

Date October 20, 2008
Volume 2, Issue 4

In The Pipeline[©]



(A Quarterly Newsletter for Internal Circulation)

Contents

Director's Message	1
B2E Copywriting.....	2
Varsana.....	3
Delhi.....	5
Daman.....	6
Vizag.....	7
Jaipur.....	9
Mahudi.....	10
Chennai.....	11
PSL NA.....	12
Welcome Back!.....	13
Achievements.....	14
Snippets.....	16

PSL Limited

Registered Office: Kachigam,
Daman 396210, India
Email: hrdaman@pslltd.co.in
Web site: www.psllimited.com

Managing Editor

G. S. Sauhta

Editor

Noël Gama

Contributors

Delhi G Gehani

Mumbai K Ramanathan

Jaipur Dr. Ram Sanehi

Kandla Narendra Sharma

Varsana C K Goel

Mahudi S K Mittal

Daman D C Sharma

Vizag V M Joshi

Chennai T V Anand

Graphics & Layout

Y Parmar

Dear Colleagues,

It is indeed a great pleasure to share the news of commissioning of the new generation Two Step Pipe Mill at PSL-North America LLC, in Bay St. Louis, Mississippi, USA on October 1, 2008.

Our hearty congratulations to all those associated with this project, both in India and in the US.

This is indeed a major step forward in keeping our commitment to our customers, who bestowed their trust on PSL by placing an order worth over US \$ 400 million even without the plant in place.

In the recent past we overcame yet another hurdle, that of sourcing HR Coils for the US Project, keeping in line with their stringent specifications and over-riding regulations by PHMSA (Pipeline & Hazardous Materials Safety Administration). Approximately, 88000 MT of HR Coils have since been shipped from Turkey to PSL – NA in two successive shipments.

PSL-FZE mill has been upgraded and is now ready for manufacturing pipes of 22.5mm W.Thk. and upto 22m long for piling application.

Varsana-2 Pipe Mill after having manufactured pipes of 48" OD x 20.7mm in X-70 Grade, is now ready for conducting trials on 25mm thick HRC of X-70 grade. Spiral Pipes in 25mm thickness is a challenge and will be an achievement worth talking about.

We wish all ongoing and forthcoming projects a grand success.

Wishing you a Happy Diwali!

S P Bhatia





B2E Copywriting: The Write Side of HR



Efficient HR is about building systems; effective HR is about building relationships – relations built upon trust and credibility. As the interface between the business (B) and the employees (E), HR is by default, in the best position to influence employees and build trust – with the power of words.

In my experience, the best tool (it's free) is the one I often borrow from marketing – it's promotional writing for selling HR concepts, services, training programs, schemes, vacant positions, proposals, etc. It makes sense because there's a lot of Marketing (persuasion) in HR and a lot of HR (Human Relations) in Marketing, the common thread being psychology.

But HR writing is understandably tagged, 'technical writing,' perhaps for being so un-understandable! HR copy is mostly instructional (efficiency at work) instead of being more informational. For HR to be effective, the copy has not only to be persuasive but even promotional when called for e.g., when introducing or launching something new for employees – or proposing something unconventional to management eg., B2E copywriting!

Here are a few copywriting techniques I've experimented with in my HR copy:

- Predisposition – I predispose my audience by circulating a series of relevant newspaper clippings that support my concept or proposal before I put it up officially (hope I've predisposed you to my concept of B2E Copywriting)
- Irresistible subject lines – see the heading of this article!
- One2One copy – doesn't this article read like a letter from me to you?
- Look & Feel – fonts, layout, bullets, lots of white space, ellipses...
- The Hook – if you've read this far, you've been taken in hook, line and sinker☺
- WIIFM – never forget that the reader is subconsciously asking, "What's in it for me?" Well, if that's you, put these techniques to work for you – like I said... they're effective and free!

– Noël Gama



PSL Varsana – News Update

Innovation

Time/cost saving exercise at Varsana-II unit

During the regular course of production, particularly in the GAIL-VDBL campaign of 20.7 mm wall thickness, we observed the increased rate of scrap/wastage. Due to uneven coil weight, excess length of 4-7 Mtrs pipe was formed which was to be cut, resulting in scrap.

In order to increase the productivity / cost effectiveness and after analysing the low yield percentage on day-to-day basis, we have realized that we should not form the excess length of pipe from the balance tail end of the HR coil.

To overcome this, we should cut the front end of the H.R. coil of certain length according to length and weight of the H.R. coil to be used for manufacturing pipe's desired length, leading to following advantages:

We can reduce time, cost, manpower, consumables etc. by not forming the additional length of pipe, which ultimately becomes scrap.

The above excess length of formed pipe piece is further cut by scrap dealer considering as scrap Categeory-II.

After 2-3 trials, it was inducted in the regular production for GAIL-VDBL of 48" Dia x 20.7mm WT, saving time and cost.

The above development has generated and higher thickness plates which are now being used for project related activities at Coimbtur (ETL Project) resulting in huge cost saving as compared to the market cost.

Also, these plates can be sold to scrap dealer in Categeory-I as against Categeory-II of scrap in pipe form.

We are of the opinion that we should follow the above concept in case of HRC of non standards (in width & weight) with regard to pipes to be manufactured; otherwise, we should be careful while selecting the HRC to further reduce wastage, time and cost and increase productivity.



Cutting in progress



F S Negi
Addl. Vice President
(Comm.)
PSL – Varsana

Continued...



PSL Varsana – News Update

1) **Strengthening / Modification of Conventional Pipe Mills & Incorporation of Tandem Welding Technology at Varsana:**

All the four pipe mills (PM-1, PM-2, and PM-3 & PM-4) at Varsana-1 are strengthened for higher wall thickness and put in operation successfully with digital Tandem Welding System of ISAM, Germany. With this, we are able to achieve 25% to 30% higher production in higher thickness. Currently 48” OD x 17.5 mm WT API 5L X70 pipes are being manufactured for GAIL-VDBPL project in PM-1 & PM-2.

2) **In-house development activities:**

A good number of value adding and innovative activities are being done in our Projects department by using in-house talent at Varsana, some of which are as follows:

- Modification of de-coiler is made to facilitate coil centering arrangement for conventional pipe mills No. PM-1, PM-2, PM-3 & PM-4 at Varsana-1.
- Fabrication of coil preparation system by making use of the items removed from conventional pipe mills while strengthening activities and modification of de-coiler units for coil centering arrangements. The cost saving due to usage of available parts was about Rs. 20 lacs.
- The stripping of 3 LPE / FBE Coated Pipes were a time consuming, expensive and a crude activity as a whole done by heating and burning the PE with LPG gas. The entire system has been replaced with the innovative idea of Brushing unit for stripping the rejected 3 LPE coated pipes. The machine is put in operation in HMPL project and results are encouraging. The pipes are stripped with double the speed of the conventional method. Further improvisation and upgradation with dust collector is in progress.

– C.K.Goel
Director
PSL – Varsana

***PSL Delhi – News Update*****Long service awardees**

Long service awards were presented to our loyal and hardworking employees who completed 30, 25, 15 and 10 years of their laborious service with PSL on September 11, 2008. They were honoured with words of encouragement and motivation by our respected Managing Director Mr. Ashok Punj and respected director, Mr. M. M. Mathur, Head of the Delhi Family.

30 Years

Ashok Sarkar

25 Years

Ajay Prasad
C.R. Nair
Manmohan Singh
M.N.S. Walia
P.K. Guha
Rajesh Khurana

15 Years

Sunder R. David

10 Years

Rajiv Sharma
Ram Kumar
Satyanarain Ray



Mr. Ashok Sarkar (Centre) receives his 35 years Long Service Award from Mr. Ashok Punj (Left) while Mr. M M Mathur (Right) looks on.

Milestones

PSL Delhi has once again added another feather to its cap by receiving orders worth Rs.3000 crores in this financial year till date.

90% of Indian Market share for Oil and Gas pipe supply with PSL.

90% of Indian Market share for Oil and Gas pipe coating with PSL.

PSL has thus become a major supplier of Oil & Gas pipes to pipeline owners like HPCL – Mittal; Gail (India) Ltd., and Bharat Petroleum Corp. Ltd.

– Anita Nangia
Sr. Manager
PSL – Delhi

PSL Daman – News Update



20th AGM of PSL at Hotel Cidade de Daman on September 4, 2008

L2R: Archana Maini (Company Secretary), Alok Punj, Ashok Punj, G S Sauhta, S C Mathur, Prakash V Apte, R K Bahri.



Vishwakarma Puja being performed in the Projects Division in PSL Daman on September 17, 2008.



PSL Vizag – News Update

Hydro testing of large diameter pipes (above 2800 Dia)

Hydro testing of line pipes is invariably every customers demand and is an easy method of quality control but is a challenging task particularly for large diameters.

Clamping force at both ends of large diameter pipes is a critical and difficult task. Dished ends welding the pipes for hydro testing is time consuming and not feasible due to number of pipes to be tested per day which must match mill production.



Our hydro tester is well-designed and proven. However, it can test up to 2600mm dia and up to 25 bar water pressure. Further loading of system may lead to complications in hydraulic piping, controls etc.

For example, the force required for testing a pipe of 2800mm dia @ 25 bar pressure, an end force of around 1768 tons is theoretically required. And we have to operate hydraulic circuit up to 340 bar. This is not possible with the existing tester.

At PSL-Vizag, we have developed a hydro tester keeping operating principles same as our existing system. To reduce the end force we have introduced a core pipe of 2200mm dia and designed for testing pipes ranging 2800, 3000, 3200, 3400 dia and length varying from 9950 to 10100 mm. End force is brought down to 60% for testing 2800mm dia pipe and 40% for testing 3400 mm. Dia

Recently, we have tested 3020 dia. X 10 thk. for “RINL” job. Brief description of the system also explained for the information and reference with a request inviting suggestions and improvements from colleagues and superiors.

Continued...



PSL Jaipur – News Update

PSL Jaipur has been loaded with 320 km Water Pipe line, out of which 285 km of 1450mm dia for Barmer-I & Barmer-II Water supply project and 36 km of 1400mm dia pipe for NTPC Haryana.

We have completed the Bisalpur Jaipur Water Pipe line project of 2348mm dia to 2456mm dia pipe of 107 km of 76422 mt for Rajasthan Urban Infrastructure development project, Government of Rajasthan.

We have also completed the drinking water distribution pipe line in Jaipur city 53 km long of 720mm to 2340mm dia pipe of 18300 mt of Public health and engineering department, Government of Rajasthan.

Both, the job of 160 km and 94720 mt have been completed in 13 months with tape coating.

We have achieved this milestone with the cooperation of all the employees of PSL Phagi and help from Mahudi, Delhi, Vizag, Chennai, Kandla and Varsana units as and when we required I am grateful to all the unit heads for their help.

On 4th July, Barmer Project started after a puja by Chief Engineer, Mr. Agam Mathur.

Following persons were present on the eve of the occasion.



L2R :- E.P.Sajit (L&T- Project Manager Barmer), Subhas Das (PSL), Prof. P. Singh, M. R. Sharma (PSL), Ashok Kumar (L&T- Chennai), Dr. Ram Sanehi, (PSL), Agam Mathur (Chief Engineer-PHED), S. P. Bhatia (PSL), D. C. Vishnav, K. K Mathur (Ex.En.-PHED), T. D. Rath (A.En.-PHED), N. RamSetu (L&T) Paday (L&T Ahemdabad), A. D. Ghose (L&T Ahemdabad), T .C. Mittal (PHED)



Dr. Ram Sanehi
Dy. Vice President
PSL – Jaipur



PSL Mahudi – News Update

PSL Mahudi received API QR certificates of registration on July 21, 2008.

- Certificate of Authority to use the official API monogram licence No.5L-0662.
- Certificate of API QR Registration No. 0855 for ISO 9001: 2000.
- Certificate of API specification Q1 Registration No. Q1 – 0607.
- Certificate of Registration No.T5 – 0431 for ISO / TS 29001.



S K Mittal
Addl. Vice President
PSL – Mahudi

PSL Mahudi has successfully commissioned 3-Layer tape coating plant on April 17, 2008 and completed 1,46,000 sqm of Tape coating for PHED/SPML, Rajasthan order.

PSL Mahudi has pending orders for supply of 240 KM (52000 MT) water line pipes spigot end with External Tape Coating and Cement Mortar Lining for SPML, NCCL & D S Limited.

Facilities for spigot end & CML are being installed.

New office building-cum-Guest House (8700Sq.Ft.) is under construction and is likely to be completed by November, 2008.



Puja ceremony of tape coating plant



Tape coating application



View of tape coating plant



PSL Chennai – News Update

The successful accomplishment of manufacturing and supply of coated pipes to Mega Water Supply Projects such as New Veeranam Project, Chembarambakkam of CMWSSB, NTADCL Water Supply Scheme, KWA / JBIC Project, RUIDP – Rajasthan Bisalpur Project lifted the confidence level of senior government officials of government of Rajasthan and PHED, Rajasthan and qualified PSL for several water supply projects. As a result of this, PSL Chennai has been awarded orders for manufacture and supply of coated pipes for following projects:

S N	Project Name	Main Contractor	Total Tonnage MT	Total coating Area m ²	Total value including HRC / coating Material Rs. In Cr	Manufacturing location
1	Barmer Lift Water Supply Project – 1 Upto Bhagu Ka gaon	L & T Chennai	13545	430453	100	Phagi Jaipur
2.	Barmer Lift Water Supply Project – II Bhagu Ka gaon to Barmer	L & T Chennai	34471	1155353	261	Phagi Jaipur
3.	Water Supply Scheme from Manaklao to Dantiwara WTP	DSC Ltd, Delhi	8033	292506	64	Mahudi Ahmedabad
4.	Water Supply Scheme from Umed Sagar to 170 villages and 1 town Samdari	Nagarjuna Construction Co.Ltd, Hyderabad	16360	595709	136	Mahudi Ahmedabad
TOTAL			72409	2474021	561	

– M C Kapur
Sr. Vice President
PSL – Chennai

PSL NA – News Update



Flag hoisting on August 15, 2008



PSL NA Team



– Photos courtesy
Raghav Punj



Welcome Back!

We are happy to welcome the following employees who rejoined PSL recently:



A K Pathak
Sr GM – Production
PSL – Varsana



V K Jadhav
Sr GM – QA/QC
PSL – Varsana



Anand Dongra
AGM – Production
PSL – Varsana



Manish Kansara
AGM – Projects
PSL – Daman



Saroj Gawai
AGM – Projects
PSL – Daman



Sujoy Kayal
AGM – Projects
PSL – Daman



Achievements!

Shri Y P Punj Scholarship for Academic Excellence – 2007-2008

Launched on Sh. YP's Birthday on November 11, 2002, the recipients of 2008 are:



Chirag Kr. B Koli
S/o Bachubhai Koli
(W3) – Daman
86.31% in SSC



Pankaj Kr Tiwari
S/o. S S Tiwari
(M3) – Vizag
94% in SSC



M Dinesh
S/o. M Shankar Rao
(W3) – Vizag
93.60% in HSC



Akash Pandey
S/o. P. S. Pandey
(M9) – Kandla
71.4% in HSC
(Also won the scholarship for 2006 in SSC)



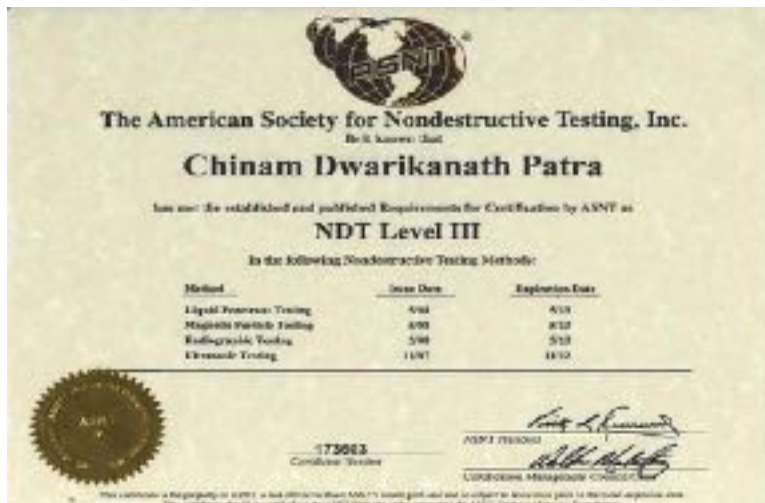
Achievements!

Chinam Dwarikanath Patra, awarded “NDT Level III” by The American Society for Nondestructive Testing, Inc. USA

Chinam D Patra, “ Sr. Manager – QA/QC” in Varsana, successfully competed the certification in ASNT NDT Level III from The American Society for Nondestructive Testing, Inc. Columbus. USA



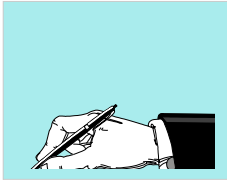
Chinam D Patra
Sr. Manager
(QA/QC)



In-House Web Copywriter

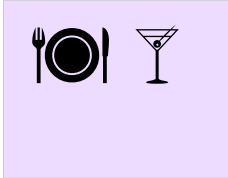
Noel Gama has completed the “Web Copywriting” course under the tutelage of master web copywriter, Nick Osborne conducted by AWAI, USA.



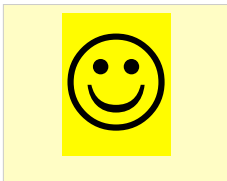
Snippets**Words of Wisdom...**

“Management works in the system; leadership works on the system”.

– Stephen R Covey

**To your health!**

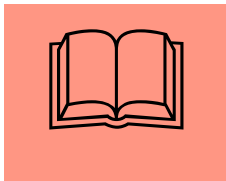
Did you know that the humble mung bean sprout is a superfood?

**Laughing Guess...**

In an effort to conceal my age, I waited for the lunch break to tell my colleague, “Keep this with you – could you find out if I can get bifocal contacts in Valsad?”

“I’ll try,” he said conspiratorially and proceeded to type the following into Google: “bisexual contacts +valsad”.

– Noël Gama

**Book2Look**

“Awaken The Giant Within” by Anthony Robbins

We’d love to hear from you!

Please send us your feedback and suggestions as well as your original articles, fillers and photographs.

Edited and published by
Noël Gama
GM – HR & Admin.
on behalf of
PSL Limited,
Post Box No. 25,
Kachigam,
Daman - 396 210.

Beat our Control!

“The plants we sell, are the plants we operate”

Everyone is invited to send in new slogans to beat the current one given above. We have received two, so far.

The winning entry to beat the control, will attract a cash prize of Rs.1001/-.

Please send in your entries to the editor either by email <hrdaman@pslltd.co.in> or snail mail.

Contributions guidelines

Besides the News Updates from various sites and offices, we also look forward to receiving announcements for the ‘Achievements’ page.

Content will be suitably edited prior to publishing, if required.