

BOSCH DIESEL SYSTEMS BUSINESS BAGS THE MUCH SOUGHT AFTER CII-EXIM BANK AWARD FOR 2009

NEW DELHI, 17TH DECEMBER: Leading fuel injection systems manufacturing giant Bosch Diesel Systems Business (Bangalore) bagged the much sought after CII-EXIM Bank Award for achieving Business Excellence for 2009 through the application of TQM philosophy and tools in its journey towards scaling up performance. By applying the improvement tools, the Indian arm of the MNC conglomerate Bosch, Bangalore-based Diesel Systems Business was able to streamline various processes and bring about significant changes at supplier, in-house and customer end. It adopted various tools / techniques to local conditions effectively to build and supply products of International standards even to customers in the development nations.

The prized honours were presented at the 17th edition of Quality Summit organised by Confederation of Indian Industry-Institute of Quality (CII-IQ), with India Inc. pitching in for Innovation through quality improvements across domains. Receiving the coveted award Mr. Subbu Hegde, Vice President (Plant Commercial) quoted founder Robert Bosch who said that *“It has always been an unbearable thought to me that someone could inspect one of my products and find it inferior in any way. For that reason, I have constantly tried to deliver only products which withstand the closest scrutiny –products which prove themselves superior in every respect. Quality has been the bedrock of growth and popularity of our company for long”*.

Bosch started its excellence journey based on the EFQM model about five years ago. Mr. Hegde said that “we have developed our major suppliers to world class level and have reduced our dependency on imports. Our employees are highly motivated and we enjoy harmonious industrial relations. Above all we have engaged ourselves more than ever in protecting environment and helping under-privileged sections of the society.”

Speaking on their future business excellence journey, Mr. Hegde said: “We believe that Indian business can learn a great deal and improve its economic performance by adoption of the EFQM model of excellence; benchmarking with other companies for best practices is an excellent way of improving ones performance. Our endeavour would be to sustain and exceed the current level of excellence in the future. After all, the excellence is a journey and not a destination.”