

17th Annual Conference 2020 – a report

Theme: Quality for Sustainable Development

(social, economic and environmental)

December 11th & 12th, 2020 through Virtual Media

Covid-19 has constrained all of us in having a face to face annual conference this year. Hence 17th Annual Conference in 2020 of Indian Society for Quality was held virtually. Duration of the conference, also had to be trimmed keeping the limitations of online conferences and the span of attention it draws. Case study/ paper presentations could not be part of current virtual conference.

Conference Program Committee put all the efforts to make this first virtual annual conference is as interesting and value adding as the past ones.

Programs at a glance

Day I

	Inaugural Session
14 00 to 14 20	Welcome Remarks & Theme Address by Mr. Janak Kumar Mehta – President, ISQ
14 20 to 15 05	Presentation of Harsha Award. Dr. Kovaichelvan Venugopalan, Director – TVS Institute for Quality and Leadership, Acceptance Speech and address on the topic “Re-inventing TQM for VUCA and Digital revolution”
15 05 to 15 50	Address by Chief Guest – Mr. Kamal Bali, President & Managing Director, Volvo Group, India Bengaluru
16 05 to 16 50	Address by overseas speaker – Dr. Mats Deleryd, President & CEO of the Swedish Institute for Quality, SIQ.
16 50 to 17 55	Panel discussion “Quality for sustainable development in changing world-Challenges & opportunities”

Day II

09 00 to 09 15	Introduction to Day 2
09 15 to 10 00	Address by Invited Speaker, Mr. T. R. Parasuraman, Dy. MD, Toyota Industries Engine India, President BCIC.
10 00 to 10 50	Case study presentation- Sustainability at Mahindra Auto (Mr. Vijay Kalra)
11 05 to 11 50	Address by Prof. Deshmukh S. G, Professor, Indian Institute of Technology, Delhi
11 50 to 12 35	Address by invited speaker - Ms. K Hemalatha, GM Strategic Planning, BEL
12 35 to 12 45	Quality Innovation Award presentation
12 45 to 13 00	Summing up – Mr. Uday Mahajan & Vote of thanks (Mr. Ved Parkash)

17th Annual Conference 2020

through virtual media 11-12: December 2020

Theme: Quality for Sustainable Development
Social, Economic and Environmental



Chief Guest
Mr. Kamal Bali, President & Managing Director, Volvo Group, India, Bengaluru has been spearheading reputed Indian & multinational organisations as President & CEO for two decades now. He is based in Bengaluru, is an alumnus of IIT Roorkee, and had an illustrious career spanning 40 years, largely in automotive and engineering industry.



Overseas Speaker
Dr. Mats Deleryd
President & CEO of the Swedish Institute for Quality, SIQ
Topic: “Quality 5.0 – Sustainable Success”



Harsha Award
Harsha Award is meant for Professionals who have contributed in India either as individuals, in their own organizations or through quality bodies or other organizations to the promotion of quality management principles, concepts, techniques and practices leading to the improvement in performance of the organizations they have helped. ISQ is happy to honour **Dr. Kovaichelvan Venugopalan**, Director – TVS Institute for Quality and Leadership, a true inspirational leader and TQM believer with this year's Harsha Award.



Dr. Deshmukh S. G.
Professor, Indian Institute of Technology, Delhi



K. Hemalatha
GM- Strategic Planning
BEL, Bengaluru



Rajinder Singh
Vice President
Mahindra Institute of Quality



Raghuraman Ramakrishnan
Head, Supply chain Strategies
ITC Limited



Venkatakipuswamy
GM-Key Account (South West Asia)
Lloyd's Register Quality Assurance

Summary of programs:

Mr. Chandra Mouli, Sr. General Manager – Quality, SEG Automotive, Bengaluru and Vice President, Bengaluru Chapter, ISQ was the MC and announced the start of the annual conference at 2 PM.

The team of 5 consisting of Ved Parkash (President Bengaluru Chapter ISQ), Prabhakar Shettigar – ED ISQ, Chandra Mouli (Vice President, Bengaluru Chapter ISQ, Rajesh Raman (Hon Secretary, Bengaluru Chapter and Hemanthkumar, member ISQ assembled at SEG automotive for the conduct of the conference- thanks to Mr. Chandra Mouli for organising the place.

Mr. Janak Mehta, President- ISQ and CMD, TQMI while delivering welcome and theme address, gave a warm welcome to the participants, guest speakers and the sponsors. He explained the significance of the theme of the conference to the current scenario and since Sustainable Development is the development that meets the need of the present without compromising the ability of future generation to meet their needs. This also means preservation of environment and natural resources. He also explained with data on history of the world, i.e transfer of wealth from east to west in 1950s, and again the resurgence of east, IT boom. How the increase in per capita consumption, global warming creating damage to environment affecting the sustainability and the need for reversing this to ensure sustainability.

Harsha Award:

ISQ was happy to present the Harsha Award in the current year to **Dr. Kovaichelvan Venugopalan**, Director – TVS Institute for Quality and Leadership.

Dr. Kovaichelvan in his acceptance speech thanked ISQ for considering him for the Harsha Award and explained about 2 decades of TQM at TVS journey for Business Excellence through product and process innovation, continual improvement and talent management.

Speaking on the topic “**Re-inventing TQM for VUCA and Digital revolution**”, he stressed on the key philosophy of talent management for the success of industries aligning aspiration to innate abilities; engage to learn the skills. He also explained the current issues related to getting the people at required skills at entry level, requirement of structured approach for managing competency and what makes the agile organisations.

Mr. N. Ramanathan, Senior Counsellor of TQM elaborated on the theme of the conference explaining on the 7 sources of 5 global phenomena affecting the environment, quality and precautionary principle. He stressed the need for new definition of quality to emerge considering sustainability requirements.

Mr. Kamal Bali, Chief Guest, President & Managing Director, Volvo Group, India Bengaluru was introduced by Ved Parkash. He spoke about Key imperatives for realizing India’s full potential and growth, national business and economic perspective in the country and the way forward predicted that India will bounce back and perhaps will be the fastest economy to bounce back. Speaking about the sustainability he gave an example of Volvo trucks which is 95% recyclable.

Dr. Mats Deleryd, President & CEO of the Swedish Institute for Quality spoke on “**Quality 5.0 - Sustainable Success**”

Dr. Deleryd spoke about the Quality 5.0 and Japanese approach of Society 5.0 with societal interests and the model for success with sustainability. He also spoke about why sustainability is of interest to focus, the leader in the sustainability race will be the market leader and successful.

Panel discussion: “Quality for sustainable development in changing world-Challenges & opportunities”

Mr. Himadri Mukherjee, Vice President and Head - Group Excellence In Manufacturing and Environment, Health and Safety at Anand Group India led the Panel discussion in a well organized and effective way. His effort in

make it more meaningful and well coordinated between speakers, he organized two meetings before the annual conference to bring the team together and the theme.

The four speakers on the panel **Mr. Venkatakuppuswamy**, GM-Key Account, (South West Asia), Lloyd's register Quality Assurance, **Mr. Rajinder Singh**-Executive Dean Mahindra Institute of Quality, **Mr. Raghuraman Ramakrishnan**, Head, Supply chain Strategies, ITC Limited. **Mr. Sudipto Sarkar**, Chief- Product Application Group, Tata Steel Ltd

Mr Venkat touched upon the the consumption of nature resources more than what it gets regenerated leading to depletion because of human greed. Mr. Rajinder singh explained on the themes to expedite sustainability adoptions like Green revenue, embracing technology and digital, water positive, ensure no landfill etc. Mr. Raghuraman stressed on the fact that we can only successful as much as the environment allows us to be and response consumption and production. Mr. Sudipto Sarkar spoke on the live examples of how Tata Steels worked for sustainable development through quality management.

There was good discussion after individual presentations by the speakers and questions from the participants.

Day 2: 12 12 2020

The day started with the address by **Mr. T. R. Parasuraman**, Dy. MD, Toyota Industries Engine India, President BCIC.

He spoke about the evolution of Quality, Toyota way. He mentioned about the Deming's philosophy (14 points). He also stressed upon the creativity which comes from where the mind is without fear. For any abnormality is there a rule? Is the rule or standard, easy to follow? Are people educated or trained on the rules?.

Integrity, mutual trust and respect, training, teamwork creation of organizational culture through employee involvement, 2-way communication are important than individual excellence for creating an excellent TQM organisation.

He also explained on 10 commandments of quality.

Case study presentation:

An excellent presentation was next on Sustainability at Mahindra Auto by **Mr. Vijay Kalra**, Director - Mahindra Institute of Quality and Chairman - Central Safety Council at the Mahindra Group and **Ms. Kiran Sarkar** who heads sustainability at Mahindra and Mahindra Ltd and its effort towards green planet.

Mr. Kalra explained about M&M journey from conservation to reduction rejuvenation and effort towards carbon neutrality using renewable sources like solar energy, windmills, effort towards to become water positive and zero waste to landfill certification, usage of waste as resource, leveraging technology and digitization to reduce energy consumption. committed leadership at Mahindra.

Announcement of 18th annual conference

Mr. Uday Mahajan made an announcement on ISQ 18th annual conference 2021 that it will be held at NCR region and will be led by NCR chapter.

Dr. Deshmukh S. G. Professor, Indian Institute of Technology, Delhi, in his address spoke about the views of elephant i. e views of engineers, technologists, entrepreneurs, policy planners, citizens view and researchers view for sustainability. He also stressed upon the role of academia in integrating sustainability in teaching.

He gave examples of role of institutions and research organisations in developing sustainable products eg: Development of face masks (Kawach) for cost effective and reusable masks during covid times to cover 20 lakh customers, many states and even international markets.

Mrs. Hemalatha, GM Strategic planning BEL

She spoke about defence perspective of quality and sustainability and how BEL became self-reliant to take on national security and defense requirements. She also mentioned about making the indigenous ventilators at a lower cost for India at the need of the hour.

Mr. Janak Mehta supplemented by appreciating the role of BEL in quality promotion from the start.

Quality Innovation Awards announcement

The announcement of national winners of Quality Innovation Awards were done by Mr. Chandra Mouli in the presence of the winners and delegates.

Mr. Uday Mahajan summed up the proceedings of the 2-day annual conference.

Mr. Ved Parkash, Program Chair of annual conference gave vote of thanks.

Conference Program Committee: Ved Parkash – Program Chair (Advisor at Ather Energy)

Anil Sachdev President TQMI	Uday Mahajan VP at Indus Towers	Chandra Mouli Sr. GM at SEG Automotive	Dr. E. V. Gijo Professor Indian Statt Instt	Prakash G. GM at TKAP	Devraj Chattaraj DGM at Tata Sons	Rajesh Raman Head Quality at TTK Prestige
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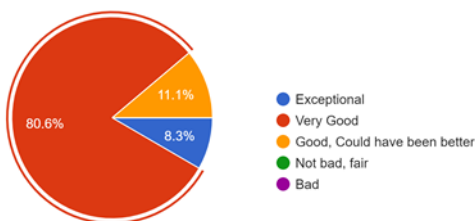
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Feedback from Participants:

17th annual conference, the first virtual annual conference by ISQ received good feedback from the participants. Summary is given below.

Feedback:



- Good and knowledgeable speakers
- Most of the speakers were good and insightful. Sharing was in depth.
- Panel discussion and case study from M&M Ltd were good.
- Good and eminent speaker selection.
- Good Knowledge sharing and appreciable content of the program.
- Nice coordination between team members organizing the event
- This event was well organized and very useful

To improve: Few technical issues with the mediaShould bring out more specifics on how conventional QM can contribute to sustainability in all three Ps.