

INDIAN SOCIETY FOR QUALITY

Annual Conference 2024



Theme

Empowering Excellence:

Quality-Driven
Strategies for
Fostering Economic
Well Being



12th to 14th December 2024



12th December: Pre-conference: Council hall, Ground floor,
Ramaiah Medical College Mathikere, Bangalore

13th & 14th December: Annual Conference 2024
Dwaraka, M. S. Ramaiah Medical College Campus
M S Ramaiah Nagar, Mathikere, Bengaluru

13th December: Awards Night (6:30PM to 10:00PM)
Strategy hall, Taj Yeshwantpur
Tumkur Road, Yeshwantpur, Bengaluru



Featured speakers from the globe are
eminent **CEOs of multinational
companies** that are amongst the top
in the world in their respective field.

Venue Sponsors



Pre-conference seminars on 12th December

Venue: Council hall, ground floor Ramaiah Medical College Mathikere, Bangalore

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| <p>1</p> <p>Seminar 1:
facilitated by Anil Sachdev
(10 AM – 13:00 PM)
Theme: TQM for New Product Development</p> | <p>2</p> <p>Seminar 2
facilitated by N Ramanathan
(14:30 – 17:30 PM)
Theme: Making Profits Under TQM</p> |
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Annual Conference on December 13-14, 2024 (1.5 days)

Venue: Dwaraka, M. S. Ramaiah Medical College Campus, Mathikere, Bengaluru

13th December Full day (09:30 AM – 17:30 PM)
14th December (09:00 AM – 01:00PM)

Awards Night with dinner: Where six awards will be presented

13th December (06:30 PM – 10 PM)

Venue: Strategy hall, **Taj Yeshwantpur**, Tumkur Road, Yeshwantpur, Bengaluru

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| <p>3</p> <p>Chief Guest:
Ms. Geetanjali Vikram Kirloskar,
CMD, Kirloskar Systems Private Ltd.
to inaugurate the annual conference
and share her insights</p> | <p>4</p> <p>International and national business leaders who have led their respective organization through quality focused management to achieve leadership position.</p> |
| <p>5</p> <p>ISQ Awards Night: Six ISQ awards to be presented to eminent business leaders, executives and professionals for their exemplary contribution to Quality. They will share their experiences</p> | <p>6</p> <p>Coffee chat
Topic: Prosperity for all, through Quality</p> <p>Panel Discussion
Topic: Leveraging Q 4.0 - Upholding Quality Principles</p> |
| <p>7</p> <p>Case studies: Case studies on various aspects sharing actual cases</p> | <p>8</p> <p>Opportunity to network with the industry leaders and cross learn.</p> |

For updates

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Invitation message
President Indian Society for Quality
Janak Mehta

Theme: Empowering Excellence: Quality-Driven Strategies for Fostering Economic Well Being

Most organizations in India are riding high as the stock market is booming with Price to Earning (P/E) ratio much higher than most developed countries. At the same time India's GDP per capita of US\$ 2700 and substantial trade deficit. Mercantile export is @ about 15% against a target of 25%. It just shows we do not have export quality products that could be sold to the developed world that has the buying power. The Business Leaders are happy with the financial results while the quality of products and services is growing at a rate much lower than the competing economies contributing to deficit in external trade and consequent depreciation of the Indian currency.

Over the last 20 to 25 years most companies' strategies are focused on financial aspects, while Quality gets very little weightage. It is a requirement to develop business objectives and strategies that are customer focused and challenging with focus on Quality.

Therefore, the theme selected for FY24 ISQ Annual Quality conference is stated as

"Quality-Driven Strategies for Fostering Economic Well Being."

Eminent speakers have been invited to share their experience on this theme. Participants are urged to share and learn through formal and informal interactions during the conference.

The ISQ Conference 2024 promises to be a valuable experience for participants, speakers, and organizers alike. Quality-focused professionals from various fields eagerly anticipate this annual event, which provides a unique opportunity to learn, share insights, and drive improvements.

I invite executives from top management and professionals across all disciplines, each with a role in enhancing quality in their outcomes to join us. Your participation will contribute to advancing the quality of products and services offered by Indian organizations.

Janak Mehta

President

Indian Society for Quality (ISQ)



Chief Guest

Geetanjali Vikram Kirloskar,
Chairperson & Managing Director
Kirloskar Systems Private Ltd.



Winner of Jamsetji Tata Award

Dr. Kiran Mazumdar-Shaw,
Executive Chairperson
Biocon Ltd. & Biocon Biologics Ltd.

Geetanjali Vikram Kirloskar, Following her husband's passing in 2022, Geetanjali Vikram Kirloskar became Chairperson and Managing Director of Kirloskar Systems Pvt. Ltd., continuing the company's partnership with Toyota and advancing her husband's legacy with her daughter, Manasi Tata, Vice Chairperson of Toyota Kirloskar Motor.

Geetanjali holds prominent roles, including Co-Chair of CII's Japan Council and Chair of the India-Japan Partnership Council, actively collaborating with Japan Exchange Trade Organization (JETRO) to bring Japanese businesses to India. She also supports the Embassy of Japan and has established the Kirloskar Scholarship for Japanese language training at Bangalore City University. Geetanjali was President & CEO of Quadrant Communications. In 2013, she joined Kirloskar Systems, where she helped establish major projects, including Sakra World Hospital in partnership with Toyota Tsusho.

Geetanjali serves as Chairperson of Toyota Tsusho Insurance Broker and Director on boards like Kirloskar Proprietary Ltd., the Rhode Island School of Design, and CSEP. She also advises Invest Karnataka Forum and serves as Honorary Consul of Finland in Karnataka, receiving Finland's Knight First Class of the Order of the Lion award.

She supports NGOs like Swadhar and Seva Sadan and backs her daughter's "Caring with Colour" initiative, which aids government schools. Geetanjali also speaks at business forums and conferences, highlighting India-Japan relations, sustainability, and socio-cultural topics.

Kiran Mazumdar-Shaw is a first-generation entrepreneur and global business leader with over 4 decades of experience in biotechnology. Fueled by her passion, she started her biotech journey in 1978 from her garage in India. Today, that journey is changing lives for the better across the globe. She is regarded as an unconventional thinker with many firsts to her credit. Under her aegis, Biocon delivers on the promise of making medicines accessible and affordable to millions of patients worldwide.

Chairperson of the Board of Directors since inception.

Professional experience

First-generation entrepreneur, Founded Biocon in 1978, Non-Executive Chairperson, Syngene Board member in many esteemed organisations

Recognitions

Recipient of Padma Shri (1989), Padma Bhushan (2005), Recipient of EY World Entrepreneur of the Year (2020) and EY Entrepreneur of the Year India Award (2019), Recipient of Order of Australia (2020), Recipient of ICMR's Lifetime Achievement Award for Outstanding Achievement in Healthcare (2019), Recipient of AWSM Award for Excellence (2017), Knight of the National Order of the French Legion of Honour (2016), Recipient of Othmer Gold Medal (2014), Recipient of Global Economy Prize for Business (2014)

Education

B.Sc. (Zoology Hons.), Bangalore University, Post-Graduate Diploma, Malting and Brewing, Ballarat Institute of Advanced Education, Melbourne, Australia

Honorary Doctorates from several prestigious universities

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Speakers & Award Winners

Mr. Goel, appointed Chairman of Tata AutoComp Systems, previously served as MD & CEO since 2018. With over 16 years at Tata AutoComp, he held key leadership roles, including COO and President. Under his leadership, Tata AutoComp expanded globally, establishing six joint ventures, three technology agreements, and acquiring TitanX, a global leader in engine cooling systems.

Mr. Goel has been pivotal in Tata AutoComp's focus on the Electric Vehicle value chain, from two-wheelers to buses. An active member of MCCA, ACMA, and CII, he also serves on the boards of Persistent Systems and Kirloskar Oil Engine. His industry contributions have earned numerous awards, including "India's Most Inspirational Leader 2020," "Global Indian of the Year 2020-21," and "Leader of the Year - Manufacturing 2022."



Arvind Goel

Winner of Ashoka Award and Keynote Speaker
Chairman, Tata AutoComp Systems Ltd.

Soumitra Bhattacharya

Winner of Ashoka Award

CEO & Director, IFQM, Chairman, Bosch Ltd



Soumitra Bhattacharya, with over 40 years of experience, held multiple roles at Bosch Ltd., including CFO (2011-2016), Joint Managing Director (2012-2016), Managing Director (2017-2023), and Regional President for Bosch India until his retirement in June 2023. Currently, he serves as CEO and Director at the Indian Foundation for Quality Management (IFQM), continuing his commitment to quality and excellence. Post-retirement, Soumitra remains active as Chairman of Bosch Ltd. (Non-Executive), Independent Director of Asian Paints Ltd., Additional Director at Tata Elxsi Ltd., and Nominee Director at Tata Indian Institute of Skills.

A Chartered Accountant by profession, Soumitra has been an influential part of the Confederation of Indian Industry (CII). Currently, he chairs the CII Institute of Quality Advisory Council. Known for his expertise in quality, business excellence, and strategy, he is a sought-after speaker in India and internationally.

Coffee Chat – N Ramanathan with Dr. Jairam Varadaraj

Topic: Prosperity for all, through Quality

Jay, Managing Director of Elgi Equipments Ltd., has transformed the company from a national business into a global air compressor leader, currently ranked #6 worldwide.

With a vision inspired by his doctoral work under Dr. C.K. Prahalad, he aims to make Elgi the third-largest globally, symbolized by the goal "CK2." Jay holds a Ph.D. in International Business and Strategy from the University of Michigan.

Jay is on the Board of a diverse set of companies involved in consumer appliances, textiles, castings and boilers as well as an active board member of non-profits involved in medical care and education. Jay owns four patents in the areas of food processing, drive belts, compressors and consumer appliances. He is passionate about innovation that is frugal, disruptive, affordable and world class



Dr. Jairam Varadaraj

MD, Elgi Equipments Ltd.

N Ramanathan

Senior Counsellor and Advisor of TQM



Mr. N. Ramanathan is a senior counsellor and advisor of TQM. He is a Mechanical Engineer with Masters from IIM, Ahmedabad(1969) with 55 years of experience in industry, and in teaching and counselling. He is the recipient of the Edwards Medal 2021 for outstanding leadership from American Society for Quality (ASQ). Mr. Ram has received the Dronacharya Award in 2018 by ISQ for his contributions to teaching and counselling on quality. He is an Academician in the International Academy for Quality (IAQ) and serves on its Board as Vice President, and as Chair of its Examination Committee. Mr. Ram has been associated with twelve successful Deming Prize challenges, and has taught and advised Ashok Leyland, CEAT, SRF, Indus Towers, JSW, Mahindra group of companies, Tata Quality management Services, Tata Steel, and other organizations

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Award Winners, Speakers & Panelists



R G Periaswami (Winner of Harsha Award & Speaker)

Executive Vice President (NPD), TVS Motor Company Ltd.



Rajinder Singh (Winner of Harsha Award & Speaker)

Executive Dean, Mahindra Institute of Quality



R Sivanesan (Winner of Harsha Award & Speaker)

TQM Counsellor, IFQM

Panel Discussion **Topic:** Leveraging Q 4.0 – Upholding Quality Principles



Kiran Deshmukh (Panellist – Panel Discussion)

Former CTO at Sona BLW Precision Forgings Ltd.



Mahesh Hegde (Moderator- Panel Discussion)

Founder & CEO, LearnEx Consulting Pvt. Ltd.



Amitabh Mathur (Panellist – Panel Discussion)

President & Managing Director, APTIV India & ASEAN.



Kumar R. (Panellist – Panel Discussion)

Head Quality Management, Bosch India

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Pre-conference seminars on 12th December,

Venue: Council hall, ground floor – Ramaiah Medical College, Mathikere, Bengaluru

Seminar 1

(10 AM – 13:00 PM)

TQM for New Product Development

by **Anil Sachdev**



TQM has been widely adopted by companies globally to enhance performance with a focus on customer satisfaction. While TQM is effectively applied in operational and downstream processes, its use in upstream processes, such as New Product Planning and Development, remains limited.

In today's fast-paced market, customers demand frequent new features and products. Many quality and cost issues originate in upstream processes, making their improvement vital for organizations. A timely, flawless product launch that aligns with customer expectations is essential for growth. This 3-hour session supports industry growth and aligns with the conference theme, "Economic Well-being." Topics covered include:

- Understanding New Product Processes
- Importance of TQM in New Product Development
- Product Planning and Technology Roadmaps
- Voice of Customer (VoC) and its translation to specifications
- Concept generation and selection, Design FMEA, and reliability

Target Audience: Senior managers in New Product Planning, NPD/Design/R&D, Process Design, and TQM/Six Sigma coordinators..

Seminar 2

(14:30 – 17:30 PM)

Making Profits Under TQM

by **N. Ramanathan**



Total Quality Management (TQM) prioritizes customer satisfaction above all else, with profits seen as the natural outcome of well-executed work. TQM companies often sustain long-term profitability by focusing on upstream processes like product and process development, project management, and start-ups.

This program aligns with the conference theme, "Economic Well-being," and covers:

- Role of profits in a company
- Profitability and survivability concepts
- Upstream impact on profit (80% rule) Target costing, rapid start-ups, and investment evaluation
- Lean, systems thinking, and cross-functional profit management
- Profit maintenance, especially in challenging times

Target Audience: Top managers with profit responsibility, operating managers, finance professionals, TQM coordinators, and anyone interested in Quality and Profit.

Note: The registration to the pre-conference seminars on 12th December 2024 would be with nominal charges. Delegates will have a choice of registering for either of the two or both the seminars.

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About ISQ

Indian Society for Quality (ISQ) is a not-for-profit society established in 1996 to fill the need for a national forum for interaction among quality professionals, leaders, practitioners and academicians. ISQ is a non-partisan, independent body that attracts and invites individual members from business organizations, health care and educational institutions, government agencies and NGOs. Members share their knowledge and learn from each other. ISQ is thus engaged in both creating and disseminating knowledge.

Its mission is to “Contribute to the thriving of humanity in a healthy planet”

ISQ is well linked to similar national quality bodies in other countries. It is a board member from its very inception and has represented India in the Asian Network for Quality (ANQ). ISQ is a national partner for Quality Sustainability Award promoted by International Academy for Quality. ISQ is the face of India in the world of quality.

To know more, please visit www.isqnet.org

Registration

Indian Society for Quality invites registration from professionals, academia, independent consultants and entrepreneurs and students for the Pre-conference Seminars and Annual Conference 2024.

Registration and participation in annual conference.

Early Bird (closes on 30 th November 2024)	Regular:
Members of ISQ: ₹ 10,000/- + 18% GST (Total ₹ 11,800/-)	Members of ISQ: ₹ 11,000/- + 18% GST (Total ₹ 12,980/-)
Non-members: ₹ 11,000/- + 18% GST (Total ₹ 12,980/-)	Non-members: ₹ 12,000/- + 18% GST (Total ₹ 14,160/-)
Organisations registering 3 more delegates: ₹ 10,000/- + 18% GST (Total ₹ 11,800/-) per person	Organisations registering 3 more delegates: ₹ 11,000/- + 18% GST (Total ₹ 12,980/-) per person
Students: ₹ 4000/- + 18% GST (Total ₹ 4,720/- Rupees four thousand seven hundred and twenty only)	

Registration and participation in two pre-conference seminars

Early Bird (closes on 30 th November 2024)	Regular:
Members of ISQ: For one seminar: ₹ 2,200/- + 18% GST (Total ₹ 2,596/-)	Members of ISQ: For one seminar: ₹ 2,500/- + 18% GST (Total ₹ 2,950/-)
For both the seminars: ₹ 3,500/- + 18% GST (Total ₹ 4,130/-)	For both the seminars: ₹ 4,000/- + 18% GST (Total ₹ 4,720/-)
Non-members: For one seminar: ₹ 2,500/- + 18% GST (Total ₹ 2,950/-)	Non-members: For one seminar: ₹ 3,000/- + 18% GST (Total ₹ 3,540/-)
For both the seminars: ₹ 4,000/- + 18% GST (Total ₹ 4,720/-)	For both the seminars: ₹ 4,500/- + 18% GST (Total ₹ 5,310/-)

Registration and payment methods

It is recommended that registration and payment of fee is made using the links below.

For the organisations needing invoice for payment, the attached registration form may be filled and sent to info@isqnet.org. Payment is required to be made well before the event.

Registration link for the preconference seminars:

For members: <https://rzp.io/rzp/sptgsTD>

For non-members: <https://rzp.io/rzp/iGqPVdrT>

Registration links for the annual conference

For members: <https://rzp.io/rzp/uOcb6BE>

For non-members: <https://rzp.io/rzp/49Vojlgl>

For students: <https://rzp.io/rzp/be7aUlc>

Note:

- Early bird fees are applicable till 30th November 2024.
- We discourage cancellation of nomination; however, change in nomination can be made based on written request.
- Every delegate attending all the annual conference from 13th and 14th December 2024 will receive free annual membership of ISQ for the period April 2025 to March 2026.

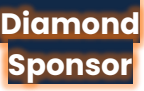




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Be Our Sponsor

ISQ is thankful to the organisations who have been supporting us through Sponsorships during annual conferences. We look forward to your support through Sponsorship.

We invite organizations committed to quality-based management of their enterprises/ institutions to kindly consider supporting the ISQ Annual Conference 2024 through sponsorship.

Sponsor Level	Amount	Privileges
 Diamond Sponsor	Rs. 10 Lakhs	<ul style="list-style-type: none"> • Sole sponsor at this level • Appreciation Citation/ Memento for contribution to cause of Quality Improvement • Logo on all publicity material, flyers, web site, Prominent visibility • Setting up a Kiosk for product and publishing material display outside the main hall (Product/digital display or and publishing material display to be provided by the Sponsor.) • Logo Display on stage backdrop prominently • Complimentary 20 delegates participation in the Conference physically. • Promotional Material / Ad running during Breaks most times (2 mins max) • Sponsor Brochures, Leaflets, Mementos to be part of Participation Kit
 Platinum Sponsor	Rs. 7.5 lakhs	<ul style="list-style-type: none"> • Two sponsors max at this level • Appreciation Citation/ Memento for contribution to cause of Quality Improvement • Logo on all publicity material, flyers, web site – Prominent visibility • Setting up a Kiosk for product and publishing material display outside the main hall (Product/digital display or and publishing material display to be provided by the Sponsor.) • Logo Display on Wings of the stage backdrop • Complimentary 15 delegates participation in the Conference physically. • Promotional Material / Ad running during Breaks (2 minutes max) • Sponsor Brochures, Leaflets, Mementos to be part of Participant Kit
 Gold Sponsor	Rs. 5 lakhs	<ul style="list-style-type: none"> • Four sponsors max at this level • Appreciation Citation/ Memento for contribution to cause of Quality Improvement • Logo on all publicity material, flyers, web site – Significant visibility • Setting up a Kiosk for product and publishing material display outside the main hall (Product/digital display or and publishing material display to be provided by the Sponsor.) • Complimentary 9 delegates participation in the Conference physically. • Promotional Material / Ad running during Breaks at least once (2 min max) • Sponsor Brochures, Leaflets, Mementos to be part of Participant Kit
 Silver Sponsor	Rs. 2.5 lakhs	<ul style="list-style-type: none"> • Appreciation Citation and Memento for contribution to cause of Quality Improvement • Logo on all publicity material, flyers, web site – Good visibility • Complimentary 5 delegates participation in the Conference physically. • Sponsor Brochures, Leaflets, Mementos to be part of Participant Kit
 Sponsor	Rs. 1 lakh	<ul style="list-style-type: none"> • Appreciation Citation and Memento for contribution to cause of Quality Improvement • Logo on all publicity material, flyers, web site – Clear visibility • Complimentary 2 delegate participation in the Conference physically. • Sponsor Brochures, Leaflets, Mementos to be part of Participant Kit

CORPORATE OFFICE

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