



Confederation of Indian Industry

CII Institute of Quality

(Sponsored by ABB Limited)

Near Bharat Nagara 2nd Stage

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Dr Sarita Nagpal
Deputy Director General

Prof Y Tsuda's Book Launch programme

4 March 2010 : 1600 - 1800 hrs : Hotel Leela Palace, Bangalore

CII's "Quality Movement" can be divided into three phases. The first phase, from 1982 to 1988, may be considered as the "stage of initiation", wherein a national platform of Quality was established by CII, with the composition of 20 CEOs under the chairmanship of Dr V Krishnamurthy, the current Chairman of the National Manufacturing Competitiveness Council (NMCC). The second phase was of 'continuous improvement' from 1988 to 1998, when the individual companies made improvements in their operations, through Quality, and set an example for others to follow.

The third and significant phase on CII's Quality movement was born in 1998 – "cluster movement" – where the SMEs in India adopted TQM techniques through an integrated approach for becoming more efficient. Productivity, Quality, Cost, Delivery performance, Safety and Employee involvement started to get tracked and benchmarked against the best in class.

Indian industry's interest in TQM came about by years of selfless contribution of one Japanese unsung hero – **Professor Yoshikazu Tsuda**. CII had the privilege of working with him to introduce TQM to the Indian manufacturing companies, in particular, SMEs, through a very successful model of **Cluster Approach**. With the help of Prof. Tsuda, CII set up two clusters, of 20 companies of Maruti Suzuki, to take them through the Quality journey. Through this unique programme, the companies developed a new area of competence which has helped to expand the thinking of these companies to world class level. From amongst 20 companies who participated in this unique experiment, at least five have reached a level of becoming Deming Prize winners. In particular, the knowledge of practicing TQM has come to Indian industry due to the single most contribution of this individual – Prof Yoshikazu Tsuda.

The learnings from Prof. Tsuda's work with these companies are captured by CII in the form of a book and it would be the privilege and honour of CII to publish the learnings for the benefit of Indian industry.

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To commemorate the launching of the book, CII Institute of Quality is pleased to organise a programme on **Thursday, 4th March 2010** at **1600 hrs** at the **“Grand Ball Room”, Hotel Leela Palace, Old Airport Road, Bangalore**. The programme will end at 1800 hrs, followed by high-tea. The programme structure is enclosed for your reference.

I am writing to cordially invite you to attend the programme and also nominate some key colleagues from your organization. I enclose the suggested programme for your kind information.

I look forward to your kind confirmation.

Yours sincerely,

Sarita Nagpal

Prof Y Tsuda's Book Launch programme
4th March 2010 : 1600 - 1800 hrs
Hotel Leela Palace, Bangalore

Programme Structure

1600 - 1645 hrs Session 1

What is today's definition of TQM? What did we learn from Prof Tsuda? How did we benefit by this? CEOs would share their personal insights, drawing upon from their learnings and experiences.

Chairman	Dr K Kumar Director Maruti Centre for Excellence
Contributor	Dr Surinder Kapur Chairman & Managing Director Sona Koyo Steering System Ltd
Contributor	Mr V Narasimhan Executive Director Brakes India Limited, Foundry Division
Contributor	Mr C Narasimhan Adviser, TVS Group & Adviser, CII Cluster Programme

1645 - 1800 hrs Session 2

Making TQM a strategy for business. What have been the experiences of these companies, when they worked with Prof Tsuda? What opportunities and challenges did they face in implementing TQM?

1645 - 1650 hrs	Welcome Remarks	Mr K N Shenoy Past President CII & Chairman, CII Institute of Quality
1650 - 1705 hrs	Theme Address	Mr Venu Srinivasan President Confederation of Indian Industry
1705 - 1710 hrs	<i>Launch of Prof Y Tsuda's book</i>	
1710 - 1730 hrs	Keynote Address	Prof. Y Tsuda
1730 - 1745 hrs	Interactions	
1745 - 1800 hrs	Address by Chief Guest	Dr Satyanarayana Dash Secretary Department of Heavy Industries & Public Enterprises.
1800 - 1805 hrs	Concluding Remarks	Mr. Chandrajit Banerjee Director General, CII
1805 hrs	High-Tea & end of programme	



Reply Form

Confederation of Indian Industry

Mr K. Ganeshan

Deputy Director

CII Institute of Quality

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Prof Y Tsuda's Book Launch programme
4 March 2010 : 1600 - 1800 hrs
Grand Ball Room, Hotel Leela Palace, Old Airport Road, Bangalore

Our organization will be represented by :

	Name	Designation
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____

Nominated by: _____ Designation: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

Email: _____