

28th December 2021

A report on ISQ annual conference 2021



17-18, December 2021



Crowne Plaza Gurugram

Theme: Rebooting Quality for competitive India



There were many firsts in the annual conference 2021

- It was held in a silver jubilee year of ISQ.
- For the first time, it is conducted in hybrid mode (physical and virtual)
- Awards Nite was organized for the first time.
- Four awards were given to eminent personalities for the first time.
- 5 international speakers addressed during the conference.

100+ participants participated in the physical mode at the venue

350 participants including sponsor delegates, guests registered for the virtual presence.

Glimpses on the annual conference

17 12 2021

Mr. Janak Kumar Mehta, President ISQ gave a warm welcome and the theme address.

Mr. Janak Mehta, President ISQ, set the context by emphasizing sustainability and the need for new generation to take lead in Quality in the evolving scenario.



Mr. T. V. Narendran, CEO & MD- Tata Steel Ltd, Chief Guest of the annual conference along with other dignitaries lit the lamp and inaugurate the annual conference.

Chief Guest Mr. T V. Narendran, CEO & MD Tata Steel, shared how TATA Steel morphed itself from an uncompetitive and laggard position in 1990 to leadership position using Quality philosophy and methodology. True to the core philosophy of Jamshedji i.e. “In a free enterprise, society is not only a stakeholder but the very purpose of its existence”. A noble thought, much ahead of contemporary thought process which in its true meaning is sustainability – keeping society first.



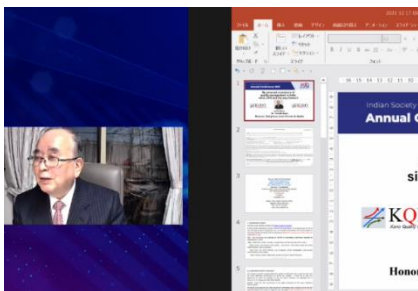
Mr. Nandan Nilekani, Chairman Infosys Ltd spoke next through online and showed how technology is used in scalable way to make millions of transactions every day be with Aadhar, UPI payments, Fastag and QR code-based learning how technology in playing the role in accurate capturing of revenue also improving the user experience. Infosys adopted Malcolm Baldrige framework which led the way for various Indian companies. The word today in quality is agility. Even before the pandemic Infosys had systems that facilitated the secure with no cyber security risk. Pandemic required companies like Infosys to scale up

quickly and put all employees to WFH.

Mr. Masahiro Sakane, Former President Komatsu shared Komatsu Philosophy of Products, Services and Solutions. Komatsu way prioritize Leadership at number one followed by Monozukuri (Manufacturing) and Brand Management. He showcased how IT and Automation was leveraged to create products like Komtrax and ICT – Smart Solutions which uses Drone surveys to optimize the work for clients benefit. Continuous enhancement of corporate values which is the total sum of trust given to Komatsu by all stakeholders.



ICT solutions, Smart Construction, what we call as Industry 4.0, was actually put in practice by Komatsu long back



Dr. Noriaki Kano in his international congratulatory message spoke virtually congratulated ISQ in its silver jubilee year and expressed gratitude to ISQ on its tremendous contribution towards formation and development of Asian Network for Quality. He shared his experiences of working with Indian business and Industries over the past 25 years and appreciated how Quality evolved in India winning more Deming Medals than Japan. He also elaborated how Japanese Steel Industry, from 1950 to 1970, turned an “Adversity into Opportunity” by adopting TQM practices. He emphasized on participation of academia in quality movement.

Interview of **Mr. Christian Levin**, CEO Traton and Scania by **Mr. Lars Sörqvist** : The excerpts of the interview and talk by Mr. Christian Levin is given below.

it is important that we have a stable process framework. Be a benchmark in the world in terms of changing the transportation system to make it sustainable. Leadership need to be sensitive towards quality. spoke about role of leadership in driving business initiatives. He introduced us with the “Scania Way – Leadership.



Case study presentations:

Following case studies were presented

1. Rebooting Quality: Reimagine Processes with Digital Touch by Mr. Jitendra Agarwal, Co-Founder, Relevanta Solutions
2. Application of Advanced TQM Tools for Sustainable Quality, by Mr. Thomas Mathew and team from Apollo Tyres Ltd, Chennai
3. Rebooting transformation in pharmaceuticals by Mr. Kulbhushan Gupta and,,Mr. Krishna Venkatesh of Dr. Reddy's Laboratories.
4. Journey towards Customer Delight through TQM by Mr. Manohar Sethpalani from CEAT Limited.
5. Utilising technology and data to address unspoken needs of urban Indian Society from Mr. Ankit Rawat of Park +.
6. Mr Janak Sethi of Caparo Maruti , presented a case study how they are using “Intelli – Dojo” to run their Training and Upskilling program



The case studies showed the practical examples of implementation of quality management systems, importance of digital transformation with quality and process framework as fundamentals.



Mr Avneesh Gupta, V P- TQM and Engineering & Projects at Tata Steel Ltd, shared their 30 years TQM journey. It was very interesting to note that they use both TQM as well as Malcom Baldrige models simultaneously, in tandem, to derive business excellence. Its very unique to see both approaches being adopted by an organization. The results are visible to us all as TATA Steel today in one of the top Steel companies in the world.

Awards Nite 17 12 2021 7 PM

For the first time in the history of ISQ, 4 awards were given to eminent personalities who contributed to the uplift of Quality domain in the year 2021.

It is also a first that the awards were given in a separate event of Awards Nite organized followed by dinner.

President Janak Mehta welcome the gathering and gave a overview of ISQ awards.



Mr. Sunil Sinha, Chair, Awards committee gave an Introduction of the new ISQ Planet Earth Award.

Mr. Sunil Sinha announced the two **Harsha Awards** to **Mr. Surender Kakkar**, Former Head of CII-IQ and **Mr. Avneesh Gupta**, Vice President Tata Steel. He announced the **Ashoka Award** to **Mr. C. K. Venkataraman**, Managing Director, Titan Company. The Awards were given by the Chief Guest Mr. T. V. Narendran in the presence of Mr. Janak Mehta. Mr. Sunil Sinha handed over the certificates to the Awardees.

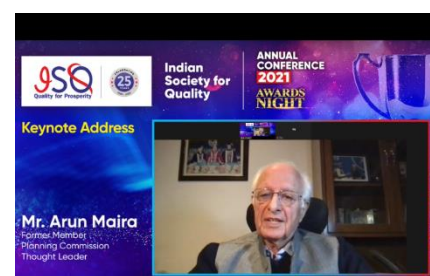


Mr. Surender Kakkar, Mr. Avneesh Gupta and Mr. C. K. Venkataraman gave the acceptance speech after the awards ceremony.



ISQ presented **Mr. Nandan Nilekani** with the **Jamsetji Tata Award** for 2021 at Bengaluru on 6th December 2021. The award was given by **Mr. B. Muthuraman**, former Vice Chairman, Tata Steel Limited. Mr. Janak Mehta President, ISQ presented the certificate to to Mr. Nandan Nilekani.

After the awards ceremony, the Guest of Honor, **Mr. Arun Maira**, former member, Planning Commission and thought Leader addressed the gathering through online. He emphasized that to ensure prosperity of people, focus should be on human development not only industries. He explained with three examples how the learnings on quality is applied in day to day life to improve quality of life. He suggested to modify the mission of ISQ to "Quality by the people and for the people of India" and choose the road less travelled to be successful.



The Awards Nite concluded with vote of thanks followed by dinner.

Day 2



Sr. Mary Jean Ryan, President Emeritus SSM Health, USA about topic: “Service is more than a kindly act; it has the power to heal” She also spoke about profound definition by Dr Raymond as “Elegance, Decency, Dignity – It has a healing power” Through stories of her own experiences she shared how medication and good nursing can help cure diseases by positive frame of mind.

Mr C.K Venkataraman, MD Titan emphasized the multistakeholder aspects of a business. Some of these stakeholders may not even be participants in the business e.g. general public however their interests must be protected. Many examples were shared as to highlight how Titan went about ensuring societal responsibilities, specially during the recent pandemic.



Dr. Subhash Narayanan, Founder & CEO of Sascan Meditech Pvt Ltd is developing diagnostics to detect Throat Cancer at an early stage without any intrusion, simply painless for the patients. An excellent use of Tech in medical field.

Coffee chat between **Dr. Bhimaraya Metri**, Director, IIM, Nagpur and **Mr. N. Ramanathan**, our TQM Guru broached the subject of Quality in Academia in the country. Dr Metri shared how business school curriculums are changing to incorporate Arts and Social Sciences. He also shared how Japanese are coming out with concept of Society 5.0. The UN SDGs are key elements in our NEP 2020. Concepts of Gamification into curriculum are finding place to encourage “involvement” of students rather than just cramming Many initiatives like Reverse Mentoring, Integration of Higher Education, increased Industry Academia involvement are taking shape. It was very comforting to see such changes in our education system.



Mr. Shankar Venkateswaran, Founding team member of ECube Investment Advisors, reinforced as to how sustainability is going to be a key factor in evaluating, funding the business. The ultimate truth is that mankind awoken to their own acts of self-destruction. There is going to be reinvention of SCM.

The Masters of Ceremony and Anchors



Top row: Uday Mahajan, Kiran Deshmukh, Mahesh Hegde, Amit J Sharma

Bottom row: Anil Sachdev, Dr. Rajkumar, Ved Parkash, Sarika V. Joshi

QSA and QIA Awards:

ISQ conducted international Quality Sustainability Award in partnership with IAQ and Quality Innovation Award in partnership with Finnish Quality Association (Originators) and other country partners.

National Gold winners Quality Sustainability Award

Sl No.	Name of Project	Name of Company
1	Volatile Organic Compounds (VOC) reduction: A proactive approach	Ashok Leyland, Chennai
2	Sustainable Initiatives through Total Quality Management to produce Greener Steel	Tata Steel Tubes
3	Conversion Of Hot Water Curing System To N2 Curing to Save Steam Generation	JK Tyre & Industries Ltd, Mysore
4	Sustainable manufacturing in harmony with Neighbourhood community	CEAT Ltd.
5	Conversion of non-usable metalized BOPET film waste into raw material by unique process	SRF Limited Packaging Films Business
6	3 in1 Low Carbon Technology Project- TRIGEN	Mahindra & Mahindra Ltd



Mr. J. Ravikant, SRF Ltd, receiving the award from Mr. Shankar Venkateswaran, Keynote speaker



Mr. Nischit Sinha, Tata Steel Ltd, receiving the award from Mr. Vikas Matta, EC member QEF - ISQ

National Winners of Quality Innovation Award

Innovation Categor	Organisation	Innovation topic
Innovations (Large)	Tata Steel Ltd	Branding: On-The-Fly Laser Marking of Hot Rolled Coils
(Micro & startup)	Indian Hotels Company Limited	amã Stays & Trails – Branded Home Stays from IHCL
(Small and Medium)	Fluid Controls Pvt Limited	Method of case hardening a ferrule
Circular Economy	Tata Chemicals Limited	Wealth from Waste: Dead Batteries To Pigments - Cobalt aluminate
Education Sector	Global Indian International School	Design thinking: create innovative solutions to prototype and test
Health care sector innovations	Tata Consultancy Services Noida	Digital BioTwin (DBT) – A virtual human Suite
Potential innovations	Tata Chemicals Limited	Leveraging Next Generation Agri technique
Public Sector Innovations	Tata Consulting Engineers Limited	220 kV Double Circuit Compact Tower for Transmission Lines



Mr. Vasanth Subramanyam, Tata Steel receiving the Quality Innovation Award from Mr. Uday Mahajan



Dr Tansen Chaudhari, Fluid Controls receiving the Quality Innovation Award from Mr. Uday Mahajan



Dr Lobo, Tata Chemicals receiving the Quality Innovation Award from Mr. Uday Mahajan



Mr. D Devine Davidson, Tata Consulting Engineers Ltd receiving the Quality Innovation Award from Mr. Uday Mahajan



Dr. Malathy Venkatesan, Tata Chemicals receiving the Quality Innovation Award from Mr. Uday Mahajan



Mr. Sanjeev Sachdeva, TCS receiving the Quality Innovation Award from Mr. Uday Mahajan

Conference Program Committee



Uday Mahajan
President NCR Chapter
Program Chair



Amit J. Sharma
GC member,
Hon Secretary, NCR Chapter



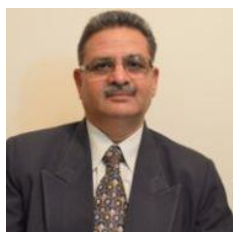
Anil Sachdev
Hon Secretary, ISQ



Mahesh Hegde
President, Pune Chapter



Dr. Rajkumar
President, Chennai Chapter



Ved Parkash
President, Bengaluru Chapter



Dhananjay Rawat
Student member



Prabhakar Shettigar
Executive Director - ISQ

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Mr. Manohar Sethpalani, Ceat Ltd. (**Platinum Sponsor**) receiving the memento from Mr. Janak Mehta, President ISQ



Delegates from TVS Motors Company. (**Gold Sponsor**) receiving the memento from Mr. Janak Mehta, President ISQ



Delegates from **Silver Sponsors**; SEG Automotive, Sheela Foam Ltd, Spark Minda, Tata Steel Downstream Products receiving memento from Mr. Janak Mehta (President ISQ)



Delegates from **Sponsors**; Indus Towers, Kennametal, SRF Limited, TQMI receiving memento from Mr. Janak Mehta (President ISQ)