

# 35

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## 35 Years of Commitment, 35 Years of Credibility

In 1991, when Dr. Monoj Chatterjee founded Steel Scenario, it was more than the launch of a journal-it was the birth of a mission. His vision was to create a platform that would contribute substantially to the steel industry and its allied sectors, a publication that would serve as both mirror and guide to an industry central to India's growth story. For him, knowledge was not just information-it was a responsibility. Each issue of Steel Scenario was to carry credibility, depth, and insights that would help professionals and policymakers chart a roadmap to development.

Today, as we step into the 35th year of this journey, we carry forward his vision with gratitude, humility, and renewed determination. The dream that began with one man's belief in the power of ideas has grown into *SERC Industry Scenario*, a respected platform that continues to inform, influence, and inspire.

### The Journey Through Time

Over three and a half decades, our journal has witnessed the many phases of India's industrial story. From the liberalisation era of the 1990s, which brought unprecedented opportunities and global exposure, to the 21st-century challenges of competitiveness, sustainability, and digital transformation, we have reported, analysed, and reflected with responsibility.

Our early issues carried detailed research, long-form reporting, and in-depth technical articles contributed by some of the finest minds in the industry. These became reference points not just for professionals but also for institutions, policymakers, and researchers. As industries expanded beyond steel into infrastructure, energy, logistics, and advanced technologies, we too broadened our scope, ensuring that our content always matched the pulse of change.

What remained unchanged was the trust of our readers-our greatest asset.

### The Changing Landscape of Communication

The way industries communicate and consume information has undergone a radical shift. The era of long printed journals and technical reports is slowly giving way to digital-first, interactive formats. Audiences today seek immediacy, multimedia storytelling, and two-way engagement. They are not just readers-they are participants, contributors, and collaborators in the flow of ideas.

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