

Quality time

Better the benchmark

Shree's quality policy can be summed up in three words, 'Better the benchmark.' The company goes to great lengths to offer customers high-grade cement at reasonable price. All Shree brands beat the specifications hollow by performing at much higher levels.

Performance parameters	BIS specification (OPC)	Shree Ultra cement 53 grade	BIS specification (PPC)	Shree Ultra Red Oxide Cement
Fineness (m²/Kg)	225	380	300	395
Setting time (minutes)				
- Initial (Min.)	30	115	30	138
- Final (Max.)	600	176	600	196
Soundness test				
Le Chatelier expansion (mm) (Max.)	10.00	1.00	10.00	1.00
Autoclave expansion (%) (Max.)	0.800	0.062	0.800	0.061
Compressive strength (Mpa)				
3 days (Min.)	27.0	41.2	16.0	35.3
7 days (Min.)	37.0	54.5	22.0	46.4
28 days (Min.)	53.0	67.3	33.0	58.3

Cement quality depends quite a lot on the quality of the limestone mix that goes into

clinker production. Designing a consistent quality of this mix presents a challenge because the company's two captive mines churn out different grades of limestone. Over the years, the company's quality control department has been achieving lower variations from the norm.

This has been possible in part due to a greater quantum of daily sampling, which is one of the highest among cement factory labs.

Set standards

Shree's quality management systems earned it the ISO 9001:2000 and its environment management systems fetched the ISO 14001:1996 certification. This year, the company's occupational health and safety systems made it OHSAS 18001:1999 compliant. All these management systems have been woven into Shree's business processes to form the Integrated Management System (IMS). IMS helps the company in implementing its policies on environment, health and safety, HIV, energy, human resource, quality and IT in a synergistic manner.

Inquire. Innovate. Improve.

Shree's R&D efforts straddle almost every aspect of quality - process, product, systems and standards. Process and product improvements, information



Shree

Looking back; looking ahead



mining, report submissions, ushering international management systems and standards are all part of its agenda.

The company's DSIR-recognised lab distinguished itself by developing Shree's rust-resistant red oxide cement brand, which has since become a market bestseller. It also developed a cement of high tensile and ductile strength to resist structural shifts and permit greater safety. Experiments are on to assess the use of fly ash, limestone, slag, etc. in enhancing OPC quality. Among others, studies were carried out to reduce sulphur volatility in kilns.

Research into processes made possible zero solid and liquid waste disposal at Shree's captive power plant. The company is also examining the use of agro, industrial and municipal waste as potential sources of fuel. Shree, as part of the cement sector taskforce of the World Business Council for Sustainable Development (WBCSD), is working on resource and energy efficiency, long-term cost saving, production and service innovations.

Energy conservation initiatives of the R&D department were responsible for bringing down power and fuel costs by a significant amount. Shree also earned an invitation from the Bureau of Energy Efficiency, Ministry of Power, to spearhead its cement sector industry think-tank. Shree is into its fourth year as leader of this prestigious taskforce. The conservation measures also secured for the company CII's energy efficient unit award. During the year, a cross-departmental energy audit yielded 42 possible conservation projects.



'What Next?'

Shree's quest for both market and moral leadership calls for reducing the footprint of energy and resource use. In effect, it calls for producing 'more at less.' We will step up efforts to optimise quality, rationalise costs, develop products, improve processes and implement the latest international standards and protocols across a multi-location scenario.

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