



## IEEMA SME Quality Award Function 10th December 2010, Mumbai

IEEMA organised grand award function on 10th December 2010 in Mumbai to announce the winners of IEEMA SME QUALITY AWARD - ISQA 2010. The objective of ISQA Award - in its 3rd year of existence - is to recognize the unique achievements of Small and Medium organizations from electrical sector in the field of Quality Systems and further encourage them towards operational excellence. This is one of the initiatives taken by IEEMA that will help SME members to face the new dynamics of the domestic and global market.

The award function was attended by about 150 eminent invitees comprising of top officials from the member companies, participating companies, examiners, Jury and past presidents of the Association. Mr S M Trehan, Managing Director, Crompton Greaves Ltd, who was invited as a chief guest, felicitated winning organisations. In his address, he emphasized on 'innovation' by SMEs for their growth. At the same time, he also mentioned the importance of partnership between the large, medium and small enterprises.

The competition received overwhelming response from small and medium member organizations and their vendors/ suppliers from the electrical industry. Like previous two years, based on the feedback received from large population of participants, the award model was revised focusing on certain specifics regards to

quality. IEEMA opened the entries for ISQA 2010 in month of April 2010 and the winners were announced at various levels of recognition as follows:

### **IEEMA SME QUALITY AWARD**

for Excellence in Quality Systems  
(Small Enterprise Category)

**Amara Raja Power Systems Limited, Tirupathi**

### **IEEMA SME QUALITY COMMENDATION**

for Significant Achievement in Quality Systems  
(Small Enterprise Category)

**Formulated Polymers Ltd., Chennai**

(Medium Enterprise Category)

**General Industrial Controls Private Limited, Pune**

### **IEEMA SME QUALITY CERTIFICATE**

for Strong Commitment to Quality Systems  
(Small Enterprise Category)

**Ashida Electronics Pvt Ltd, Thane**

**On Load Gears, Ambattur**

**Pragati Electricals Pvt Ltd, Thane, Rabale & Murbad**

(Medium Enterprise Category)

**JLC Electromet (P) Ltd, Jaipur**

**PRS Permacel Private Limited, Ambernath**

Mr C S Kumar, Chairman-ISQA Award Committee, in his address, explained the significance of the Award for which evaluation criteria are Leadership, Commitment to Quality, Customer Focus, System Principles and Personal Learning, Quality management by Facts and Focus on Future.

In order to ensure the best image and maintain credibility of the Award, the process has been designed to function professionally with steps beginning with training to participants for preparing application document, examining the applications by experienced examiners in assessment for Excellence in Quality, site visits to ascertain evidence of the existence, operation and effectiveness of systems, scoring the applications and providing feedback to the applicants; it has been quite an effort that the examiners have carried out diligently and enthusiastically.

Member organizations like ABB, Crompton Greaves, CTR Manufacturing Industries Ltd., Emco Ltd., Gilbert & Maxwell Electricals, Indo Asian, L&T, Legrand (India), Schneider Electric, Secure Meters, Siemens, W S Industries nominated their experienced officials to be a part of panel of examiners who were trained through four sessions of induction.

Mr S K Kakkar, Chief Mentor, Organisational Performance Excellence Consultants, Mr J. Sridharan-President, World Class Manufacturing, Aditya Birla Group and Mr Wilton Henriques, Company secretary & Legal Counsel and Global head - Human Resources, Crompton Greaves Ltd, being members of the Jury of this year's ISQA Award Process, were felicitated on the occasion of ISQA award Function. They helped the ISQA Committee in not only finalizing the list of winners under various categories but also for imparting a few vital points for future award based on their vast experience.

Mr Vimal Mahendru, IEEMA President, in his welcome address, highlighted various initiatives towards betterment of SMEs that include export promotion through group participation in overseas trade fairs, delegation visits to the countries with export potential; cluster-to-cluster cooperation in association with overseas trade associations; skill up-gradation through workshops & seminars.

Institution of ISQA Award is one of the steps taken by IEEMA towards development of SME segment of the Association and vendor companies of IEEMA members. In long run, the ISQA awards will become the national standard of recognition in our industry and facilitate the Electrical sector as a whole to achieve the industry vision of "Global Excellence leading to Human Enrichment".

## Process Quality Excellence - SME Focus

*By Cadavasal S Kumar, Chairman - ISQA Award Committee*

### Curtain Raiser

Quality is the mantra to progress and engulfs all aspects of life. Quality in products, process, service and in walk, talk and even thought!

It is no wonder that IEEMA chose to focus on helping SMEs in appreciating the importance of Quality not only in the product but also in processes that constitute their manufacturing systems.

Among the many goals of IEEMA aligned to their Vision, "Focus on SMEs" has a high priority and draws a considerable attention as these SMEs are the lifeline of the large member organizations. Resting on this background IEEMA established "IEEMA SME QUALITY AWARD" (ISQA) in 2008 to recognize and reward the SMEs who work their way towards producing and delivering quality products and services.

### Changing Scenerio

Today the market is highly competitive and development is centred around the enlightened customers who are very much aware of their rights to a quality product. In this scenerio, Quality has become a fundamental prerequisite rather than a differentiator. In order to survive in such a competitive market SMEs need to ensure not only consistent quality product but also ensure sustainability through continuous improvement in products and processes. Thus the Quality Process shall be able to help the SMEs to grow out of the shell and establish individual identity that will project the company ultimately as a brand.

### Paradigm Shift

There is a paradigm shift in the concept of quality. Quality relates not only to error detection and correction but error prevention too. This automatically demands a system of fool-proof processes that is a result of continuous process improvements.

Another change in the concept of SMEs perception of Quality is that they are no more in their cocoon satiated by mundane successes but aspire to spread their wings with greater ambitions of growth and partnering.

### Purpose

It is this singular objective that set IEEMA think of a value adding initiative to encourage and reward the SMEs for their commitment to Quality Systems in their processes and proactively inculcate a sense of systematic approach towards the same.

### Award Model

The ISQA Model is patterned following the principles of Quality Excellence comprising criteria beginning with Leadership, Customer Focus and all the way to Quality Systems, Learning and balanced with appropriate Results. It looks at Awareness, Institutionalising and atmosphere of Culture for Quality across organization.

### Features of the Award Process

The ISQA Award is in its 3rd year of existence and the success of this initiative is seen by the increasing applications over the years.

Like any process, the Award process is also on a journey of continuous improvement to ensure currency with the business framework and credibility to support the IEEMA image. This is done on a continuous basis based on the feedback from its stakeholders- Applicants, Assessors, the Council, the Awards Committee and the Jury.

The Award process has been designed to function professionally with defined guidelines, transparency in the process and the necessary confidentiality to safeguard the interests of the Applicants. This process also facilitates inputs from experts during evaluation of the applications to a Panel of Jury of highly eminent persons from the industry having years of experience in Quality Systems to vet the list of winners to ascertain their levels of recognition sans bias.

The Executive Council of IEEMA oversees the complete process through empowered ISQA Award Committee. The evaluation of applications is performed by carefully selected examiners of high ethical standards drawn from various reputed member process industries trained adequately in Assessment of Total Quality Management Processes.

Keeping in view the last year's assurances, improvements in the Award process has been ensured through special awareness programmes for the Applicants to enable them to present a good



*Audience at the award function*



*Mr Vimal Mahendru, IEEMA President with ISQA Committee and IEEMA Secretariat*

'Application Document' and refresher courses for the Examiners to ensure that they are updated with the revisions of the Model and the Criteria requirements.

### Benefits

Major benefits that one can think of by applying for the Award; leave alone winning the 'Award'

1. The feedback report that helps the applicant to understand his position and initiate improvements.
2. Benchmarking with PEERs
3. Honour of being recognized in a public forum
4. Benefit of interacting with learned Examiners during Site Visit

In order to ensure highest credibility of the Award, the entire process follows very strict ethical standards and absolute transparency continuously monitored by a committee of renowned professionals and guided by a panel of eminent people in the field of Quality. Moreover the bar keeps rising so that those who covet the Award shall be truly deserving.

Over the years, the Award has been gaining prominence by way of increasing Participants and Examiners that the day is not far off when ISQA will become a brand worth aspiring for.

Quality emanates from Self and borne out of the "Right Attitude" and aptly the ISQA Model is a Self-Assessment model.

### Curtain Down

Sure enough the continued success of this Award process solely depends on the efforts that SMEs put in to spread / raise the awareness of their people by nominating them to the programmes and continuously participating in the Award year after year. Encouragement by large electrical industries to their vendors by valuing these recognitions will support the sustenance of the Award Process.

## Amara Raja Power Systems Ltd



### Company information

Amara Raja Group was founded in 1985 with a vision to offer quality products/solutions to the power sector by installing manufacturing facilities in Rural India. Within a span of 25 years, the group has numerous flagship companies with varied interests under its umbrella. Group Turn over is about 3000 Crore. The company had technical collaborations with industry leaders M/s HDR Power Systems Inc USA for the Chargers and with M/s Rectifier Technologies, Australia for the Switch Mode Power Supplies and the technologies have been fully absorbed and indigenized.

The standard product range offered by company includes different types of battery chargers, switch mode power supplies, SMR, DC-DC Converters, Inverters, Control & Relay panels for MV/HV/EHV Substations, Bus Ducts from 1200A to 4000A, Fire fighting control panels etc.

The company also provides consultancy services in industrial electrification sector / power Transmission & Distribution sector to end users /large EPC contractors and also undertake turn-key projects including design, statutory approvals, supply, erection, testing and commissioning of power substations from 11KV till 400KV, building T&D network, sub-distribution for industrial requirements / SEZs / power generation plants and any similar applications.

### What is your feeling about importance of winning this award?

We feel greatly honored to receive the IEEMA SME Quality Award (ISQA 2010) for excellence in Quality Systems, considering the vision behind this award and the difficult criteria which is set forth for this award.

For us this is not just a quality award but an award which will set us on the path of Business excellence. We believe that this award would help us gain tremendous visibility across electrical and electronic industries in the country.

During our journey in pursuing this award we have gained insights into latent strengths which have helped us to improve ourselves. The great interactions with experienced examiners during the course of this award has truly enhanced our vision and provided an opportunity to learn new and improved systems / processes / techniques.

### What were the steps taken by your organization to enter this contest?

We are participating right from the year 2008, in which year we received 'IEEMA SME Quality Commendation' for significant achievement in Quality Systems. For the improvements made to sustain the Quality systems, we have received "IEEMA SME Quality Prize", in ISQA 2009 contest.

Major steps taken by our organisation to excel in Quality systems are:

- Reviewing performance of Quality Management Systems at apex level on monthly basis.
- Established CI & Lean Function to prioritize and integrate initiatives like Six Sigma, 5S, Lean, Quality circles
- Business Score Card (BSC) cascaded down to individual goal
- Identification and Monitoring of SLA on functional level
- Establishment of Succession planning, Customer engagement programs, focus on improvements based on lost order analysis,
- Developing multi skilled operators and green channel suppliers

### What value addition ISQA 2010 award will bring to your organization?

This Award will give us

- Greater visibility across the industry
- Business excellence through Quality
- Export opportunities for our products
- Greater equity amongst Quality practicing organizations
- Improved systems and processes

## Formulated Polymers Limited



### A brief Company Profile

Formulated Polymers Limited started in 1993 at Chennai, India with the objective to design and manufacture high end Engineering Plastics Compounds. FPL is certified to ISO 9001:2008; ISO/TS 16949:2009 and ISO 14001:2004. It has fully automated compounding lines with a total capacity of over 15000 MT. FPL has complete in-house R&D Centre. FPL product delivery program covers over 10 engineering polymers and has over 400 ready product grades to offer. Products of FPL has many approvals with OEM of automobile / E&E majors.

### Our experience regarding participation and procedure of ISQA 2010 award

It was nice experience to participate in ISQA award and we understood the seriousness of the award when we were called for a awareness meeting. During the audit process only we were benefitted by the spontaneous suggestions by the leading auditors. We are happy that we were recognised with Quality Commendation award.

### Our plan of action to aim for next ISQA Award

We would like to draw an action plan to improve the areas of attention. We have already taken steps based on audit interactions for improvement in areas like business plan, long range plan etc.

FPL is a organisation engaged in Design and Manufacture of Engineering Plastic Compounds for various Industries with strong presence in Automobile. As part of strategy FPL wants to expand in to E&E market. This recognition from IEEMA would help its members to understand the Quality Systems at place at FPL and we expect it to speed up the process of validation and approvals.

## General Industrial Controls Private Limited



### A brief Company Profile

General Industrial Controls Private Limited, started operations in 1972 as a manufacturer of Electronic Control and Timing Devices. Though the beginnings were modest, the passion to excel and succeed was overwhelming. Capacity expansion, fuelled by ever increasing product demands, has resulted in growth that surpassed expectations.

Besides being an ISO 9001:2008, TS 16949 certified company, GIC's products are Eco-friendly, UL approved, RoHS and CE compliant. GIC was

awarded the coveted "Parkhe" awards (1973 & 1982) from Mahratta Chamber of Commerce & Industries and "Udyog Patra" award in 1982 from Institute of Trade & Industrial Development.

### Our experience regarding participation and procedure of ISQA 2010 award

Participating in ISQA 2010 gave us a clear perspective to introspect and evaluate our abilities like Leadership, Customer focus, Quality systems, Analysis-Learning and Performance Results. This has given us a basis to look beyond the ISO framework of assessment and benchmark our position with respect to the above criteria.

### Our plan of action to aim for next ISQA Award

"What gets measured and valued gets done and improved" - Further innovations and improvements would be fuelled by the passion to excel. We intend to work towards the specific areas and criteria based on the final assessment report, valuable feedback during the site visits, benchmarking with the best in the Industry and suggestions from within the organization.

### Ashida Electronics Pvt Ltd



#### Our experience regarding participation and procedure of ISQA 2010 award

Procedure of ISQA award is very systematic. It's evaluation criteria contains 9 points from leadership involvement / commitment upto business results, which covers almost whole organization. Some of the points such as, Quality tools used and Quality Improvement Initiatives, it checks not only overall control on your product quality but also awareness of Quality among the Organization from top to bottom.

So experience of ISQA award is very much beneficial to us to improve our systems. Auditors feedback gives true picture of our organisation. We have implemented many improvements which are indicated in 'Opportunities for Improvement' by auditor.

ISQA audit process is also interactive process which gives simple solutions on day to day activities, easy documentation guidelines etc. It gives motivation to our organization regarding Quality Improvement.

#### Our plan of action to aim for next ISQA Award

From all previous audits we have realized that we should give more emphasis on use of different quality tools such as 7QC tools, Kaizen, etc. But as small scale organisation, we face some difficulties to implement it, such as large turnover of employee particularly working in production area. Even many training programmes just give theoretical guidance which not cover implementation part. We have planned to implement 7QC tools and Kaizen up to 2012.

### On Load Gears



#### A brief Company Profile

On Load Gears (OLG) is a premier manufacture of HV T&D equipment. We are an ISO 9001-2008 company, with an annual turnover of about Rs. 43 Crores. We supply On-Load Tap-Changers (OLTC's) and Vacuum Circuit Breakers (VCB's) to a wide range of customers in India and abroad. We have in-house R&D boasting some of the most extensive testing facilities in the Industry. All our products are a result of in-house research and development. We export our products to the U S market comprising of giants like General Electric, Waukesha and Howard Industries.

#### Experience Regarding participation and Procedure of ISQA Award

We at OLG have been focusing on improving our quality systems to match with the best practices in the world, and to meet with the expectations and requirements of our customers. In the regard it was an honor for us to be awarded the IEEMA SME Quality certificate in the small enterprise category. We came away with a general appreciation for the efforts undertaken by IEEMA for fostering a culture of quality consciousness in the SME sector.

#### Our plan of action to aim for next ISQA Award

To further enhance the quality of our various products and services, we intend to undertake the following efforts.

- ▶ Review and analyze our weaknesses and address these in a sustained manner.
- ▶ Improvement plans with relevant targets and timelines.
- ▶ We intend to involve our entire organization in providing focused attention and systematic execution of these plans.

**Pragati Electricals Pvt Ltd**



**A brief Company Profile**

Pragati Electricals was established in 1975 engaged in manufacturing all types of Instrument transformers up to 220 kV.

Over the last more than three decades company has successfully designed, developed & supplied quality Instrument Transformers with the technical background & experience of promoters as well as continuous R&D from the experienced team.

All products are made as per IS/IEC/IEEE standard and exactly as per customers specifications.

**Experience Regarding participation and Procedure of ISQA Award**

It was our CMD's wish to participate in the prestigious IEEMA SME Quality Award Process this year. Under the valuable guidance of our CMD & MD we started the work according to the set guidelines given by IEEMA. Top management had set the quality guidelines throughout the organization and everybody involved sincerely in the process and worked as a team.

We are very happy that we had participated for the first time and received the ISQA Certificate. We would like to thank IEEMA for giving an opportunity to us to know our quality strength through the award process.

**Our plan of action to aim for next ISQA Award**

Pragati will intensify its efforts towards quality improvement initiatives across the organization and continue to take part and achieve higher levels in this award process. We shall try to improve our weakness and will work more closely on data analysis, performance results and continual improvement of QMS.

**JLC Electromet Pvt Ltd**



**A brief Company Profile**

JLC Electromet Pvt Ltd, an ISO 9000:2008 company, is a leading manufacturer of Nickel and its Nickel based specialty alloys in wire, strip, and ribbon forms. With its foundation 35 years ago, JLC has added new alloys to its product portfolio. JLC boast of a state-of-art, fully integrated manufacturing facility lead by highly qualified team of engineers, supervisors and operators. JLC has invested heavily in product development and process innovation to create its leading position in nickel based alloys.

**Experience Regarding participation and Procedure of ISQA Award**

IEEMA conducted ISQ Award Procedure in a methodical and structured way. ISQA is indeed a great platform for SMEs to portray their unique expertise in their fields and get contact with more resources and people. "Performance Measures" as mentioned in the procedure is one of the key points which is most significant for final assessment.

**Our plan of action to aim for next ISQA Award**

JLC plans to set-up Quality Control and R&D Team, which ensures that products and process meet the best global standards. We will also take some actions like external training for employees to enhance awareness towards ISO norms and education on environmental, health and labor ethics policies; implementation of the concept of 'Lean Manufacturing' enhance productivity; monitor effectiveness of "Continuous Improvement Process" and training modules with regular management review of the actions will be taken. Feedback of such meetings will be analyzed.

### PRS Permacel Pvt Ltd



#### A brief Company Profile

Permacel was established in 1958 as Permacel division of Johnson & Johnson Ltd., India and is a pioneer in the manufacturing of self adhesive tapes and labels in India.

Currently, we operate through two manufacturing facilities - one facility based in Ambarnath which is ISO 9001:2008 and ISO 14001:2004 certified, is engaged in the manufacture of self adhesive tapes and functional labels while the second manufacturing facility at Dombivli which is a TS16949 certified facility, is dedicated to the manufacture of graphics and other materials for the automotive industry.

#### Experience Regarding participation and Procedure of ISQA Award

Our experience with the ISQA award has been very good and fruitful and we have benefited greatly in the past in improving our quality system through the examiner's feedback. The examiners' report is well documented and gives us valuable suggestions. Since the application is independently evaluated by a team and the team consensus and site visit feedback is taken for the overall award process, it gives very little scope of subjectivity.

#### Our plan of action to aim for next ISQA Award

Though we have continuously improved our system over the past 3 years, based on the feedback received by us, we feel there is still a great opportunity for us to improve further.

We intend to take the following actions :

- Involvement of all employees to improve and grow in our systems
- Boost the process of "KAIZEN"
- Periodic review of action plan