



**ASHOKA AWARD  
FOR  
OUTSTANDING PRACTICE OF QUALITY  
MANAGEMENT  
Dr. KRISHNA KUMAR  
CITATION**

**Dr. Kumar a postgraduate engineer and has done his PhD from IIT Delhi**

**He served with Indian Railways for over 23 years before joining Maruti Suzuki India in 1985 as senior deputy general manager .In Maruti he has held various appointments as General Manager, Director, Adviser before taking over as Director Maruti Centre for Excellence in 2007.**

**SERVICE AND ACHIVEMENTS**

**During his tenure at the Railways he went to IIT Delhi to pursue the Research & Development of Diesel Engines. The area of research was mainly in the field of fuel injection, combustion & gas exchange process in a Diesel Engine. The Models developed were used to optimize the performance of these engines & led to an improvement of 2 – 3 % in fuel economy, which was quite significant. As a result of this work he was awarded Ph.D in 1981. Based on this work two SAE technical papers were presented at the SAE International Off-Highway meeting & Exposition in 1983 & SAE congress in 1984.**

in Maruti he was responsible for the setting up of Joint Ventures which were meant to accelerate the pace of localization of components for Maruti vehicles and to bring in new technology in the country. In 1988 as General Manager he took over the functions of Quality Assurance. Quality systems established were in line with the International requirements. The export of vehicles was commenced to highly developed countries like France, Netherlands, Belgium, U.K, Italy & Chili (S. America). As recognition of these efforts Maruti Suzuki received the Engineering Promotion Council award in 1991 – 92 & 1992 – 93.

Under the able guidance of Dr Kumar Maruti Suzuki was the second company in India to win the CII Exim Bank Excellence award in 1998 in the year 1997 & 1999 to improve the quality of products Dr Kumar initiated cluster approach wherein the companies were able to share their unique practices which were then critically evaluated by Prof. Y . Tsud . Starting from Daily Work Management [ DWM ] , 5S , Lean Manufacturing , Quality , Function Deployment , Hoshin Kanri & Policy by Objectives & Deep analysis were practiced by these vendors to achieve world class standards . Four cluster companies achieved the highest quality award “Deming prize” as proof of their having practiced & achieved world class manufacturing standards. He has been closely associated with M/S Krishna Maruti Seats Division, Asahi Glass during their journey to achieve Deming Prize.

**Activity of intense customer care was started under Dr Kumar's guidance & as a result Maruti Suzuki became the first company in India to achieve No # 1 position in JD Power survey in Customer Satisfaction for Eight years in a Row [2000 – 2007]**  
**Committees**

**Dr. Kumar has the distinction of heading various national and international committees such as Society of the Automotive Engineers (SAE), Indian National Value Engineering Society [INVEST], Indian Automotive Manufacturers [SIAM ] etc. He has been a member of the ACMA award jury for selecting the best vendors in areas of Manufacturing Excellence, Quality & productivity, Technology & Exports**  
**He has been Chairman of National Quality Campaign Committee of Quality Council of India [QCI] from 2000 to 2004.**

### **Awards**

**Dr. Kumar has a large number of awards to his credit. Some of the important awards are:**

- 1. Dyer-Stewart Award of Institution of Mechanical Engineering, London for the paper titled "Computerized Simulations of Fuel Injection Process in a Diesel Engine**
- 2. Automobile Engineer for the year 1995" by Institution of Automobile Engineers, Chennai, India.**

3 "Indira Gandhi Solidarity Award" by Indian Solidarity Council, New Delhi in November 1995.

4. "Bharat Gaurav Award" in the year 1995 from Council for National Development

5 "Hind Gaurav Award, 1995" by All India Achievers Conference, New Delhi in the year 1996.

6. National Institution for Quality & Reliability, Chennai awarded Bajaj Auto – NIQR Outstanding Quality man Award 2002.

7. Fellowship by the SAE International USA in the year 2008. Fellowship is awarded to 25 distinguished people around the world who have achieved Excellence in their profession.

Dr Kumar has presented over 13 papers in the national and international forums dealing with subjects related to automobile engineering.

Ashoka Award is given to management professionals who led the organizations they work for and many other organizations making exceptional contribution through practice and promotion of Quality Management as a way of life for sustainable results with humility, industry and sincerity.

The Governing Council of ISQ is pleased to honour Dr Krishan Kumar. Sriniv with Ashoka Award for his outstanding role in promoting Quality Management Practices in Maruti Suzuki India Ltd.