

## REPORT ON 16<sup>th</sup> ISQ ANNUAL CONFERENCE 2019

16<sup>th</sup> ISQ Annual Conference 2019 received overwhelming response and was successfully completed on 12-13, December 2019 at Hyatt Regency, Pune.

**Felicitation**





**Pune Chapter**  
**16<sup>th</sup> Annual Conference 2019**  
Hyatt Regency, PUNE, 12-13; December 2019

**Theme** Quality: Shaping the Future of India

**Ashoka Award**



**TQM Dissemination and Promotion**



Thank you Guests of Honor, Invited Speakers, Sponsors, Delegates and Case study Presenters for the support and overwhelming response to make the 16<sup>th</sup> ISQ Annual Conference a memorable one.






Mr. Yukihiko Ando  
Japanese TQM Counsellor



Dr. Jai Ram Varadaraj  
MD, Elgi Equipments Limited



Mr. Shrikant Sarila  
MD Aperture Technology



Mr. Vivek S. Joshi  
President & CEO  
Sundaram Clayton Limited



Mr. Sunil Kaul, Group President,  
Mfg. Excellence, Innovation & Technology,  
Head Business Group, Anand Group



Dr. Ashis Kumar Chakraborty  
Head, SQC & OR Division  
Indian Statistical Institute



Mr. Rajneesh Vashisht  
Vice President, New Projects,  
Mahindra & Mahindra Ltd



Dr. Ganesh Bory  
Counsellor, Joyful Workplaces -  
Lean Six Sigma & BSI

No of participants:	220 (Delegates – 180, Sponsors reps – 17, Guests and volunteers - 23)
No of Sponsors	8 (Silver Sponsor -1, Sponsors' representatives– 17, Guests, )
Guests of honour	2
Invited Speakers	8
Case studies presented	11

Theme: Quality: Shaping the future of India

Our Sponsors:

SILVER SPONSOR



**KLJ Group**















Service Sponsors

## 16<sup>th</sup> Annual Conference a report

Day -1, 12<sup>th</sup> December' 2019

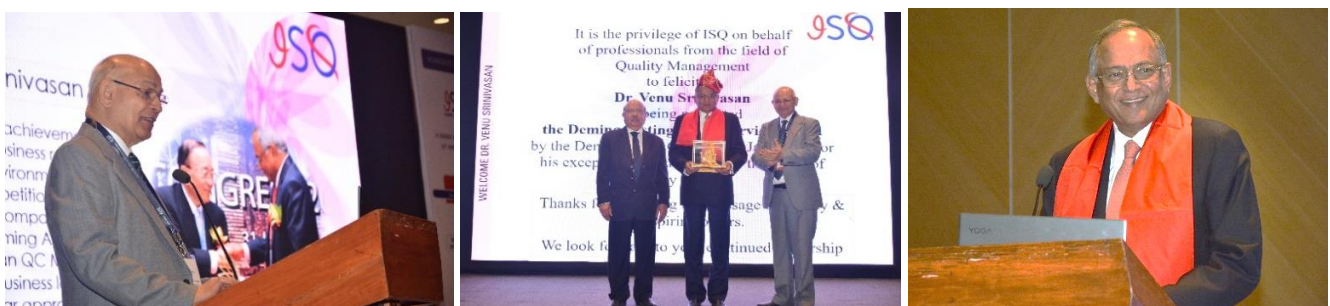
### Inaugural Session, Welcome Remarks & Theme Address

16<sup>th</sup> Annual Conference began at 9 30 AM with Mr. Mahesh Hegde as master of ceremony. Mr. Janak Mehta and Mr. Kiran Deshmukh gave a warm welcome to the Guests of Honour Mr. Venu Srinivasan and Mr. G. Parthipan followed by lighting of lamps by Mr. Venu Srinivasan, Mr. G. Parthipan, Mr. Sunil Kaul, Dr. Ashis Chakraborty, Mr. Vivek S Joshi, Mr. Kiran Deshmukh, Mr. Janak Mehta, Mr. Anil Sachdev, Mr. Kanade and Mr. Arun Balimane. Mr. Kiran Deshmukh, President ISQ gave a warm welcome to the guests and delegates and spoke on ISQ and the theme "Quality: Shaping the future of India".



### Felicitations

**Mr. Venu Srinivasan**, Chairman and Managing Director, Sundaram- Clayton & TVS Motor Company was felicitated by Mr. Janak Mehta on being awarded with **"The Deming Distinguished Service Award for Dissemination and Promotion Overseas"** which is one of the highest awards in the field of quality management in the world. The gathering felt fortunate to have both the two individual Deming Award winners under one roof. Mr. Janak Mehta gave an introduction of Mr. Venu Srinivasan and his achievements. In his acceptance speech and presentation, Mr. Srinivasan recapped the history of TVS group and how Quality played key roles at crucial junctures. Quality not only helped TVS group establish themselves but also helped them come out of crisis situations and take leaps of growth. The presentation was concluded by a profound statement "The Deming Prize is not an achievement; it is rather a ticket to the Quality journey. it has just begun for us"





## Ashoka Award

The ISQ felt elated to honor **Mr. G. Parthipan** – CEO, Rane TRW Steering Systems with Ashoka Award for his unending contributions to the cause of Quality. Mr. Kiran Deshmukh read the citation which was then handed over to Mr. Parthipan by Mr. Venu Srinivasan. Ashoka award was then given to Mr. Parthipan by Mr. Janak Mehta.



In his acceptance speech, Mr Parthipan gave an overview of the role of Quality in shaping the Rane TRW Steering Systems. He gave multiple examples when complacency was setting in his organization and how through customer feedback the company bounced back and marched towards being a world class organization. He also gave an important example of how one instance of poor Quality can take away significant portion of business from a company.



Dr. Abhay Firodia could not attend because of ill health. In the time slot a joint talk by the two Deming Prize winners in the room, **Dr. Venu Srinivasan** and **Mr. Janak Mehta**. The talk was centered around the challenges that India is facing in terms of Quality. Despite various investments on Quality, the country is not known to deliver best Quality products and services to the world. India has the largest number of Deming Prize winning companies, outside of Japan. Despite this we need to go a long way in establishing ourselves as a nation committed to Quality.

They drew some contrasts between India and China in terms of socio-political systems, commitment by individuals and corporations, and Quality being a part of fundamental education, etc., that are widening the gap between two nations. They advised the audience to demonstrate high level of commitments towards Quality and engage all levels of hierarchy to embrace the principles of Quality. This enlightening discussion was very thought provocative and received appreciation from the delegates.

## Address by Invited Speakers

The first invited speaker **Dr. Jairam Varadaraj**, MD, Elgi Equipments Limited, drew logical connections with the preceding talk by the Deming Prize awardees and demonstrated why an organization should not only follow some principles but embrace Quality in its true spirit.



One needs to believe that a customer does not buy a product or service but hires it to get a job done, it is important to understand that 'job'. This mindset automatically facilitates customer empathy and drives an organization to deliver differentiators in their products and services. He also emphasized on focusing on high value proposition as opposed to low labor cost. Cutting costs may yield a small temporary gain but a high value proposition will always go a long way in establishing and maintaining customer trust.

## INDIAN SOCIETY FOR QUALITY

Mrs. Sarika Joshi was the MC after lunch.



The first case study was by **Mahindra & Mahindra**, Igatpuri on Visual Factory. The best of creativity was witnessed by the audience as we saw interesting caricatures and artefacts being used on machines, making the floor lively and engaged. This demonstrated the passion with which the employees get engaged with their workplace.



This was followed by a presentation on Software Quality Engineering by our invited speaker **Mr Shrikant Sarda**, MD - Accenture Technology. There is always a dilemma in software testing, we want it to be flawless and the testing requires resources, analogous to cost of inspection. The rate at which the world is changing is accelerating with each passing day causing shorter release cycles and no chance of errors.

**Mr Sunil Kaul**, President, Anand Group, the next invited speaker; spoke very passionately about the Anand House of Quality Culture (AHQC). In addition to all the best practices and methodologies, AHQC also emphasizes on **office Quality** including but not limited to Etiquette, Humility, Respect, etc., that the employees across levels demonstrate. AHQC believes that the best in class Quality cannot be delivered consistently by focusing on manufacturing processes alone. In the true spirit of TQM, heartfelt mutual respect will always keep an organization transparent, lean and therefore build a culture that delivers nothing but the best.



Mr. Ved Parkash, President, Bengaluru Chapter of ISQ announced **17<sup>th</sup> ISQ Annual Conference at Bengaluru on 11-12, December' 2020.**

The announcement was received with loud applause.



**Dr. Sumit Roy**, Joyful workplaces, next invited speaker, shared his experience on addressing transformation challenges with SMEs. Any change in SMEs will invite a quick reaction. Reasons to resist change spread faster and so does employee dissatisfaction. It is therefore important to involve them in the process of change. It calls for a change in mindset from 'managing' to 'mentoring' and decentralizing the ownership. An operator is not just to be treated as an operator but as Workstation Manager and Supervisor as a Mentor. This goes a long way in not only fostering belongingness but also invites brilliant ideas of improvement.

The next case study presentation was from **IAC international Pvt Ltd** on Best in class DWM practices. The accountability boards to facilitate daily meetings improved the efficiency and shortened the meeting time. Daily meetings through visual walls containing data on performance metrics enable everyone to see the same thing at same time thereby bringing everyone on same page faster.



A case study presentation by **HDFC Life** followed on Happy employees for Happy customers. A concept of Human Sigma was introduced to enable sharp focus and comprehensive actions around the 6 aspects of employee engagement viz., R&R, Career pathing, Compensation, Connect & Communicate, Work Life Balance and Training. The resulting improvement in employee satisfaction score correlated with corresponding improvement in CSAT.



Day -2, 13<sup>th</sup> December' 2019

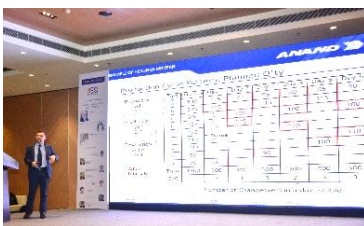


Day-2 began with an inspiring and energetic presentation by a very special guest **Mr. Yukihiro Ando**, a well-known TQM consultant from Japan. His years of experience transforming dozens of companies, was evident in the depth of knowledge and wisdom, that he shared with extreme humility. Andosan spoke on “Downturn as an opportunity”. He opposed the desperate cost cutting measures that organizations often resort to. Acts of random cost cutting, make the best employees to leave first and when the economy comes back again, the organizations struggle to keep pace with the market as an effect of the cost cutting measures. Similarly, random targets on reducing inventories to improve the cash flow, lead to ‘out of stock’ situations affecting the customer trust. He advised to start with the aspirations of the company and then scientifically arrive at the improvement targets using the Policy Management and execute those by rotating PDCA. Downturn should not be taken as an excuse but rather an opportunity to realize the long-term aspirations. A downturn situation can actually be a game changer, if dealt with smartly.



**Mr. Vivek Joshi**, CEO -Sundaram-Clayton, the next invited speaker spoke about the journey of TEI at Sundaram Clayton. It was inspiring to see the importance accorded to the employees as family members. The basic needs including free healthcare when taken care of well, employees also treat the company as their own and give their heart and soul to it. Employees’ belongingness was evident in multiple parameters including the data points that indicated 100% participation in suggestion scheme.

## Case study Presentation



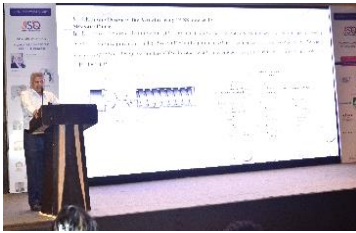
**Anand Group** on Anand Heijunka journey. Inefficiencies of any organization multiply with those of its suppliers, thereby presenting extremely inefficient performance to the customer. It is therefore important to engage suppliers in the Quality journey. Anand group did not succeed at this in the first attempt and then with guidance of Prof Shoji Shiba, they launched systematic campaign on Mindset Change, having win-win propositions and defining crucial role of CEO in the change process. The results were pleasantly surprising.



A case study from **Motherson Automotive** on human error prevention demonstrated thorough utilization of FMEA



This was followed by an enlightening session by **Dr. Ashis Kumar Chakraborty**, the next speaker from Indian Statistical Institute. He talked about the big data analytics and how 7 aspects viz., Volume, Velocity, Variety, Variability, Veracity, Visualization, and Value are changing the paradigm of analytics. He then introduced us to his research work and soon to be published book on 7 steps in data analytics.



We saw a crisp and meaningful case study by **Indian Statistical Institute** on improving reliability of Scotch Yoke Actuator. A thorough in-depth usage of DFSS methodology was demonstrated through the case study.

A case study on Paint Transfer efficiency improvement by **Tata Motors**, Lucknow on usage of DOE to optimize the paint process was presented.



The next case study was by **APTIV** on best practices of associate development. It was encouraging to see passionate involvement of HR in understanding the dexterity in manual operations and using FMEA to arrive at the training and development plan for the operators. The factors such as physical fitness, muscle memory and state of mind were given due importance. As a result, the Quality levels of the unit showed significant improvement.



A case study by **Toluna India Pvt Ltd** on enabling customer empathy through data was presented. Traditional data collection to understand customer needs is too slow for the new age. Usage of Real-time On-demand insights to accelerate new product development and product improvements is key to stay competitive. The mechanisms that facilitate these insights can also be enhanced to engage with customers, suppliers, employees, dealers, etc., on a real time basis and accelerate the corrective/ preventive actions. The presentation gave inputs on the tools available in the market towards this direction.

**Mr. Rajneesh Vashisht**, VP, New Projects, Mahindra & Mahindra, the next invited speaker, emphasized on the importance of Total involvement of all stakeholders in achieving the dream of 'Zero defect', in addition to having a robust design, effective testing and validation and robust DWM. The supplier upgradation journey demonstrated committed efforts from M&M including but not limited to training, demonstrating the product usage, improving dexterity, scientific problem solving, etc. As an outcome they were able to convert most of their suppliers to A-Category in quick time. These actions cumulatively resulted in actually realizing their dream of zero defect.



A case study by **Mahindra logistics** on implementation of Lean in logistics was next one to follow. The usage of Makigami analysis and implementation of creative solutions such as autonomous vehicle and SMART storage enabled them to achieve a significant improvement in VAR and a whopping 48% reduction in inventory at the location.

Last Case study presentation was from **Mindarika** on their journey towards Zero defect. The usage of advanced analytics to prevent the defects from occurring was demonstrated. They also demonstrated how "Quality is not an act but it is a habit" was not just a statement but their moto.



ISQ expressed its gratitude towards the contribution made by all the Sponsors by giving a memento to the companies' representatives.



## INDIAN SOCIETY FOR QUALITY



At the end of both the days, Mr. Amit Sharma summed up crisply the entire day's event.

Mr. Prasad took the role of MC on the 2<sup>nd</sup> day.

Mr. Mahesh Hegde enthralled the audience at the end of the 2<sup>nd</sup> day with his magic tricks bringing cheer to the participants before leaving.



The 2-day annual conference was interactive.



It was also an opportunity for networking,



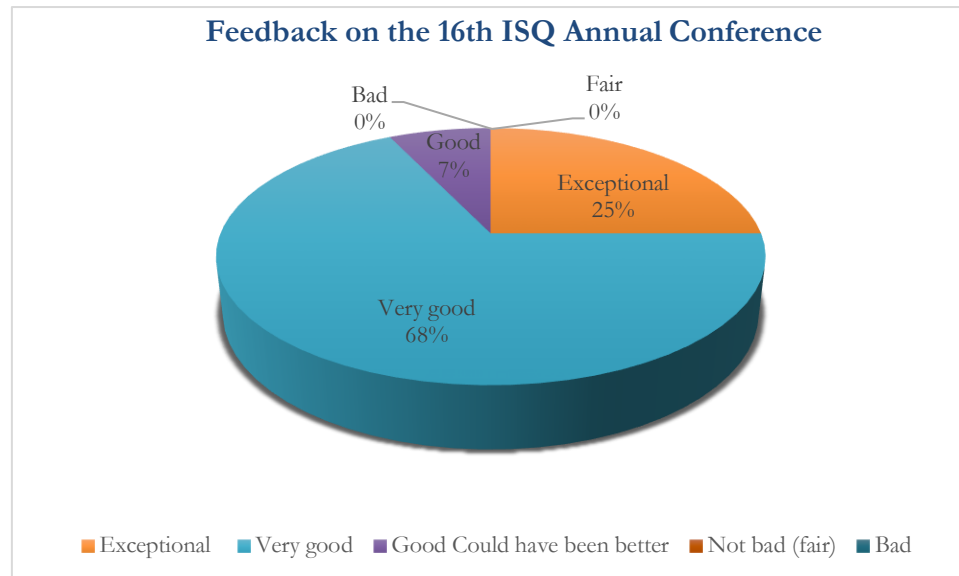
Mrs. Sarika Joshi gave Vote of thanks to all the people who had contributed for the successful conduct of the annual conference and make it a memorable one.

ISQ thanks the Sponsors, delegates, Guests of Honour, Invited Speakers, Case study presenters, volunteers, for making the event fruitful.

Hard work put by Pune Chapter led by Mr. Sunil Kaul and Mr. Mahesh Hegde well supported by the team, Program Conference Committee, members of ISQ in meticulous planning, executing effectively and getting overwhelming response; need considerable appreciation.

Compiled by Amit Sharma and Prabhakar Shettigar

## Feedback on the Annual Conference from the participants



### What I liked about this Program are:

1. Great speakers, , some case studies are excellent.
2. Presentations made by eminent personalities like Mr. Venu Srinivasan, Andosan, Dr. Jairam Varadaraj, Shrikant Sarda and Mr. Sarda of Accenture were outstanding and also Mr. Janak Mehta's talk on Chinese quality conscious was an eye opener.
3. The quality of Invited speakers.
4. Participation from different organisations, diverse case studies
5. Good take away from eminent speakers' address which made us realise where we stand on Quality.
6. Opportunity for Networking
7. The felicitation of Mr Venu Srinivasan and also his acceptance speech.
8. Flawless registrations, good time management.
9. Adherence to time schedule & good arrangements.
10. Well managed, well sequenced and professionally organised given the crowd
11. Food

### What I did not like about this program are:

1. The presentations and case studies in the form of booklet would be an added advantage to the participants for reference.
2. More time need to be allotted for Q&A and case study presentations.
3. Some more Case studies needs to be presented on Six Sigma, Lean Manufacturing tools.
4. Few case studies were not in line with theme. Few speakers and case study presentations overshot the time limit.
5. Should have a guideline on No. of slides.
6. ID cards worn by guests should include the company name to make networking easier.
7. Presence four Pillars inside the venue
8. The food serving area arrangement and chairs at conference area (hard seating) could have been better.



**Annexure: Organisations participating in the annual conference as**

Organisation	Members	Organisation	
Abhijeet Plastics	2	SRF Ltd, Indore	2
Accurate Industrial Controls Pvt Ltd	8	Eskay Engichem (Student)	1
Adani Enterprises(TALABIRA (ODISHA) MINING PRIVATE LIMITED	2	Tata Auto Comp Systems Ltd, Interior, Plastic Divn, Pune	6
Allanasons Pvt Ltd	2	Tata Autocomp	1
Apollo Tyres Ltd	3	Tata Autocomp Group office	1
Aptiv	2	Tata Autocomp GY Batteries Pvt Ltd	7
Bharat Forge Ltd	1	TACO HENDRICKSON SUSPENSIONS P. LTD.	4
Bosch Chassis Systems India Pvt Ltd	3	TACO Systems Ltd – Composite Divn	2
CEAT Limited	12	Tata Motors Ltd	6
Craftsman automation	2	Tata Motors Ltd P V Divn	2
Crompton Greaves	12	Tata Power Delhi Distribution Ltd	1
Dr. Reddy's Laboratories	9	Tata Steel Processing & Distribn Ltd	2
Force Motors Ltd	2	Technofour Electronics	1
Gabriel India Ltd	1	TM Automotive Seating Systems P. Ltd	1
Grupo Antolin	1	Toluna India Pvt Ltd	2
HDFC Life Insurance Company Ltd	12	TTK Prestige Ltd	1
Hughes Systique Pvt. Ltd.	1	TVS Motor Company Ltd	3
IAC International Automotive India Pvt. Ltd	1	Ukay Metal Industries Nasik	2
Indian Statistical Institute	1	Yapp India Pvt Ltd	1
INTO Wellness	1	Yash Metallics	1
JBM Auto Faridabad	1	Prof. Prakash Apte	1
John Deere Technology Centre	1	Kunal Chatterjee (Life member)	1
Credence Consultant (Joyful workplaces)	1	Student participants from IIT	3
JSW Energy Ltd, Mumbai	10	Other students	2
JSW Steel Ltd. Dolvi	4		
Lear Corporation	6		
Mahindra & Mahindra Ltd Igatpuri	1		
Mahindra Heavy Engines Ltd,	1		
Mahindra Logistics Ltd	2		
Mate – Motherson	3		
Meena Elastomers Pvt Ltd	1		
Minda Industries Ltd Lighting divn	1		
Mindarika Private Ltd	2		
MSKH Seating Systems ( I ) pvt Ltd	1		
MSL Driveline systems Ltd	1		
Rishab Industries	1		
Samsonite South Asia Pvt Ltd,	3		
Sedemac Mechatronics Pvt Ltd	2		
Simpsons & Co Ltd	1		
SKP Business Consulting LLP	1		
SONA BLW PRECISION FORGINGS LTD.	4		