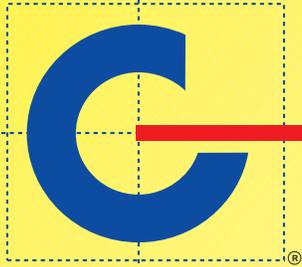




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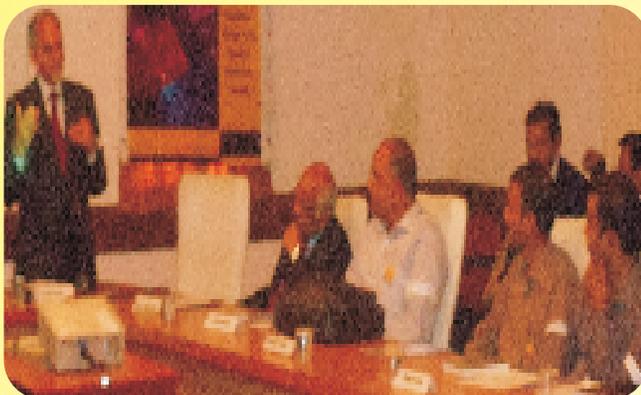
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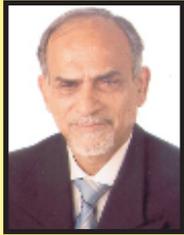
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# SPECIAL ISSUE ON WORLD QUALITY DAY



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**Sundar Kataria**  
CMD, ICS Pvt. Ltd.

## Message from the Desk of CMD...

On behalf of the International Certification Services, I wish to convey my greetings and best wishes on the auspicious occasion for "World Quality Day".

We ICSIAN have join hands with the world to celebrate World Quality Day by organising various programme at our stations and overseas centers.

The highlight of the program is to organize a Sat-Gun-Sang Meet and award for "Quality Champion" for their valuable contribution to the Customers, Society and the Nation.

Since early nineties, India opened gates to the world and entered into healthy and open international competition by removing trade barriers.

Our present honorable Prime Minister Dr. Manmohan Singh and our Late Prime Minister Rajiv Gandhi's pragmatic and liberal policies has supported the Industry and Manufacturer to complete the global market.

India has registered and crossed many more milestones during the last two decades.

Industry and Commerce have realized that the Quality of a Products and Services can ensure the competitive advantage and business continuity. Many organizations, who could not change with the world, were left behind and had to close down the business because of poor quality, higher cost, low productivity and lack of proactive action by the Industry in adopting modern management system and latest technology.

Let's share our success stories on Quality during this Sat-Gun- Sang Meet and adopt some resolution to protect the interest of customers and the stakeholders. We are pleased to announce launching of our Quality Group in India on this auspicious occasion of World Quality Day. We do appreciate your overwhelming support during the celebration of the World Quality Day. We all are committed to strengthen our Quality drive for better, safer and healthier tomorrow.

## BUREAU OF INDUSTRY & QUALITY, INDIA

We are pleased to launch an Quality Group in India on the auspicious occasion of "World Quality Day" on 11th November, 2010.

Mr. Sundar Kataria gave brief summary of the Quality Group, its objective and action plan for the year 2011.

The main objectives of the Quality Group are :

- To increase industrial productivity through safe and environmental sound management system.
- To enhance the quality of the Products & Services simultaneously, protecting Life, Assets, Environment, etc.
- To enhance the National and World's Human Happiness & Wellness.
- To establish a Bureau for Industry & Quality , INDIA through Co-operation between Industry, Commerce, Business, Administration, Government & the Public at large.
- To recognize and AWARD Professionals, Organizations and Institutions for their valuable contribution to the Nation, World & to the Society at Large.
- To promote and increase Co-operation, Transparency & Healthy Competition for the Association Members as well as to formulate an Advisor on Business Ethics & Code of Conduct .
- To conduct a Market Survey, providing facts and figures with recommendations for the benefit of the Association Members & the Public.
- To attend National & International Conferences & Meets to keep abreast with the New Technologies and development of the Management System.
- To establish an Institution for Research & Development of the Industry, Commerce, Quality Management Systems & Technologies.
- To develop a Technical Group of Technical Specialists in various Sectors of the Industry to promote expertise advise on various aspects of the Industry.

**BUREAU OF INDUSTRY & QUALITY, INDIA** is your own Foundation / Forum / Association to prevail the Quality in Industry and Business to increase competitive advantage so as to have business continuity and sustainability.

On behalf of the Foundation Mr. Sundar Kataria has requested all ICSASIANS to join hand in spreading Quality and Excellence in Industry and Business.



**Ramakant Prasad**  
**Vice President**  
**ICS Pvt. Ltd.**

## From the Desk of Vice President...

11<sup>th</sup> November 2010 as we all know was observed as the WORLD QUALITY DAY being 2<sup>nd</sup> thursday of the month November of this year. ICS who have always took a stand for quality and celebrated this day, every year without exception, were not left behind to show their love and respect towards quality. We ICSAsian were all set to unleash our passion and mission to lead this quality drive forward and reach new heights.

The venue choosen for this event was the ICSSR, Conference Hall, Mumbai University, Kalina, where knowledge sharing is a serious business. Dignitaries from different spheres of the industry were invited to share their thoughts on Quality and its importance in our lives.

The show began with an inspirational speech by our Chairman and Managing Director Shri. Sundar Kataria, which set out a perfect theme for the rest of the show. Shri Sundar Kataria, then launched his new idea of spreading awareness towards quality through his new institution, BUREAU FOR INDUSTRIES AND QUALITY (BIQ). This got a new enthusiasium in the crowd and took the Quality Drive further.

The World Quality Day 2010, celebration got inagurated by Shri. S.M.Patil, Former HOD, Civil Engineering, VJTI, Mumbai, who was the Chief Guest and Shri. Raj Kumar Seth, a TECHNOCRAT from Larsen & Toubro Infotech Limited, as the Guest Of Honour.

The session was set open with a traditional ceremony of honoring the Chief Guest and the Guest of Honor with a shawl which marked a token of our appreciation and respect for their valuable time and presence. The lamp of success was lighted by the Chief Guest, Guest of Honor and various other Dignitaries to set the stage for all k knowledge banks to come forward and share their thoughts on various topics related to Quality.

Shri. R.B.Chand (NATIONAL BULK HANDLING CORPORATION LIMITED) kick started the presentation session with his inspirational presentation on the role of Total Quality in the food industry which is very essential for their growth and customer satisfaction. Mr. Chand also added that Food Industry being one of the most sensitive and booming industry in india, it is imperative to maintain and improvise their quality levels.

Shri. Kaustubh Gondhalekar (INDUSFACE CONSULTING PVT. LTD.) then took it from there and shared his thoughts on Quality in the field of Information Technology and its Security. India being one of the big hubs for Information Technology, it was the perfect show put up by Shri. Gondhalekar to spread the awareness and importance of quality in information technology and how to protect it from unwanted guests.

Once Shri. Kaustubh Gondhalekar was through with his inspiration talk, Shri. Avinash Sansare (ROBONIK (INDIA) PVT. LTD.) who took over the mike to share his experience and initiatives to enhance Quality in Products. He highlighted the salient features of Total Quality which are an integral part of an organisation to improve and develop its products at all stages to reach new heights and capture more market share. Shri. Sansare also explained how, end user's look for the best quality in products who are very sensitive in their tastes.

It was time for high tea which was provided by Lisha Catering Services , located within the Mumbai University premises itself. The quick bites gave everyone a good relaxation and prepare themselves for the next rousing session to come.

After the high tea, the first presenter was Shri. Tarang Koppal (MICROCHEM LABORATORY PVT. LTD.) to take the dias, the young energetic presenter enlightened us on the importance of Quality testing techniques. Shri. Koppal showed us as to how essential it is in the food industry to go through the quality tests of ingredients which are an integral part of food items sold in the market. He also gave emphasis as to how Total Quality could enhance the quality of products and allow businesses to cement their place in the market.

The show then moved on to vital a technical front where Shri. Shashwat Agrawal (MAHANAGAR GAS LIMITED) shared his thoughts on Quality in Citigrd Pipeline. Mahanager Gas Limited being one of the biggest distributor of gas, shared with us their experience and success in the citigrd pipeline projects through Shri. Agrawal. Shri. Agrawal showed us as to how we are blessed with the amazing designed gas pipelines distribution services with no hard measures. This got the crowd to an energetic mode where they felt the qalty of services they pay for, are well worth.

This set the perfect stage for yet another young dynamic presenter Shri. Pratik Vaidya (VERTEX KARMA ACADEMY & TRAINING SOLUTIONS PVT. LTD.), who gave us a first hand experience of Quality through Competance. Shri. Vaidya having the background of training, was the perfect match to deliver the knckout punch. He expressed his thoughts as to how manpower of an organisation holds the strength. The Total Quality of an organisation writes the success of the organisation.

Finally it was Shri. Raj Kumar Seth (Guest of Honour) who shared his thoughts on Total Quality Improvement, which is an essential part of every organisation and individual. Shri. Seth strongly believed that Quality is an integral tool towards success and continual improvement. It forms a strong foundation and makes it easy to reach new heights.

After this interactive session, it was time to present the ICS QUALITY Champion Award 2010 which was conferred to **M/S SBI LIFE INSURANCE COMPANY LTD. CLAIMS & UNDERWRITING DEPARTMENT, MUMBAI**. SBI earned this coveted award due to their apparent love, respect and maintenance for quality system, quantified by a scientific evaluation process.

Now it was time to felicitate the presenters for their knowledge sharing, time spent and awareness created by them towards Quality Improvement by the Guest of Honour. Our Shri. Ramakant Prasad (V.P) gave the vote of thanks to the Chief Guest, Guest of Honour, Presenters, the invitees and all facilitators for their valuable time and active participation to make the event a grand success. Similar celebrations at ICS New Delhi, ICS Ludhiana, ICS Hyderabad, ICS Chennai, ICS Indore and ICS Pune have also been carried out on the same date with lot of enthusiasm from industries verticals of respective places. Quality Champions of those stations were also recognised and trophies were presented at all places.

Few moments captured during celebrations are shown below.

## World of Quality : An Introspection



**S. Srinivasan**  
**Director**

**Data Giise - U.S.A.**

### **Sands of Time:**

Quality has been part of human history from its earliest beginnings, and it has always had two aspects. One aspect is represented by beauty and the other by great engineering. The Egyptian pyramids which are approximately 5,000 years old are a prime example of this. The pyramids are still standing because definable and measurable quality of construction brings stability to the more ephemeral quality of beauty.

In recent centuries we have been able to define more and more of what quality is, and in defining it, make it more susceptible to engineering, make it reproducible, and bring it under management. Here's a brief breakdown of some of the key quality management tasks:

### **Quality Control:**

Quality control is a process employed to ensure a certain level of quality in a product or service. The basic goal of quality control is to ensure that the products or services provided meet specific requirements and are dependable, satisfactory, and fiscally sound. If a problem is identified, the job of a quality control team or professional may involve stopping production temporarily. Depending on the particular service or product, as well as the type of problem identified, production or implementation may not cease entirely.

### **Quality Assurance:**

Often, quality control is confused with quality assurance. Though the two are very similar, there are some basic differences. Quality control is concerned with the product, while quality assurance is process-oriented. Quality assurance is designed to make sure processes are sufficient to meet objectives. Simply put, quality assurance ensures a product or service is manufactured, implemented, created, or produced in the right way; while quality control evaluates whether or not the end result is satisfactory.

### **Quality Audits:**

Quality audits are performed to verify the effectiveness of a quality management system. To perform a quality audit effectively, practitioners can use Six Sigma's DMAIC roadmap as an organizational resource. Six Sigma provides the tools to improve the capability and reduce the defects in any process, and quality audits can benefit from this structured approach. The basic Six Sigma roadmap used to improve existing processes consists of the following steps:

- ☐ **Define** high-level project goals and the current process.
- ☐ **Measure** key aspects of the current process and collect relevant data.
- ☐ **Analyze** the data to verify cause-and-effect relationships. Determine what the relationships are, and attempt to ensure that all factors have been considered.
- ☐ **Improve** or optimize the process based on data analysis using techniques such as design of experiments.

**Control** the process to ensure that any deviations from target are corrected before they result in defects. Set up pilot runs to establish process capability, build in control mechanisms and continuously monitor the process.

The purpose of quality audits is to verify the existing system for compliance to established standards; therefore, DMAIC can be used to manage audit activities.

A quality audit can be completed in 5 steps using six sigma's DMAIC process:

1. **Plan Audit and Define Audit Agenda**
2. **Conduct Audit and Measure Performance**
3. **Record Results and Analyze Findings**
4. **Uncover Trends and Make Improvements**
5. **Control System with Follow-up Audit**

It should be noted that Six Sigma Processes are very complementary to established Quality Management Processes like ISO 9000. ISO 9000 provides mechanisms to set right objectives, set processes to achieve, monitor, measure and improve on these objectives continually. It can be a good starting point for introducing six sigma concepts at a manageable level.

In summary, quality management techniques have existed for a very long time. With the advent of industrialization, we have been able to leverage and extend the techniques to the fast changing world we currently live in. This has resulted in a dramatic increase in the safety, efficiency and productivity of industrial applications and business processes.



ON  
WORLD QUALITY DAY  
ALL  
INVITES ATTENDING  
THE  
PRESENTATION SESSIONS





ICS HYDRABAD CELEBRATES  
WORLD QUALITY DAY

ICS HYDRABAD CELEBRATES  
WORLD QUALITY DAY



ICS PUNE CELEBRATES  
WORLD QUALITY DAY

ICS PUNE CELEBRATES  
WORLD QUALITY DAY



ICS MUMBAI CELEBRATES  
WORLD QUALITY DAY

ICS MUMBAI CELEBRATES  
WORLD QUALITY DAY



### CORPORATE JOKES

#### Corporate Lesson 1

A priest offered a lift to a Nun. She got in and crossed her legs, forcing her gown to reveal a leg. The priest nearly had an accident. After controlling the car, he accidentally hit his hand on her leg while changing the gear. The nun said, "Father, remember Psalm 129?" The priest moved his hand. But, changing gears, he let his hand on her leg again. The nun once again said, "Father, remember Psalm 129?" The priest apologized "Sorry sister Arriving at the convent, the nun went on her way. On his arrival at the church, the priest rushed to look up Psalm 129. It said, "Go forth and seek, further up, you will find glory."

Moral of the story : – If you are not well informed in your job, you might miss a great opportunity.

#### Corporate Lesson 2

A sales rep and a administration clerk, and the manager are walking to lunch when they find an antique oil lamp. They rub it and a Genie comes out. The Genie says, "I'll give each of you just one wish." "Me first! Me first!" says the admin. clerk. "I want to be in the Bahamas , driving a speedboat, without a care in the world." Poof! She's gone. "Me next! Me next!" says the sales rep. "I want to be in Hawaii , relaxing on the beach with my personal masseuse, an endless supply of Pina Coladas and the love of my life." Poof! He's gone. "OK, you're up," the Genie says to the manager. The manager says, "I want those two back in the office after lunch."

Moral of the story : – Always let your boss have the first say.

#### Corporate Lesson 3

A crow was sitting on a tree, doing nothing all day. A rabbit asked him, "Can I also sit like you and do nothing all day long?" The crow answered: – "Sure, why not." So, the rabbit sat on the ground below the crow, and rested. A fox jumped on the rabbit and ate it.

Moral of the story : – To be sitting and doing nothing, you must be sitting very high up.

#### Corporate Lesson 4

A turkey was chatting with a bull. "I would love to be able to get to the top of that tree," sighed the turkey, but I haven't got the energy." "Well, why don't you nibble on my droppings?" replied the bull. "They're packed with nutrients." The turkey pecked at a lump of dung and found that it gave him enough strength to reach the lowest branch of the tree. The next day, after eating some more dung, he reached the second branch. Finally after a fourth night, there he was proudly perched at the top of the tree. Soon he was spotted by a farmer, who shot the turkey out of the tree.

Moral of the story : – Bullshit might get you to the top, but it won't keep you there.

### Horoscope For the Month Of May 2011

**Aries :-** As the pressure within your closest personal relationships begins to ease, you'll start feeling as though you can move forward and do your own thing. There are a lot of innovative directions you'd like to take and you've likely felt as though others have been holding you back. It's not so much that they've wanted to deter you from your plans but just make sure you didn't invest all your energies into something that isn't feasible. They should know by now that nothing stops the Ram once they're on a rampage!

**Taurus:-** The funny thing about the Bull is that they can be so stationary at times, often getting stuck in a rut. Yet once they gain momentum, nothing can get in the way of their determination. When Jupiter, planet of abundance moves into the area of personal development on the 5th it will finally feel as though your ship has come in. After all the hard work you've put into organizing and planning your mission, the fruits of your hard labour begin to ripen.

**Gemini:-** Have you done all the ground work? Check. Charmed all the right people? Check. Made sure you got all the facts right? Check. Now that all the mind numbing preparation is out of the way, you'll begin to gain more exposure. As your personal life finally begins to shift up a gear, you'll be pleased with all your efforts and frustration you had to go through to get to this place.

**Cancer:-** As the tone of your life shifts from the more public arena to a quieter altogether more secluded pace you'll begin to reflect, regroup and recount. While some aspects of your life will remain very social and group orientated, the inner you will seek solitude and want to shy away from the rest of the world. Is it that you have a public image to uphold or perhaps you aren't completely convinced that you'd like to be alone? Whatever the case, you'll likely keep your cards close to your chest until you feel it is safe to emerge.

**Leo:-** Putting in a lot of blood, sweat and tears at the office over the few weeks will really seem to pay off as you will seem to be inundated with praise and possibly even promotion. When Jupiter, planet of prosperity moves into the area of career and recognition on the 5th, it will bring a boom of lucky breaks. Over the course of the next year, you'll see your professional life move from strength to strength bringing you a higher level of status.

**Virgo:-** The fact finding mission you've been on for the last few weeks slowly starts coming together as you begin to state your case within your working environment. All the ground work and investigation has had a productive impact letting you step forward into the world armed with knowledge.

**Libra:-** It's been about everyone else for so long that you're ready to start living it up a bit and venturing out into fresh territory. The New Moon on the 1st will encourage you to take up something (or someone) new as you won't be satisfied to carry on with your nose to the grindstone any longer. You'll feel as though you can juggle your energies a bit more fluidly allowing you to make time to peruse the things that make you happy.

**Scorpio:-** There's been someone in your life recently who's been giving you a guiding hand, opening a few doors or just generally acting as a mentor. When Jupiter moves through the area of partnerships and relationships on the 5th, their role becomes a lot more apparent and opens your world to exciting new possibilities. Both of you will have a lot to gain from this union and in many ways, you'll both have something to offer one another.

**Sagittarius:-** Relationships, partnerships and any close one to one contacts you have becomes focal with the New Moon on the 1st. Your interaction with loved ones will become a lot more light hearted with the more serious tone over the last few months lightening up.

**Capricorn:-** It's been quite an uphill struggle in your professional life as of late. You know you have to put in that extra bit of effort to get ahead in your career. But it comes at a time when you're trying to keep the other areas of your life afloat. The tension may be palpable but you'll have to keep a cool head at work despite the disruptions in your personal life.

**Aquarius:-** The lateral thinking that the Waterbearer is renowned for comes in handy this month as you draw on your intuition to find newways of drumming up business and charging a premium for it too! It will begin to occur to you that you're on a path to developing your own niche market, but it's what you do with it and how you present your ideas to the masses.

**Pisces :-** A niggling doubt plays heavy on your mind as you seem to be less sure of your abilities than usual. The strain may start to show as something inside is telling you that you're not quite on the right path at the moment yet where you should be going and what you should be doing is not quite clear to you yet either. Sit with it for a moment and listen to the voice within, some answers become apparent, if not the solution as well.



## ICS CELEBRATES WORLD QUALITY DAY AT MUMBAI UNIVERSITY

MR. SUNDAR KATARIA (CMD)  
ISSUE THE CERTIFICATE TO  
CLIENT AT PUNE



Please send us your valuable comments & suggestions on "suggestions@icsasian.com". To subscribe for a free subsection send us a mail with subject "subscribe for "QUALITY MANTRA"" at suggestions@icsasian.com

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