbon emissions to 0 by 2050. Future demand for low carbon metals can create opportunity.

- **Emergence of New Markets**

Opening up of new markets because of government agreement. Business alignment with different nations around the world will open doors to the diversified markets for emerging digital technology and its extensive use and resources.

➤ **Threats**

- **Fluctuations in prices and Tax**

Fluctuation in commodity prices and currency exchange rates can impact the exports as company gets its most of the profits from exports. Government imposed tax and policy makes it difficult to sold the products outside the country for example the increase in export duty to 50% to increase domestic supply becomes a threat for exports.

- **Uncertainties**

operations may be subject to a number of circumstances not wholly within the company's control. These include damage to or breakdown of equipment or infrastructure, unexpected geological variations or technical issues, extreme weather conditions and natural disasters – any of which could adversely affect production and/or costs.

- **Environment Activists**

Being a company falling under red category makes many environmentalists and laws to take discissions against the company. Certain environment protection organizations such as NGT has appealed against EC granted for Vedanta expansion at Amona and Navelim plant.

VRIN Analysis

Resources/Capability	Valuable	Rare	Inimitable	Non substitutable	Competitive Implication
Brand image	Yes	Yes	Yes	Yes	Competitive Advantage
Quality of the products	Yes	No	Yes	No	Temporary Competitive Advantage
Human Resources	Yes	No	No	No	Temporary competitive advantage
Technology	Yes	Yes	Yes	Yes	Competitive Advantage
Location	Yes	Yes	Yes	Yes	Competitive Advantage
Corporate Social Responsibility	Yes	No	No	No	Temporary competitive advantage
RM	Yes	Yes	Yes	Yes	competitive advantage
Transport	Yes	No	No	Yes	Temporary competitive advantage

Brand Image

Brand Image of the company is so strong as it operates in various regions around the globe. It holds the leading market shares across its core divisions. The company stood second in the production of zinc-lead and the largest primary producer of aluminium. This makes their brand image rare, valuable, inimitable and non-substitutable.

Quality of the Product

The quality of the product is valuable as their product meets the expectations of the customer. The products go under various technical process and hence it is divided into certain grades and hence as per the grade quality product is being supplied to the consumer. The quality of the product is rare as it is manufactured by using latest technology which makes it clean, cost effective and environment friendly. But the quality of the product can be substitutable.

Human Resources

The company has many well experienced and well-educated employees employed in the organization. Every employee has different set of skills which makes them valuable. Though they are not rare as there are many other well experienced and possessing common skills employees one can find easily and which can be easily imitable as new skills one can learn in no time. But the employees can be substitutable by more efficient employees.

Technology

The technology used by the company for the production is valuable as the premium low ash Metallurgical coke is produced by means of non-recovery type coke oven technology which is capable of producing high quality metallurgical coke. Developed through in-house efforts, SESA holds patents in India, Brazil and Europe for this technology. This patent is a reaffirmation of SESA's commitment to development of innovative but the new and latest innovation in the technology can substitute the current technology used by the company.

Location

The company is based near the bank of Mandovi river which allows them to foster their transport providing easy and smooth flow of finished products and raw materials through barges, without causing any direct damage to the community living around. Hence their location becomes valuable, rare, inimitable and cannot be substituted by any other location.

Corporate Social Responsibility

The company performs various activities/projects which comes under social responsibility for the society its operating in to maintain good will with its stakeholders which makes it valuable. But not rare and inimitable as the such kind of activities are performed by other companies as well. All the activities are well managed by the regular communications with the concern authorities and stake holders. But it still creates temporary competitive advantage.

Raw Materials

The major raw materials used by the company are iron ore and coal which they import from various regions of India as well as outside of India. Getting this mineral is much expensive process and being non-renewable it's difficult to recycle. This all things makes the raw materials used by the company for production valuable, rare, inimitable and non-substitutable. It gives company competitive advantage.

Transport

Company uses various kinds of transport for the smooth movement of raw material and finished goods. The mode of transport used are roadways, railways and waterways. This mode of transport is valuable for the company as it helps them in smooth transport of RM and finished goods. But the ways they are using are not rare as this are the common ways which are used by every other firm for the transport. Also, the modes used can be imitted by the competitors or the new entrants. These modes can be only substitutable by airways and not any other mode of transport.

Through above analysis we can come to know that the company does not sustain complete competitive advantage in the market. It is lacking behind in some of the factors which can be commonly used by the competitors to run their businesses.

Supply Chain Management

1. **Marketing plan**: - First step in the supply chain process is having a marketing plan. In this all heads of different department and marketing team decide the requirement on demand analysis and make a sales plan for particular month or quarter.
2. **Production plan**: - After completion of the marketing plan production plan is made based on availability of finished stocks, blast furnaces and demand in the market. Some targets are set under this for the production team to achieve.
3. **Procurement plan**: - Procurement plan is the next step after production plan. As per the production plan and availability of finished stock raw material requirement is measured and what type of raw material is required and it is ordered as per that. Here raw material ordered through the traders and government auction. Main suppliers of raw material are from Karnataka and coal is exported directly from Australia.
 - **Auction of raw material**: The company is getting the raw material from government by auction and then paying in advance to government. Here company is paying the payment in advance and material is received after some time.
 - **Traders**: Raw materials are purchased from traders by placing the order. Payment is made after getting the raw material and testing of raw material for looking at the chemical composition and as per weight.
4. **Commercial negotiation & vendor selection**: - At first the inquiry is sent to vendors regarding the requirements needed. Once the requirement is sent quotes are received from the vendors. Next step is to get clearance from the technical team and after getting clearance the department holds reverse auction in order to get vendor who will supply materials at the lowest rates. After selecting the vendor purchase order is generated.

The selection of vendors is done by:

- The turnover of the vendor should be 5crore and above.
- MSSC declaration should be provided by vendors.
- The complete process is done through Ariba to have transparency.
- The payment modes are Credit Purchase, LC (Letter of Credit) and Open Credit.

5. **Mode of transport:** - The next step is selection of mode of transportation for bringing the raw material in company. Mode of transportation can be either by Road, Rake and Sea. Mode of transportation is selected by considering various factors such as availability of road, total cost involved and by looking at all the expenses. What will be cheaper in cost of movement and also by looking at the grade, tons and rate. If raw material is brought from auction, then mode of transport has to be arranged and if raw material is brought from traders, then transport will be arranged by them.
6. **Material delivery schedule:** - After selecting the mode of transport material delivery schedule is done. Material delivery schedule means scheduling the date of delivery of material or the date of receivable. In this the company is taking various permits from government than forest clearance, bulk permit, etc. Basically, the company is doing time management.
7. **Receipt of material:** - The movement of materials into the warehouse i.e., incoming raw material. After delivery schedule is done the movement of raw material takes place and it is received by the company for their use in production. Payment is made to the vendor in case of traders after raw materials are received and not before.
8. **Sampling of raw material:** - Before using the raw material into the production process it is being tested to know the grade, ton, etc. Sampling of raw material is very important for the payment, depending on the quality and quantity the vendor is paid. If quantity is less than penalty is imposed and in case of more quantity bonus is paid to the vendor.
9. **Consumption:** - Finally after testing of raw material is done the material is used for production. The production is done on the basis of production plan and as soon as possible. Right availability of product at the right time is very important for gaining more customers in the market.
10. **Storage/Warehousing:** - Once the product is produced it is stored in the warehouse as per specification of grades and it is known as stock piling. Storage is done by the logistics department in different yards by using Spectrometer and as order comes the product is dispatch.
11. **Order booking/Purchase order:** - Purchase request is made by the customers after visiting the Vedanta portal as per their requirement and once the request is approved Purchase Order is created after prices, delivery, terms and conditions have been agreed.

PO will include the name of company purchasing the goods, date, PO number, description and quantity of the product, price, payment information, etc.

12. Payment from customers: - Once the order is booked payments are made by the customers.

Payment methods are

- Advance payment
- Bank Guarantee
- Letter of Credit

Until payment is not cleared the order will remain as “blocked order for payment” and will not be proceeded further.

13. Transport plan: - Dispatch plan is made by logistics department by considering various factors such as quantity, delivery date, cost involved, etc. There are different contractors of the company in various region and as per the place of transport of final products the contracts are given to them. If customers are from outside country than mostly sea route is preferred. If customers are from within India than mostly train is preferred but in all cases next procedures are same.

14. Truck in (Gate pass): - Truck of the contractors before entering the dispatch yard their Gate Pass is done by SAP. Gate Pass will include all the information about the driver than contractor, etc.

15. Delivery challan: - Once the Gate Pass is done of the vehicle and driver, he will submit the delivery challan in which the information will be there regarding grade, quantity, etc.

16. Weighment: - As per the requirement loading of product take place and weight of goods are measured through RFID weighbridge. It makes sure that right quantity of product is loaded and work as proof in case of theft to show to the transporter.

17. E-way bill and ELR: - E-Way bill is a compulsory document if price is more than 50,000 and it is generated by company. It is imposed by government to get track of information. It includes customer name, material, value, vehicle number, etc. ELR is Lorry receipt and is generated for transporter as a proof. It includes vehicle number, date, customer name, quantity, etc. If QR code & IRN No. is not there than invoice is considered as invalid.

18. Truck out: - After completion of all the procedure finally the truck will be out for delivery of goods to final consumer or in case of any other mode of transport involved than to that place. Holding charges are paid to the transporter by the company in case of customer delay to receive the product.

19. Final consumer: - Finally the product will reach to its customers and once again the weighment and testing of material will be done by customers and depending on that if anything goes wrong than company will pay them penalty. The consumers can't resell the product to anyone else. The quality, on time delivery, quantity and services after product will play a huge role in building customers loyalty towards company.

Departmental Study

CSR Department

The department looks after the implementation of various social initiatives which are been mention in the companies act 2013, under section 135 and subsection 1& 2 of section 469. The department is actively participating in conducting various programs and initiatives in the fields of Education, Sustainable livelihoods, Health, Women Empowerment, Sports and Culture, Environment, Community Development etc.

The operational areas or the core communities which they serves include two talukas that is Bicholim and Ponda, under which 3 village panchayats are being covered namely Amona, Navelim and Khandola. Peripheral communities include 3 villages under above talukas namely Cudnem, Marcel and Surla.

The department is monitored by the internal reviews by the CSR team, periodic third-party assessment and third party concurrent internal audits for CSR programs.

In order to provide various facilities, the department conducts baseline survey in the area they are operating to find out needs and the people or the area which are left out then send request letters to the department. Further the needs or the request letters are segregated to know whether the desired request falls under CSR or ERPR. Further the department communicate to the respective needy whether they are going to execute the request or not. Next step is implementation of the of request followed by acknowledgment letter provided by needy and branding.

The department make awareness through branding, social media platform, meetings and stakeholder interaction, hosting public events, function and through employees.

ERPR Department

External relation and public relation (ERPR) is another important and strategic department which conducts activities to strengthen the relationship with the community. This department looks after the activities which does not falls under CSR functions.

The department is essential as it helps in getting permits to operate smoothly from the local authorities.

The department also helps in to identify and mitigate risks that company might face from local government or the communities for their operations. It also helps in promoting good will. It also manages grievances, social incidents like protest and how to avoid them. Basically, this department is a strategic approach to maintain good will with the society.

Security Department

The objective of the department is asset protection of the company which includes no theft, no property damage and no unauthorized functions. The function of the department includes baggage checking, speed check that is 20 km/h which one has to maintain while driving in the company premises. This is done by using speed gun. Next is seat belt checks, entry pass check. Each one these functions are weekly monitored. There is a continuous monitoring of how many visitors come. Employee ID cards are provided by the department.

There are 173 cameras installed all over the plants. Biometric access is been installed at every door. There is manpower posted at the gate. Other than this there are various automation gadgets used for the security purpose which includes thermal meter, automated gates, boom barriers, turnstile, alco meters, CCTV, GPS system, QRT (Quick Response Team), walkie talkie and speed guns.

There are 15 SOPs for different types of situations is being followed. The procedure for the one who violates any kind of security protocols is that for 1st time violation warning is given and the person is not allowed to stay in the firm for that day. For 2nd time violation the complaint is given to the higher authority and for 3rd time violation the person is suspended from the work.

Marketing Department

The department is responsible for the sale of finale products to the end consumer. It is responsible for taking orders from the customers, solving the issues. The department follows no credit policy for the customers and payment should be done in advance. Another policy that company follow is that the customer whoever is buying should be the end user of the product. The objectives of the department are to provide products as per the specifications, providing accurate

products/materials to the consumer, provide quality and quantity assurance and solving customer queries.

The company has its portal known as Vedanta Portal on which they portray and update their prices so that the customers can view it and place orders. The customers are been segmented on the basis of Geographic regions. The target market includes all the metal consuming businesses. The department has successfully positioned the company as better quality producers.

The demand and supply are analyzed on the basis of production and previous orders. When the production is more demand is pushed.

The department uses strategies like spreading awareness through social media platforms, hoardings, banners and through CSR and ERPR activities for marketing themselves.

HRM Department

The department is responsible for managing the human resources of the company. The department look after hiring, training, learning and development, employee welfare etc. Their recruitment policy focuses on hiring best talent through campus recruitment from the reputed MBA and Engineering around the country. They hire a large number of freshers and provide them with good career opportunities. The department also provide orientation and training programs which focuses on policies, benefits, values and practices that company follows. Their mentoring programs helps the new employee to provide emotional support as well as their smooth transition into the company's culture. Employees with high performance track record and potential are identified through the transparent development process and they are provided with management training, periodic job rotations and leadership guidance. The learning is encouraged through various modes such as mentoring and coaching by senior leaders, development of functional and behavioral skills, programs for capability building needs, knowledge sharing sessions, job rotations to given exposure to all the domains of the company. The employees are retained and encouraged competitive salary, rewards and other remuneration schemes

Raw Materials Department

The department looks after the handling of raw materials required for the production. The different types of raw materials required are iron ore which includes Iron ore fines, Iron ore lumps. Next is Fuel which includes coke (Nut coke, breeze, coke 2070) and Fluxes (Limestone, dolomite, quartzite, quick lime). 90% of the raw materials comes from outside of Goa where as 10 % comes from within Goa. The movement of raw materials happens in two ways. 40% of movement happens in truck while 60% happens in train. This movements takes place depending on the availability of road and total cost involved and also the expanses, cheaper cost movement and by looking at the grade, tons and rate.

Following are the locations from where raw material is procured:

Karnataka – 90% iron ore, 80% fluxes.

Goa – 5% iron ore, 20% Quartzite

Maharashtra – 5% iron ore

Australia - Coal

MCD – 100% coke

Purchase Department

There are three types of purchases that the department handle and they are Raw material, Spares and Services. The material required for producing metallurgical coke that is coal is imported from Australia. Iron ore is procured from Karnataka. Other materials they procured includes Fluxes like dolomite, limestone, quicklime, quartzite, ferrosilicon etc.

The department follows online process for the procurement of raw materials. The department has their respected portal namely “Ariba” on which the whole process takes place. The purchase is done as per the stock/requirements. The vendors from whom company purchases are not fixed, they are selected as per their compliance.

The purchasing process as follows:

- At first the inquiry is sent to vendors regarding the requirements needed.
- Once the requirement is sent quotes are received from the vendors.
- Next step is to get clearance from the technical team.
- After getting clearance the department holds reverse auction in order to get vendor who will supply materials at the lowest rates.
- After selecting the vendor purchase order is generated.

Following are the measures that departments follow for the selection of vendors

- The turnover of the vendor should be 5 crore and above.
- MSSC declaration should be provided by vendors.
- The complete process is done through Ariba to have transparency.

Following are the payment terms

- Credit Purchase (30 Days)
- LC (Letter of Credit)
- Open Credit (Payment in 90 days through bank transaction)

Logistics Department

The objectives of the department are to ensure fast delivery of products, to avoid complaints, to give onetime delivery. The selection of route depends upon minimum transport payment, as per location, orders and demand and supply. There are two types of logistics the company has and they are as follows:

➤ **Inbound Logistics**

Inbound logistics refers to the movement of goods from suppliers to production. This includes storage and transportation of various products and information from the suppliers, through the warehouse, and further through production facilities of manufacturers for processing and production. The types of goods or items that are transported through this logistics flow are raw

materials. There are three types of purchases that the commercial department handle and they are Raw material, Spares and Services. The material required for producing metallurgical coke that is coal is imported from Australia. Iron ore is procured from Karnataka. Other materials they procure include Fluxes like dolomite, limestone, quicklime, quartzite, ferrosilicon etc. All this process comes under inbound logistic.

➤ **Outbound Logistics**

Outbound logistics is the movement of finished products from production facilities to the next supply chain link. These goods move through warehouses, further to the point of consumption (in the hands of end-users). The outbound logistics movement refers to businesses shipping and delivering their products from the warehouse to the customer. This is often referred to as the order fulfilment process. All of the products are intended for the end-users to move through this outbound logistics flow.

Outbound logistics department is doing this process through three ways of transport that is Road, Rail and sea. Some outbound logistics activities are material handling, warehousing, scheduling, order processing, transporting and delivering to the destination. The company has 5 depot/ware houses at 5 different locations namely Kolhapur, Belagavi, Coimbatore, Ajmer, Ahmedabad. The customers who are close to this place buy from here.

The delivery should be made within 48 hours otherwise penalty is put. Also, if customers are not freeing the vehicles, halting charges are put on the customers by company.

Following are the safety measures followed: There should be only 5 vehicles for loading at a time. Safety belts should be worn by travelling within or outside the company. The speed limit should be 20 km/hr. and no one should stay around while reversing the vehicle.

Finance Department

There are various heads come under finance department which includes Treasury section which is responsible to look after cash inflows, insurance, financial reporting responsible for annual reports, payments which is outsourced, sales control, direct taxation, accounts receivables and payments. The department also known as Business control. The function of the department is to ensure smooth functioning of the business and achieve set targets. The department of Business control acts as an intermediary between operations and higher-level authorities. The

department looks after the yearly budgets, capital budgets for stores, services, plant hirings, sales, raw materials cost, admin cost etc., capital expenditure for sustainable capex (to sustain the plant) and project capex (to build a completely new plant). It is also responsible for conducting performance review by using variance analysis every month. The department set budget for whole year but review and re-estimate it every month as the transactions or numbers changes after 1st month of budgeted year due to external factors like market change, government policies etc. The department uses SAP system for smooth and efficient functioning. Internal and Statutory audit is conducted by the department, where internal audit is conducted every month. Statutory audits are conducted to review the accuracy of financial records.

Contribution and Learnings Derived

Vedanta (Value Added Business) Ltd. where I have undergone 8 weeks of internship under the title “Departmental study” as a part of fulfillment of the requirement of the curriculums and also as to gain the knowledge regarding the management of the company. It was a really a good experience of learning many things from the practical point of view.

All the department head as well as the worker co-operated very well and gave the required information.

I also learnt how to behave in an organization and what will be the duties and responsibilities to get the work done in right time and according to requirement of the company.

I learnt from the history of the organization that what efforts should be made to bring the company to the level of prosperity.

I got to learn that company falls under the oligopoly market structure as there are limited players in this industry due to limited resources, high capital cost, government licensing etc. The entry in this market is also restricted.

Apart from this there were various kind of work which was assigned to me through which I learned various things. Tasks like maintaining files, putting stamp, data entry, 5’S audit, conducting of quiz competition for 2 local high schools and also helped in organizing training program for teachers from various local high schools which was the part of employee voluntary program.

From this task I learned about various things which benefited me in various aspects. When I was doing filing work, I came to know that how it is important to maintain the records of past years even though they are saved in the systems. I also learned that the once the data or the files completes 10-15 years company can remove it and throw unwanted documents from it in order to make place for new documents. It also helps you to get the right document without wasting much time on searching.

Apart from maintaining files I was given the work of data entry. Entering data directly into systems helps in collecting, managing, storing and delivering correct information. Entering data at one place helps you to get access to information in no time. Rather than keeping this data in files which consumes a lot of time later on to find necessary information, it’s always better to store it in the system for longer period of time.

Another thing that I got to learn about is 5'S audit which the company conducts. The 5 S are namely Seiri (Re-arrange), Seiton (Neatness), Seiso (Cleaning), Seiketsu (Standardization), Shitsuke (Discipline) which are the Japanese terms. It is a systematic form which is not just only about cleanliness or organization but also about maximizing efficiency and profit. I also got an opportunity to conduct this audit in the company. Through this I come to know that this audit helps in saving space, remove excess equipment's or parts, to create more space made available in filling cabinet or shelf, to avoid errors, to get easy access to things, eliminate unsafe situations, prevent rusting or damage to materials, reduce or control inventory and to dispose scrap materials or excess materials.

The company actively organizes various activities for community in which they are operating like plantation, education, health etc. I also got opportunity to participate in conducting these activities which were the part of employee voluntary program. On the occasion of World Environment Day, the company distributed plants to the nearby primary school for which company brought plants so for that I got a chance to go to purchase of these plants from Forest Nursery at Campal Panji along with one of company's officer and later I also participated in plantation drive. Another activity which company conducted was the quiz competition for 2 local high school, which I organized with the help of concerned company officer. Apart from this I also helped in organizing Capacity Building training program which was conducted by the company is association with the local high school. For this event I did work like buying certificates, plants etc. Through these activities I learned that it is important to maintain a positive brand image and to serve the community in order to operate smoothly in the society they are operating. It also helps in building good public relations and also increase employee engagement at workplace.

Other kind of work I used to assign was to give and receive documents from one department to the other which helped me in increasing my networks across the departments.

There are various other things which I also got to learn through my observations from the perspective of five management functions that is Planning, Organizing, Staffing, Directing and Controlling. As Planning function is about setting objectives and plans in order to achieve the stated goals of the company. The Vedanta (VAB) Ltd. Also have set their vision and mission which they want achieve in order to maintain their market position. Also, each department has their own objectives and goals. To attain these goals, they set plans for the whole year. Such as

Finance department set budget and plan for the whole year and make changes in it as the months exceeds.

Next is organization function which states about the structure of organization. The company has their respected organization structure which looks after the functioning of the firm. Apart from this each department also has the structure. Through this I learned that organizational structure helps in maintaining the unity of command as it shows who will report to whom in order to avoid the mis communication.

Next function is staffing under this function I learned about hiring the right person for the right job. Selection process is done by the HR department. It is important for the organization to hire right person for the right job and provide good benefits to the employee in order to retain them. Having the right human resource helps in utilizing the resources in the better way.

Next function of management processes is directing. Its all about directing, guiding and inspiring the employees. The organizational structure plays an important role in the directing function as it helps in instructing, guiding and motivating the subordinates. There are continuous virtual meetings that the superior head conducts with the subordinate employees to guide and take their updates.

The final management function that controlling which helps in taking the updates and measuring the progress of the work done whatever was planned. The company conducts frequent meetings, audits in order to measure whether the company is functioning as per the goals or not.

Together I got to learn that how each management function is performed in the company considering every aspect of the company and department.

Apart from this I also learned about the importance of continuous communication with the stakeholders. A good flow of communication helps in maintaining the transparency with its customers as well the stakeholders which helps in avoiding misunderstanding, retaining customers etc.

Through observation I also learned how keeping patience while talking to stakeholder is important. Sometimes apart from employees or the customers there are other stakeholders also with whom company has to deal with and sometimes situation arises where a person might his/her calm. But to maintain goodwill one has to keep patience and calm while meeting them. Collectively I can say that I got a wonderful experience being 8 weeks with the organization regarding the management process.

References

www.ibef.org/industry/metals-and-mining

<http://sesagoaironore.com>

www.academia.edu