



INDIAN DEVELOPMENT OF CEMENT INDUSTRIES: A STUDY

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ABSTRACT

KEYWORDS:

Cement, Indian Economy, Profitability, Global and Production.

Cement industry is also plays a significant role, in the rapid growth and development of a country because cement is a fundamental requirement of all constructions activities. Cement is a basic material, which is used in all types of construction activities, industrial construction, housing, dams, bridges etc. The cement industry, therefore, plays a significant role in the economic development and it is considered as one of the core sectors of the economy. It was mainly the profit-center that have determine their proliferation and continues to do so even after intendance, expect for what the public sector has been doing but not with much consideration for productivity or profitability.

The essence of research paper was designed to investigate the progress of cement industry in global prospective and its comparative analysis with select countries on the base of production icon. Therefore, the above study is evident that cement industry plays a main role in development of nation in all respective construction activities.

INTRODUCTION

Cement is a basic material, which is used in all types of construction activities, industrial construction, housing, dams, bridges etc. The cement industry, therefore, plays a significant role in the economic development and it is considered as one of the core sectors of the economy. Telecommunication, petroleum, coal, fertilizer, iron, steel and cement etc. are the key infrastructure sectors of India. Cement industry is also plays a significant role, in the rapid growth and development of a country because cement is a fundamental requirement of all constructions activities. It was mainly the profit-center that have determine their proliferation and continues to do so even after intendance, expect for what the public sector has been doing but not with much consideration for productivity or profitability.

Cement is the glue that holds the concrete together, and is therefore, critical for meeting society's needs of housing and basic infrastructure such as bridges, roads, water treatment facilities, schools and hospitals. Cement is very much need for consumption and concrete is the second most consumed material after water, with nearly three tonnes used annually for each person on the planet. In the competitive environment,

there is an increased emphasis on organizational efficiency and effectiveness, wherein human resources play a very important role. Therefore, human resource manager's role is becoming more dynamic and challenging today than ever before, as human resources are vital components of the organization. Management of these resources, therefore, is an integral part of business success. HR activities are increasingly becoming more important in the organisation and the human resource management has become one of the major business functions. Human Resources are not only the most important but also most expensive and most delicate resources thus requiring a gentle treatment. They are the resources which have feelings and behavior patterns, which are not easy to predict.

REVIEW OF LITERATURE

Earlier embarking upon the research study the researchers made an attempt to review the literature related to research paper; number of Research articles in journals and magazines were found while carrying out present research work on "Indian Development of Cement Industries: A Study". This Literature Review formed a base for completion of this study.

Research Articles:

STELLA LI & PAUL LI NESBIT (2014), research paper explained the nature of human resource management (HRM) values of local Chinese managers working in Western – based multinational enterprises in China and also considers how these values are associated with preference for HR practices. The study shows that interviewees reflected a high level of assimilation and internalization of money western HRM values.

MAMMAN & SOMANTRI (2014), article investigated the roles played by HR practitioner in a state-owned oil and gas companies with a workforce of 15000 employees. The study was based on a survey of 140 HR and line managers in the company.

OFORI, ABANKWA & BORQUAYE (2012), the results of the study revealed that respondents ranked the recruitment of qualified personnel; training and development; and the retention of qualified staff as the most important function of HRM. It also revealed that the perceived relevance of the HR function is influenced by age, job position, being denied assistance, and being side lined for recognition.

AL-JABARI (2011), study recommends important suggestion to the managers and owners of family business to change the attitudes and values of family firm's management staff through organisation development sessions and techniques to devote more effort for human resource by applying human resource management practices.

LAUMER, ECKHADT & WEITZEL (2010), have addressed some of the open issues identified in e-portfolio, how it can improve e-recruitment and talent management. Electronic human resource management (e-HRM) in an e-business environment looks at opportunities and developing a firms workforce in digital work characterized by endemic talent scarcity, changing values and shifting on- and offline behaviors of candidates and employees.

SIMONIN AND OZSOMER (2009), the study analyzed how specific human resource management (HRM) practices (critical thinking encouragement, supervisory encouragement, etc..) enhance a) knowledge transfer outflows from the subsidiary to other parts of the MNC and b) the subsidiary's performance in its local market. Study finds in the investigation that learning orientation to be a key antecedent of all HRM practices. The final outcome is a function of the actual direction and intensity of the encouragement itself; it can help or hurt. Ultimately, then it depends on the quality and style of the individual expatriated.

NGO, LAU & FOLEY (2008), this empirical study found results with the sample of Chinese firms from various industries and regions showed that the levels of adoption of SHRM and HR practices were lower in state-owned enterprise (SOEs) than in foreign invested enterprises (FIEs) and privately owned enterprises (POEs). Both SHRM and HR practices were found to have direct and positive effects on financial performance, operational performance, and the employee relations climate. However, the moderating effect of ownership type was significant for financial performance only.

URBANO & YORDANOVA (2007), investigated that relationship between the adoption of HRM practices in small and medium-size enterprises (SMEs) and the characteristics of the firm and the person responsibilities for HRM. The study predicted that a HRM practice is positively associated with the presence of an HRM

department. Also, SMEs which the person responsible for HRM has previous experience in similar positions are greater adopted of HRM practices.

THANG & QUANG (2005), noticed impact of human resource management (HR) practices on organisational effectiveness, purpose of this study is to extended the empirical research consuming the impact of human resource management (HR) practices on organisational effectiveness into the context of developing and transitional economy countries, they are discovered that are five dimensions of HRM practices currently in use can be partly traced to several organisational characteristics, but most salient is the perception of management on the value of human resources.

MYLONI, HARZING & MIRZA (2004), the study revealed that subsidiaries have adapted their HRM practices to a considerable extent, although some practices are more localized than others. Specifically, practices that do not fit well with Greek culture or are in contrast to employee regulations show a low level of transfer.

SERAY (2004), the study majorly examined the job analysis and design, recruitment d selection, orientation and training, performance appraisal, career planning and development, human resource planning, compensation management and incentives, managing employee health and safety. The study also revealed that personnel selection methods, such as interviews, were popular among surveyed organisation and organisations in Eastern European countries, England, and the US.

RESEARCH OBJECTIVES

The main objectives of this study are to examine Indian development of cement industries: A Study, with a view to make the study more meaningful, certain specific aspects have also been studied and they are as under:

1. To examine cement production in India and select countries for the study.
2. To study the progress of Indian cements industry since, from 2010 to 2016, in terms of its growth in production.

RESEARCH METHODOLOGY

The study is basically descriptive in nature. For the purpose of the study, secondary information has been gathered from the existing literature such as relevant research based on books, articles, Annual Reports and some relevant website have been visited for the appreciation of the conceptual issues and performance of cement industries in India and Worldwide respectively.

TOOLS AND TECHNIQUES OF THE STUDY

In the present study, the researchers has applicable suitable statistical tool as percentage for analysis of data and to draw meaningful conclusion therefrom. An analytical tables and charts have been constructed for the effective presentation of the results of analysis.

LIMITATION OF THE STUDY

The study has the following limitation:

1. The study is based on Secondary data. So, the limitation of secondary data may also creep in and have an impact on the present study.

THE STUDY: (A) - GLOBAL PROSPECTIVE: -

The record of changes in man and nations is called history. The past few decades were just one of these

momentous times which have changed the world. In this fast development of the world, the revolutions in the geographical, political and economic 21 area were achieved and new innovations, and alignments were brings made and remade

day-by-day and year-by-year. Many years ago, various types of building materials were used for construction of public and religious building are send, mortar, brick, lime, gypsum, and in a special case marbles.

Major Countries in Worldwide Cement Production from 2011 to 2016 (in Million Metric Tons)

Country	Cement Production from 2011 to 2016 (in Million Metric Tons)					
	2011	2012	2013	2014	2015	2016
China	2100	2210	2420	2480	2350	2410
India	240	270	280	260	270	290
USA	68.6	74.9	77.4	83.2	83.4	85.9
Brazil	64.1	68.8	70	72	72	60
Japan	51.3	51.3	57.4	53.8	55	56

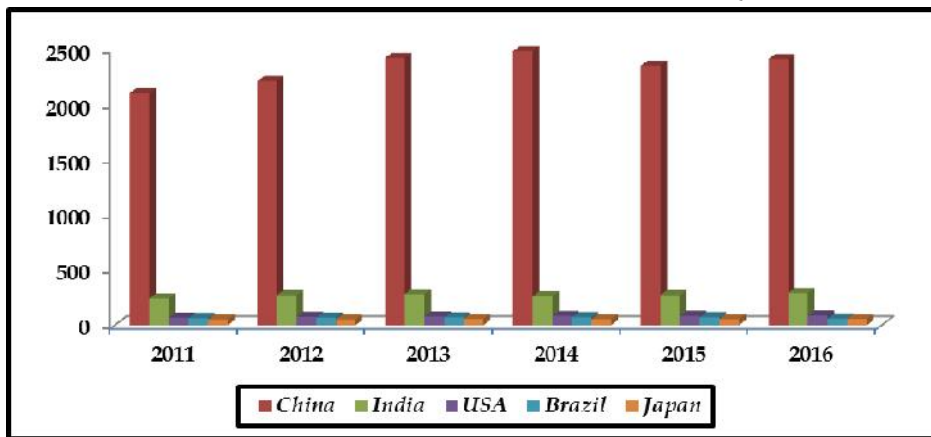
Source: Compiled from National Bureau of Statistics – Cement Industry News from Global.

Table – 1 deals with the statistic shows the worldwide cement production, by major producing countries, from 2011 to 2016. Cement Production in the United States amounted to some 85.9 million metric tons. Thus, the United States is among the global top three cement producers. China

produces the most cement globally by a large margin at an estimated 2.41 billion metric tons in 2016, followed by India at 290 million metric tons in the same year. China currently produces over half of the world’s cement.

Chart No - 1:

Major Countries in Worldwide Cement Production from 2011 to 2016 (in Million Metric Tons)



(B) - INDIAN PROSPECTIVE:

India world’s second largest cement market both in production and consumption with supported by high level of activity going on in real estate and high government spending on smart cities and urban infrastructure. Therefore, Cement industry is one of the key industries in India. It plays a dominant role in the national economy. From the point of view of economic development of the country, 22 cement

industry ranks second very next to Iron and Steel industry. Cement is indispensable in building and construction works. The production and consumption of cement to a larger extent, indicates a country’s progress. In a developing country like India the need for a well-established cement industry is of paramount importance. As of Financial Year 2016 and 2017 it is 290 production and 575 operational cement plants in the country with evidence from table no.2 represents.

Table No - 2: Cement Production Globally and In India from 2010 to 2016 (In Million Metric Tons)

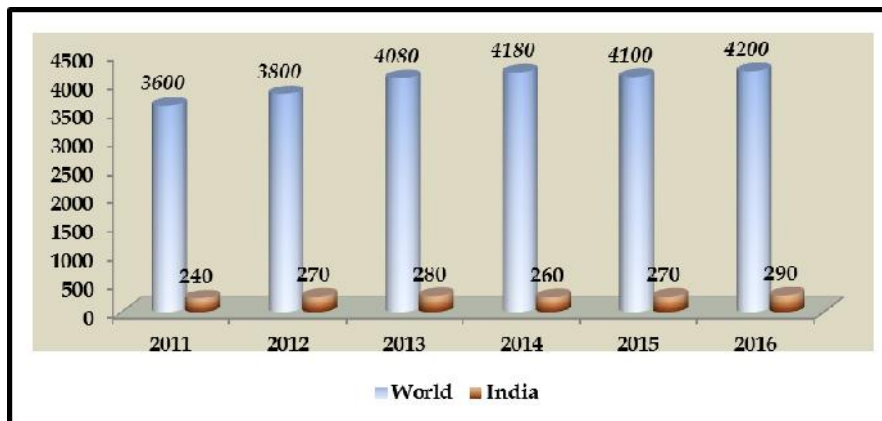
Year	World	India
2011	3600 (15.02%)	240 (14.91%)
2012	3800 (15.87%)	270 (16.77%)
2013	4080 (17.03%)	280 (17.39%)
2014	4180 (17.44%)	260 (16.15%)
2015	4100 (17.11%)	270 (16.77%)
2016	4200 (17.53%)	290 (18.01%)
Total Cement Production	23,960 (100%)	1610 (100%)

Source: Compiled from National Bureau of Statistics - Cement Industry news from Global Cement

Table 2 depicted that the statistics represents the production of Cement in India and Worldwide from 2011 to 2016. In 2016, 290 million metric tons of cement was produced in India, in comparison to some 4200 million metric tons produced worldwide. The above also highlights that in 2011

it is 3600 (15.02%) and 240 (14.91%) of global and India respectively. 2012 and 2013 cement production in worldwide it is 3800(15.875) and 4080(17.03%); in India it is 270(16.77%) and 280 (17.39%) it shows that India play very important role in production of cement.

Chart No - 2:
Cement Production Globally and In India from 2010 to 2016 (In Million Metric Tons)



CONCLUSION:

The Indian cement industry has evolved significantly in the last two decades, running through all the stages of typical cyclical progress. After a period of over-supply and a phase of massive capacity, the industry is currently in a consolidation phase. With second economic growth and infrastructure development, the demand for cement is on an upward trend. India is the second largest producer of cement, after china. Its shows that cement play a huge role and basic material in all types of construction activities, industrial construction, housing, dams and bridges with this cement industry plays an important part in the economic development and it pinpoint of sectors of the economy to uplift country in first place.

The study was designed to investigate the progress of cement industry in global prospective and its comparative analysis with select countries on the base of production icon. Therefore, the above study is evident that cement industry plays a main role in development of nation in all respective construction activities.

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