



Q-ZINE

Bimonthly Newsletter

National Institution for Quality & Reliability Chennai Branch

JULY - AUGUST 2016

Round Table House, First Floor, No.80, Nungambakkam High Road, Chennai - 600 034.
Ph: 044 2827 1530 | Email: niqrchennai@gmail.com | Website: niqr.in

From Chairman...



Hearty wishes,

We have our Annual General Meeting around the corner and it's time for the new team to take over. We had a wonderful two years as a team, during which period, we accomplished many objectives and the National Convention conducted in June surpassed all expectations and drew praise from all quarters.

We have done reasonably well in many fronts like Evening Lecture Meetings, Newsletters, Training, new Student Chapters and Guest Lectures in Student Chapters and in fact set up benchmarks in a few of them. This was possible only with constant support and encouragement from all of you.

I take this opportunity to thank all the Office Bearers and Executive Committee Members of Chennai Branch, National Body, Delhi Branch and Trivandrum Branch for their excellent support.

With kind regards,
S. Rajasekaran

From Secretary...



The euphoria created by the 15th National Convention has not fully settled down; I once again thank all the Sponsors, Advertisers, and Authors of articles, Members of various Committees, Service Providers and above all the Organisations who deputed the delegates for its grand success.

The normal activities of the Branch were revived with monthly Evening Lectures, training programs, Guest Lectures in Student Chapter and newsletter. We have decided to conduct the Quality Awareness Program every month.

We have planned to publish the activities of NIQR Delhi NCR Branch to enable them to improve their reach in the industries in NCR. We hope this will enthruse them to come out with their own Newsletter.

The next AGMs of HQ and Chennai branch are scheduled on 14th September 2016. I request all of you to participate to air your views about our functioning and make it a grand one.

With regards,
C V Gowri Sankar



NIQR welcomes the new members who joined during Jul - Aug 2016

INDIVIDUAL LIFE MEMBERS

- Mr. **J. Elumalai** - Quality Manager, Wabco India Ltd.
 Mrs. **R. Renuka Rajkumar** - Product Engineering Quality, Wabco India Ltd.
 Mr. **K. P. Srinivasan** - Manager, Daimler India Commercial Vehicles (P) Ltd.
 Mr. **N. Anbuhezian** - Head of Process Excellence at Caterpillar India Pvt. Ltd.

Chennai Branch Activities

Monthly Evening Lecture Programs June 2016



Mr. Ganesan is an Industrial Engineer, MS (Mfg. Mgt), Lean Six Sigma MBB and Certified Assessor for CII Business Excellence Model. He joined Vestas in 2007 and worked in QSE Asia Pacific, primarily in SBU areas (site quality, audits, supplier Quality Improvement, Cost out projects, service lean), moved to QPEX Asia Pacific, Quality and HSE lead in India and lately into Global QSE for handling Projects and assessments across Globe.

Before joining Vestas, he headed TQM in TAFE, a leading tractor manufacturer and worked for Automobile Industry (TIDC, TVS) for more than 12 years in the areas of TQM, Quality, Production Engineering and TPM. He is actively involved in bringing changes in the Shop Floor, Process Management and People involvement thro' series of training and Deployment of Quality tools.

On 30th June 2016, Mr. Ganesan Nagaraj, Director, Global QSE, VESTAS Wind Systems delivered a lecture on "Quality Maturity in Wind Industry" at NIQR Conference Hall. Mr. V. Venkatesh, Vice Chairman, NIQR Chennai Branch presided over the lecture program and welcomed the members present. Mr. A. Pradeep, ECM, NIQR Chennai Branch introduced the speaker.

Mr. Ganesan Nagaraj started his lecture giving a bird's eye view of Vestas and its methodology in ensuring quality standards in producing 23,000 turbines with 21,000 employees. He dwelt on the Cost Of Product Quality system in Vestas and the constituents of it like IT enabled monitoring system, process visibility & transparency and IMS Maturity assessment score.

He explained the VESTAS Value System of Accountability, Collaboration and Simplicity and how IT enabled Quality analysis tools are used to ensure quality at all stages; IT enables data transmission every 10 minutes from across the world about the functioning of turbines and the person sitting in Chennai can stop and start the turbine around the world.

Mr. Ganesan also explained the salient features of VPP (Vestas Process Portal); any employee can see online entire thing from design, development, and production up to delivery.

The audience used the Q & A session to know certain details about COPQ and Mr. Ganesan obliged them with lengthy discussions.

Mr. G. Rangarajan, Secretary, NIQR National Body summed up the proceedings; he mentioned that many in the audience were awed by the quality and IT systems of Vestas.

Mr. C. V. Gowri Sankar, Secretary, NIQR Chennai Branch proposed the vote of thanks



Monthly Evening Lecture Programs July 2016

On 30th July 2016, Mr. D. Krishnamachari, Freelance Operational Consultant and Life Member - NIQR delivered a lecture on "Cost Control through Quality Control" at NIQR Conference Hall. Dr. P. Ramesh, Co opted member – NIQR National Body presided over the lecture program and welcomed the members present. Mr. A. Pradeep, ECM - NIQR Chennai Branch introduced the speaker.

Mr. D. Krishnamachari started his lecture with a clear distinction between cost reduction and cost control. He advocated that Quality Control should have a broader spectrum of challenging the cost reduction targets and ensure enough energy is spent in making the target setting oriented towards customer requirements.

He put forward his thinking of the progress to be made in this aspect even by some of the Deming Prize winning Organisations. He deliberated on the potential for cost reduction in planning, communication, motivation, appraisal and decision-making.

The Q & A session was very interesting with lengthy discussions about the ways & means adopted by different organisations in achieving cost reduction.

Prof C. Uthayakumar, ECM – NIQR Chennai Branch summed up the proceedings commending the methodology adopted by the speaker to show the vast difference between cost reduction and cost control in a subtle way.

Mr. C. V. Gowri Sankar, Secretary, NIQR Chennai Branch proposed the vote of thanks



Mr. D. Krishnamachari, a Six Sigma Green Belt is a Post Graduate Engineer in Mechanical Engineering and former Executive Director of Hinduja Foundries Ltd. He has 36 Years of Professional experience in Operations, Manufacturing, Project Management, Quality and Productivity Improvement & Man Management in Organizations of repute in Engineering, Steel, Foundry & Rubber Industries and also Reengineering, Lean & Operational Excellence. He is experienced in Manufacturing Operations and redesigning Supply Chain. He has developed & implemented new manufacturing systems which have resulted in improved QCD. He has initiated & implemented operational excellence in 3 businesses resulting in 2 of them getting CII EXIM COMMENDATION FOR BUSINESS EXCELLENCE.



Training Program on Quality Awareness on 24th & 25th June 2016

NIQR Chennai Branch organised a two day training program on Quality Awareness for shop floor operatives on 24th & 25th June 2016 at NIQR Conference Hall. There were 29 participants from various Organisations.

M. C. V. Gowri Sankar was the coordinator and Mr. V. Rajagopalan was the faculty. The topics covered include Changing Scenario & Working together, 5S, Kaizen & TPM, 7QC Tools, ISO 9000 and Quality Circle including a case study presentation.

In the valedictory function, Mr. C. V. Gowri Sankar distributed the training certificates to the participants. The feedback from the participants was good.



Jain Steels & Alloys

Dealers in Iron and Steel

We 'STEEL' your lives!

Dinesh Kumar Sethi
Mobile: +91 94440 31114

We are a 22 year old organisation
and dealers of all kinds of Steel materials.
We supply to all major industries in South India.

Contact details

No. 11, Sembudoss Street, 1st Floor,
Mannady, Chennai - 600 001.

Call us @ 2524 6193,

Fax 2523 1119, Res: 2498 0537

Mail us@ jainsteels_alloys@yahoo.com

In-house Training Program on Quality Circles on 31st July 2016

NIQR Chennai Branch organised an in-house Training Program on Quality Circles on 31st July 2016 at Saveetha University, for the employees of M/S Infant Engineers Pvt. Ltd. Mr. C. V. Gowri Sankar, Secretary, NIQR Chennai branch was the faculty and there were 21 participants.

Mr. S. Rajasekaran, MD, Infant Engineers Pvt. Ltd. inaugurated the program highlighting the



importance of team building for young employees. There were four sessions on Quality Circles, Problem Solving Technique, 7QC Tools and a QC Presentation from a School QC team.

There was a live presentation by EVERGREEN Quality Circle from TAFE. The nuances of presentation were well exhibited by the team and there was good interaction by the participants.

Training Program on Quality Awareness on 29th & 30th July 2016

NIQR Chennai Branch organised a two day training program on Quality Awareness for shop floor operatives on 29th & 30th July 2016 at NIQR Conference Hall. There were 7 participants. Mr. P. Kothandaraman, ECM, NIQR Chennai Branch was the coordinator. Mr. P. Kothandaraman, Mr. S. Murugan, ECM, NIQR Chennai Branch and Mr. V. Rajagopalan Life Member, NIQR Chennai Branch were the



faculties. The topics covered include Changing Scenario & Working together, 5S, Kaizen & TPM, 7QC Tools, QMS and Quality Circle including a case study presentation.

In the valedictory function, Mr. P. Kothandaraman distributed the training certificates to the participants. The feedback from the participants was good.

In-house Training Program on Quality Circles on 7th August 2016

NIQR Chennai Branch organised an in-house Training Program at Saveetha University on Quality Circles on 7th August 2016 for the employees of M/S Infant Engineers Pvt. Ltd. Mr. C. V. Gowri Sankar, Secretary, NIQR Chennai branch was the faculty and there were 40 employees from M/S Infant Engineers Pvt. Ltd. and 10 staff and students from Saveetha University.

Mr. C. V. Gowri Sankar started the training with change management and its importance especially for the



young engineers. There were four sessions on Quality Circles, Problem Solving Technique with a real time exercise on problem solving, 7QC Tools and a QC Presentation from a School QC team.

There was a live presentation by ELEPHANT POWER Quality Circle from TAFE. The nuances of presentation were well exhibited by the team and there was good interaction by the participants.

SRM University Student Chapter Lecture on Poka Yoke by Mr. C. V. Gowri Sankar

On 10th August 2016, Mr. C. V. Gowri Sankar, Secretary - NIQR Chennai branch delivered a lecture on "Poka Yoke" to the student members of SRM University Student Chapter organised at the University Auditorium, Vadapalani. Mr. N. Dinakaran, Asst. Prof, Dept. of Mech Engineering & Chair Person NIQR Student Chapter welcomed the members present. Mr. Abhijith, 3rd year Mechanical student introduced the speaker to the audience.

Mr. C. V. Gowri Sankar started the lecture with Murphy's Law and explained the importance of ensuring no failure in the design stage itself.

He explained the reasons for mistakes in mass production with an exercise and the students were thrilled with it. He briefed the audience about the Ten Types of Human Mistakes and various errors possible during mass production. He then explained the 3 methods of Poka Yoke, namely the contact method, the fixed-value (or constant number) method & the motion - step (or sequence) method.



The difference between warning Poka Yoke and control Poka Yoke was explained with examples. In the end he gave a lot of examples in real life situation and the audience responded with lot of interaction.

The lecture was attended by 200 NIQR student members and the Faculty members of mechanical engineering department.

Mr. Kunal Sharma, 3rd year Mechanical Student proposed the vote of thanks and wanted NIQR to arrange such Guest Lectures to make the Students Industry-ready.

Members in News

EEE Department of Meenakshi Sundararajan Engineering College conducts Technical Seminars every year wherein students present their Mini-Projects covering all aspects of engineering, right from planning and analysis. This is an exercise aimed at enriching the knowledge and skills of the students.

NIQR Chennai Branch supports the college by providing Technical Juries for the event. This year **Major V V Chandrasekaran**, EC Member evaluated the paper presentations on 11th & 12th June 2015.



Indian Institute of Foundrymen Southern Region & Chennai Chapter conducted 1st Shri E K Parthasarathy Kaizen Competition during their 66th National Foundry Day Celebrations on 16th August 2016 at Chennai.

Mr. C. V. Gowri Sankar, Secretary, NIQR Chennai branch, **Mr. P. R. Padmanabhan**, Life member, NIQR and **Mr. B. Palaniappan**, Life member, NIQR were the juries for the competition.



Mr. R. Sivanesan, Senior Vice President Quality, Ashok Leyland was the Chief Guest on 10th August 2016 at the Inaugural Function of Adhyaksha, National Level Technical Symposium organized by all departments of Meenakshi Sundararajan Engineering College in which students from all over the country participate in the various technical events.



Head Quarters Activities

ZED PROGRAMME



The honourable PM's initiative of taking Indian Industries to higher levels to face international competition, through ZED (Zero Effect Zero Defect) has been launched and the registrations are now open. As a first step, the MSME's can register online to avail the subsidy under the "Financial Support to MSMEs in ZED Certification Scheme" by Ministry of MSME, Government of India.

This scheme is aimed at assessing, rating and handholding Indian MSMEs to enhance their global competitiveness. Quality Council of India (QCI) has been appointed as the National Monitoring & Implementation Unit (NMIU) for this scheme by Ministry of MSME.

ZED will have many benefits, including:

- Enhanced competitiveness of MSMEs in the global marketplace so that goods manufactured have no defects and hence zero recall from the market.
- Enhanced environmental consciousness of MSMEs so that there is minimum impact on the environment and reduced carbon footprint.
- Assisting the 'Make in India' campaign as well as the Defence Procurement Policy (DPP-2016), ZED will ensure that the larger companies investing in India have a ready- made & reliable vendor base to support their activities and an expansive base of trained human capital.

ABOUT US

Complete Package India Pvt. Ltd. is an Engineering and Technical Solution Company started in the year 2014 to enable industries to improve productivity and sustainability.

Our product portfolio includes Industrial Lubricants, Metal Working Fluids, Rust Preventive Oils, Carbide Cutting Tools, CBN & PCD Cutting Tools, Abrasives and Pneumatic Tools.

Our strength are our people and strong Business ethics combined with on time supply according to customer requirements.

VALUABLE GROWTH PARTNERS



**COMPLETE
INDUSTRIAL
SOLUTIONS**

CONTACT PERSON: Mr. SUDIP KRISHNAN
MOBILE: +91 98843 44433

COMPLETE PACKAGE INDIA PRIVATE LIMITED

207, 'A' Block, Beta Wing, Raheja Towers, 177/10, Anna Salai, Chennai - 600 002, India
Tel : +91 44 4263 9944 | Email : mail@completepackage.in | Web : www.completepackage.in

- A "ZED Mark" to enable an MSME to be seen as a company with a difference.
- Other benefits expected to be announced by the Government in the near future

The ZED Scheme has a four step process:

STEP 1: Register free on the online portal of ZED, www.zed.org.in using the following Link: [http://assessment.zed.org.in/Assessment/Assessment BeforeLogin.aspx](http://assessment.zed.org.in/Assessment/Assessment%20BeforeLogin.aspx) using a valid (Indian) mobile number and email address.

STEP 2: Online self-assessment on the ZED parameters followed by Desktop Assessment

STEP 3: Site assessment, if selected on the basis of Desktop Assessment.

STEP 4: Consultancy: Rated MSMEs will have the option to avail the services of an authorized ZED consultant for gap-analysis and handholding.

Major part of the fees for desktop assessment, site-assessment and consultancy services will be covered through subsidy by the Government of India.

The Free Registration window (STEP 1) is now open for the first phase; hence all MSMEs are encouraged to register at the earliest.

Already 68 Industries have been registered under ZED Programme with support from NIQR and Ashok Leyland. Efforts are on to register more industries.

With Best Compliments



sahney

SAHNEY GROUP

SAHNEY COMMUTATORS PRIVATE LIMITED
SAHNEY KIRKWOOD PRIVATE LIMITED
ISOVOLTA INDIA PRIVATE LIMITED

Pioneers in Manufacturing of All Type of
 Commutators & Mica Based Insulating Materials

78, Victoria Road, Bangalore - 560 047

Tel : 91-80-25562721, Fax : 91-80-25546643

Email: commutators@sahney.com | Website : www.sahney.com



Know the Quality Gurus - 7

Dr. Philip Crosby(1926 ~2001)

Philip B. Crosby developed the idea of “**quality is free**” which asserts that implementing quality improvement pays for itself through the savings from the improvement, increased revenue from greater customer satisfaction, and the improved competitive advantage that results. He popularized “**zero defects**” to define the goal of a quality program as the elimination of all defects and not the reduction of defects to an acceptable quality level.

He was born in West Virginia, in 1926. After graduating from high school, he joined the Navy and became a hospital corpsman. He was serviced in military during the Korean conflict, served as a Marine Medical Corpsman.

In 1952 Crosby went to work for the Crosley Corp. in Richmond, Indiana, as a junior electronic test technician. After that he joined the American Society for Quality, where his early concepts concerning Quality began to form.

Crosby's Quality Concepts

- Quality meaning getting everyone to do what they have agreed to do and to do it right first time is the skeletal structure of an organization, finance is the nourishment and relationships are the soul”
- Manufacturing companies spend around 20% of revenue doing things wrong, then doing them over again
- Service companies may spend 35% of operating expenses in a similar way.

Crosby's 4 Absolutes of Quality

Crosby espoused his basic theories about quality in Four Absolutes of Quality Management as follows:

1. Quality means conformance to requirements, not goodness.

2. The system for causing quality is prevention, not appraisal.

3. The performance standard must be zero defects, not “that's close enough.”

4. The measurement of quality is the price of nonconformance, not indexes.

To support his Four Absolutes of Quality Management, Crosby developed the Quality Management Maturity Grid and Fourteen Steps of Quality Improvement. Crosby sees the Quality Management Maturity Grid as a first step in moving an organization towards quality management. He further delineated his Fourteen Steps of Quality

Improvement as shown below:

- Step 1. Management Commitment
- Step 2. Quality Improvement Teams
- Step 3. Quality Measurement
- Step 4. Cost of Quality Evaluation
- Step 5. Quality Awareness
- Step 6. Corrective Action
- Step 7. Zero-Defects Planning
- Step 8. Supervisory Training
- Step 9. Zero Defects
- Step 10. Goal Setting
- Step 11. Error Cause Removal
- Step 12. Recognition
- Step 13. Quality Councils
- Step 14. Do It All Over Again

He is probably best known for his book **Quality is Free** (1979) and concepts such as **Absolutes of Quality Management, Zero Defects, Quality Management Maturity Grid, 14 Quality Improvement Steps, Cost of Quality**, and **Cost of Nonconformance**. Other books he has written include **Quality without Tears** (1984) and **Completeness** (1994).

Strategic Quality Framework - 7

How to measure the Quality of Product and Services?

In recent days all the organizations are trying to upgrade the product quality and services through various programs like cost of quality, reliability engineering, First Time Right and using 7 QC tools and Design of Experiments. But some of the organizations have failed because of lack of seriousness and perceive these programs are defensive measures to remove defects.

So the concept called Strategic Quality Framework (SQF) has emerged. Dr. Garvin developed this framework of 8 dimensions to measure the quality of product and services.

1. Performance
2. Features
3. Reliability
4. Conformance
5. Durability
6. Serviceability
7. Aesthetics
8. Perceived Quality

In the previous newsletters, we have studied the importance of the Performance, Features, Reliability, Conformance, Durability and Serviceability dimensions. In this issue, let us concentrate on Aesthetics dimension. Unlike earlier discussed 6 dimensions, this dimension of quality is the most subjective. This cannot be measured in absolute terms. This may be assessed like how a product looks, feels, sounds, tastes, or smells. It is clearly a matter of personal judgment and a reflection of individual preference. Nevertheless, there appear some patterns in consumers' rankings of products on the basis of taste.

The aesthetics dimension differs from subjective criteria pertaining to "performance"—the quiet car engine, say—in that aesthetic choices are not nearly universal. Not all people prefer "rich and full" flavor or even agree on what it means. Companies therefore have to search for a niche. On this dimension of quality, it is impossible to please everyone.

For example, in a recent study of quality in 33 food categories, it was found that high quality was most often associated with "rich and full flavor, tastes natural, tastes fresh, good aroma, and looks appetizing."



What it is? - 7

Bullwhip Effect

This is the concept used in Supply Chain Management. In a Consumer market, when Demand variability increases as one moves up in the supply chain away from the retail customer and small changes in the consumer demand can result in large variations in orders placed to the manufacturers

These irregular orders in the lower part of the supply chain develop to be more distinct higher up in the supply chain. This variance can interrupt the smoothness of the supply chain process as each link in the supply chain will over or underestimate the product demand resulting in exaggerated fluctuations.



What contributes to the bullwhip effect?

There are many factors said to cause or contribute to the bullwhip effect in supply chains; the following list names a few:

- Disorganization between each supply chain link; from manufacturer to the consumer.
- Lack of communication between each link in the supply chain makes it difficult for processes to run smoothly.
- Free return policies; customers may intentionally overstate demands due to shortages and then cancel when the supply becomes adequate again, without return forfeit retailers will continue to exaggerate their needs and cancel orders.
- Order batching; companies may not immediately place an order with their supplier; companies may order weekly or even monthly. This creates

variability in the demand as there may for instance be a surge in demand at some stage followed by no demand after.

- Price variations – special discounts and other cost changes can upset regular buying patterns;
- Demand information – relying on past demand information to estimate current demand information of a product does not take into account any fluctuations that may occur in demand over a period of time.

Inefficiencies of bullwhip effect

- Increased safety stock
- Reduced service level
- Inefficient allocation of resources
- Increased transportation costs

Glimpses of NIQR Delhi NCR Branch Activities

Lecture Meeting at JCB India

The Delhi NCR Branch started its activities on 20th June 2016 with a Lecture Meeting. Mr. Ranjan Vasishtha, Joint Secretary of the branch was the speaker on the topic, "Cost of Poor Quality" held at JCB, India, Delhi.

Mr. Ranjan started the session briefing the audience about various activities of NIQR & the benefits for its members. Then he outlined the various costs involved in Cost of Quality.

The costs associated with providing poor quality products or services were explained in details.

There are four categories:

- Internal failure costs (costs associated with defects found before the customer receives the product or service)
- External failure costs (costs associated with defects found after the customer receives the product or service)
- Appraisal costs (costs incurred to determine the degree of conformance to quality requirements)
- Prevention costs (costs incurred to keep failure and appraisal costs to a minimum).

The success of the first program was evident from the fact that there were 20 participants.



First EC meeting

The first EC meeting of the branch was conducted on 25th June 2016 with enthusiasm to accelerate NIQR activities in Delhi NCR Branch. All the EC members participated in the EC meeting & planned and discussed various activities.

Mr. A. K. Tomer, Chairman NIQR Delhi NCR Branch and Executive Director Quality, Maruti Suzuki India Ltd. felicitated the Life time members present. It was decided to have EC meeting on every fourth Saturday of the month. The meeting was hosted by M/s Srinisons Cables Pvt. Ltd., Manesar.



Lecture meeting at Amity University

NIQR Delhi NCR Branch conducted a lecture meeting at Amity University, Greater Noida on 29 July 2016. The topic for the lecture was "Industry Expectations from Young Professionals".

Mr. R. B. Madhekar, Vice Chairman, Mr. Lokesh Pandey, Secretary and Mr. Parveen Yadav, EC Member from NIQR Delhi NCR Branch interacted with students and shared their professional experiences. They made the students aware about the future challenges & shared some live examples to make them ready for the next level.

Mr Lokesh Pandey, AVP Quality and New Program, JCB India Ltd. advised the students to think of new Ideas like start-ups. He differentiated the various generations very effectively with lot of examples.

At the end of the session, Mr. Parveen Yadav briefed the students about the NIQR & its various activities.



Lecture Meeting for vendors of JCB India

NIQR Delhi NCR Branch organised a Lecture Meeting for vendors of JCB India on 5th August 2016 at JCB India. The meeting was attended by representatives from 15 vendors.

Mr. R. B. Madhekar, Vice Chairman, NIQR NCR Branch shared his insights on New Product Development. He shared live case studies to show the importance of "Do It Right First Time".

Mr. A.V.N. Rao, EC Member – NIQR NCR Branch shared his insights on Traceability System & Recall within the organisation or from the market. He said everyone is responsible for bad Quality Product and how a small mistake results in a Recall. He shared live examples from the industry to make the participants aware about the importance of Traceability & recall.

Mr. Sumit Shandilya, Life member - NIQR NCR Branch shared his insights on New Product Development. He shared a case study from the automotive sector. He briefed about the Product Cycle, Testing and various stages of APQP process.



Skill Enhancement- Need of the Day



Sqn Ldr Unni Nair, is a former Officer of the Indian Armed Forces, having been part of the action in Adventure, Sports, Security, Hostile operations et al, during his 14 years stint. Adopting "Unconventional Methodologies, creating Unbelievable Outcomes", he has been the head honcho of EXCEL group of companies which is into Experiential Learning Facilitation since 2003. Operating off Chennai, but across geographical locations, helping Students in Schools, Colleges, Higher Education Institutions and with professionals in organisations across all verticals, he has been supporting their independent and collective journeys towards Excellence!!

At one time lived a civilization, which some consider myth, others consider very real, that held Excellence as the epitome of success - Atlantis. The Spartans were the ones who depicted the epitome of Human Excellence in the Physical, Mental and emotional domains. We have had brilliance amongst many other groups, associations, armies, communities, who excelled in the face of crises and otherwise. Not to mention, the multitude of independent excellence seekers along the way!!

Quality, Reliability, Dependability, Loyalty, Diligence, etc. which were words that Spartans strived for and made a system of training, were held as significant much beyond that time too! However, these have slowly been losing ground to these negatively inclined words such as mediocrity, normal, okay, ordinary, alright!! While some individuals, groups and teams, especially in Sports, continue to overawe human existence, life in general and professionals in particular, have had these qualities taking a severe beating!!

So then, is mediocrity the order of the day?!! Well if you were to see the multitudes of living people moving along their daily lives as if in a stupor and every institution and organisation churning out hundreds more in the same mould, we should have reason to worry!!! Depending on the academic program they have undergone, it is estimated that between 75 to 90% of candidates are not employable, which is pretty startling, especially in India where more than 60% of the population are the employable, at the beginning of their professional journey!!

Skill Development is at the core to help change the facts here, however, it is much beyond having the usual vocational courses done or the mandatory soft skills/life skills workshops that are logged in

institutions to pretend they care. We need to have managements of these academic institutions whether private or Government run to take bold, meaningful steps above mere commercial engagements and run programs of value that truly benefit the students who are the End User, the reason why academic institutions are built!! The programs/workshops need to be run by professionals in the field who understand the necessity of these programs, psychometrics and the psyche of the current generation, are updated on the biological and psychological changes of these wards, utilise accelerated learning methodologies, supported well by technology and laced with engaging activity that help the participants learn by doing. The idea essentially is not for them to just be ready to make a living, but also to be ever ready to live a full life of purpose!!

One should understand the immediacy and imperativeness of workshops of value for plugging this yawning gap in the system. Ordinarity only creates more and more ordinary people, seeking mediocrity. It is time for the majority to stretch the envelope and seek out for excellence, physically, mentally, emotionally!!

When that need to Excel becomes the paramount consideration, then miracles happen, changes in all walks of life and living transforms into amazing expressions of a life well lived!! Human endeavour will touch pinnacles of the spectacular that creates true joy and happiness all around these little power houses of excellence!! It is time to recognise that all of us have this innate potential to be extraordinary, it just needs the most appropriate guidance, supported by professional mentoring that will see them through to living life to the fullest!! Each and every one of us is capable of this greatness!! It's time to move up and create this all around us!!

Thank You Sir!



We thank Mr. S. Nagarajan, our Past National President, for his noble gesture in donating 94 books for NIQR library collections. These books are available in the library for the members and his noble gesture will never be forgotten. We are humbled by his kind gesture and his generous donation is very much appreciated. The members' enthusiasm and quest for knowledge about Quality can be got from these rich resources. His loving kindness and support towards NIQR are truly commendable.



Announcement of Annual General Meeting

Annual General Meetings of NIQR Headquarters & NIQR Chennai Branch are scheduled on Wednesday, the 14th September 2016 at Hotel Radha Regent, Arumbakkam, Chennai



National Institution for Quality & Reliability

Chennai Branch Newsletter July - August 2016

Editorial Committee:

Mr.C.V. Gowri Sankar, Secretary - NIQR Chennai Branch

Mr. I. Daniel Jeyaraj - Administrative Officer