

Creating the Extraordinary Organization through Total Quality Management
13~15 June 2024. Venue: IC & SR, IIT Madras, Chennai

Sixth edition of the popular program CEO through TQM was organised by ISQ Chennai Chapter. Thanks to Mr. N. Ramanathan's (NR) kind gesture and passion on spreading the knowledge on TQM; he has been conducting the program since 2019 pro-bono for ISQ and to the benefit of senior management of the organisations. 41 delegates which included senior executives from industries, consultants and academicians participated in the program.



Mr. Sundara Rajan, Vice President of ISQ Chennai Chapter was the overall coordinator of the program. Dr. S Rajkumar, President, ISQ Chennai Chapter gave a warm welcome to the participants, Mr. Ramanathan and Mr. Mahesh Hegde. Mr. Raajkumar, Hon. Secretary, ISQ Chennai Chapter gave brief introduction of Mr. N. Ramanathan and Mr. Mahesh Hegde.



Two eminent Guest Speakers and a support speaker added value to the program by their exceptional talk which complimented the learnings of the program.

On 15th June, **Dr. Jairam Varadaraj**- Managing Director, Elgi Equipments Limited shared his insight and experience following the path of TQM and the practical experience of implementing TQM in his organisation.

Kiran Deshmukh, CTO, Sona Comstar Limited, spoke virtually through MS Teams on 14th June about Quality 4.0, its importance in Quality management and his implementation experience.



Mr Mahesh Hegde was the Support Speaker throughout the 2.5 days and did great value addition. He also enthralled the participants with his magic and made the program and the dinner come alive.



Interaction Dinner with seniors in industries

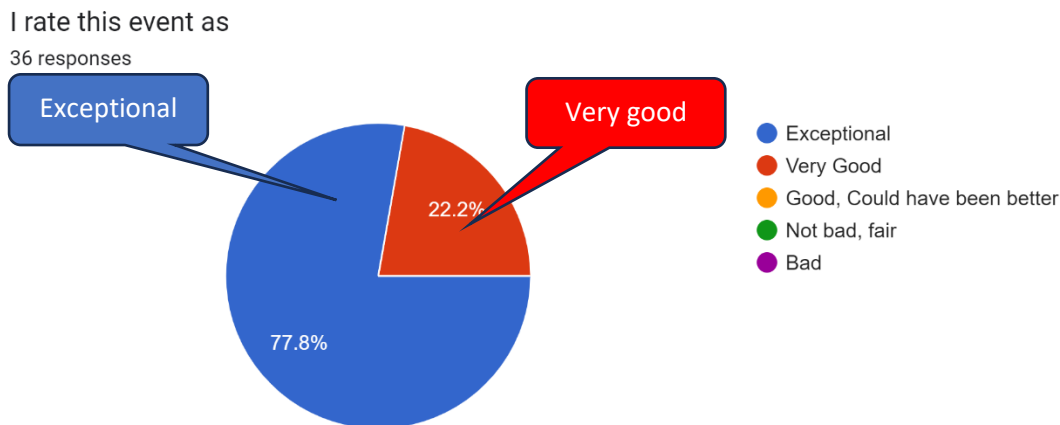
An interaction dinner was organised on 15th June at 7 PM at Westin Velachery. Seniors from Industry and Academia were present as invited Guests. Participants had an opportunity to exchange views with the esteemed guests on TQM implementation in various organisations.



Summary of participants

Organisation	Participants
SRF Limited	2
Tata Power Odisha	4
Ather Energy	1
Ceat Limited	5
Tata Motors Ltd	10
Aditya Birla Fashions and Retail	1
JK Tyres and Industries	3
Cosmo Films	2
JSW Steel	3
Daimler India	2
Lakshmi Machine Works	2
SEG Automotive	3
SRM Institute of Technology	1
Equitas Bank	1
TAFE Limited	1

Feedback from participants



Highlights of the feedback

What I liked about this program

The feedback highlights several key points about the program on Total Quality Management (TQM):

Comprehensive Coverage: Participants appreciated the program's thorough coverage of TQM implementation across various facets, emphasizing its importance beyond traditional quality management.

Experienced Trainers: Ramanathan sir's training was highly valued for his depth of knowledge and practical insights. Mahesh Hegde also contributed significantly to the sessions.

Real-World Examples: The use of real-time examples and experiences from guest speakers enriched the learning experience, providing practical applications of TQM principles.

Networking and Collaboration: Participants valued the opportunity to network with industry colleagues, gaining insights from diverse backgrounds and experiences.

Guest Speakers: Sessions with industry leaders like Dr. Jairam Varadaraj were particularly impactful, providing inspirational stories and practical advice on organizational development.

Content Quality: The program content was praised for its relevance to current business conditions and for debunking myths about TQM, highlighting its broader applicability as a business excellence model.

Overall Experience: Attendees found the program to be transformative and inspiring, akin to a Gurukul session, fostering a deeper understanding of TQM's role in organizational transformation.

In summary, the feedback underscores the program's success in delivering comprehensive TQM knowledge through experienced trainers, practical examples, and valuable networking opportunities, leaving participants enthusiastic about implementing their learnings.

What to improve – summary of the feedback

- Some participants felt that the program was rushed, suggesting that more time (3 complete days instead of 2.5 days) would have been beneficial.
- Course material given require an additional day which would improve the experience.
- Loved every aspect of the program but suggested making it more interactive.
- Overall, the feedback highlights a desire for more time to digest the material and make the program more engaging through interactivity.