



National Institution for Quality & Reliability

Head Quarters

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Sep - Oct 2015

From Chairman...

Warm wishes,

I am delighted to share with our members, the good news; our Institution has signed an MOU with Quality Council of India on 17th October to partner in the venture initiated by Govt. of India i.e., ZED programme (Zero effect, Zero defect) for upgrading SMEs in our Country to world Class. NIQR is now the official ZED cell. Nearly 30 SMEs participated in the ZED awareness program jointly conducted by NIQR and QCI on the day of signing MOU.



QCI and NIQR will collaborate on the nation-wide propagation of the ZED Campaign and implementation of the ZED Maturity Assessment Model focusing on Indian Prime Minister's vision of "Make in India" with Zero Defect, Zero Effect covering all sectors including industry, healthcare, education and government public services. It is a great opportunity for our Organisation to participate and showcase our capabilities at the national level.

There were good additions to the NIQR membership roll during this period; 9 Individual members, 17 Individual Life Members and a whopping 400 Student Members. I extend my warm welcome to all the newcomers. We celebrated Vijayadasami with traditional Pooja at NIQR office on 21st October and on the occasion we auspiciously launched our campaign for our National Convention scheduled in June 2016. I solicit the support from all our members to make the convention a grand success.

With kind regards,
S. RAJASEKARAN

From Secretary...

Dassara wishes; Expectations and faith complement each other in majority of times; hope we get bountiful rains in the NW Monsoon so that next year will be smooth. In the same way, we had no. of lecture meetings this period; "flower medicine", "working hard, working smart" and "Latest Challenges in HR and Way forward". With your continued patronage, we can set this as our benchmark. We are happy to revive the video discussion series. Our special thanks to the veteran of this, Mr. N Jagannadha Rao for doing a wonderful session.



We have successfully started training programme in Irungattukkottai industrial belt for member industries of SIMA. We are planning to conduct one program every month. We have plans to organise Contemporary Shop Floor Management training program in Ambattur Industrial Belt with AIEMA.

Annual Competition on Six Sigma - Case Study Presentation is organised by Headquarters on Children's Day. Enroll yourself as delegate to witness high quality Case Study Presentations of systematic problem solving through structured approach of Six Sigma.

Wishing all of you and your family members a **HAPPY AND SAFE DEEPAVALI**

With kind regards,
C V GOWRI SANKAR



NIQR welcomes the new members who joined during Sep-Oct 2015
Individual Life Members

<i>Mr. Manikandan Murugan</i>	<i>- Sundram Fasteners Ltd</i>
<i>Mr. Manikandan. S</i>	<i>- Meenkashi Sundarajan Engineering College</i>
<i>Mrs. Thenmozhi</i>	<i>- Advocate</i>
<i>Mrs. Uma Gowri Sankar</i>	<i>- Hindi Pandit</i>
<i>Mr. Krishnamachari. D</i>	<i>- Freelance Consultant</i>
<i>Mr. Madanagopal. L</i>	<i>- Qpal Consutanct Services</i>
<i>Mrs. Amudha. L</i>	<i>- House Wife</i>
<i>Mrs. Padmavathi Raghavan</i>	<i>- House Wife</i>
<i>Dr.(Mrs.) Sujatha Kiran</i>	<i>- Doctor</i>
<i>Mrs. Revathy. M</i>	<i>- House Wife</i>
<i>Mr. Murugappan. N</i>	<i>- Consultant</i>
<i>Mr. Rohit Goel</i>	<i>- General Motors</i>
<i>Mr. Sowrirajan. V</i>	<i>- Super Auto Forge Pvt. Ltd</i>
<i>Mr. Yuvaraj. S</i>	<i>- Super Auto Forge Pvt. Ltd</i>
<i>Mr. Charles Dickens. J</i>	<i>- Super Auto Forge Pvt. Ltd</i>
<i>Mr. Francis Xavier . A</i>	<i>- Super Auto Forge Pvt. Ltd</i>
<i>Mr. Shanmuganantham. V</i>	<i>- Super Auto Forge Pvt. Ltd</i>

Chennai Branch Activities

Lecture Meeting held on 31st Aug 2015

by *Prof C. Uthayakumar*

The Evening Lecture for the month of August was organised on 31st Aug 2015 at NIQR Conference Hall, Nungambakkam. Prof C. Uthayakumar, Executive Committee Member, NIQR Chennai Branch and Principal, Sakthi Engineering College, Chennai was the speaker and the topic was "Managing emotional quotient through Bach Flower essence". Mr. S. Rajasekaran, NIQR Chennai Branch Chairman presided over the session and Mr. C V Gowri Sankar, NIQR Chennai Branch Secretary introduced the speaker.



Prof. C. Uthayakumar, Principal of Jaya Sakthi Engineering College is an Electronics and Communication Engineer with more than thirty two years of experience in educational, IT enabled Solution Delivery, Total Quality Management, Project Management and Knowledge Management. His hobbies are Self developmental activities, Holistic healing including Flower therapy, Self-hypnosis, Spiritual Healing, Social Service, etc

Prof C. Uthayakumar in his lecture explained the benefits of a system of 37 flower-based remedies and rock water designed to manage the emotional demands of everyday life. He began with an introduction to the beautiful world of flower essences, their natural healing powers and elaborately covered the system of choosing flower remedies to deal with the physical, mental, emotional and spiritual states of a person as advocated by Dr. Edward Bach. He said "According to Dr. Bach any disease is the result of a conflict between soul, mind and body". Then through a few

case studies, he illustrated how these gentle flower remedies are safe to use and also very effective for specific ailments. The Question and Answer Session after the Presentation was useful in clarifying the questions about specific remedies, areas of focus, and the mental and emotional states to be kept in mind while prescribing these remedies. Overall the lecture was an eye opener to all the participants to hold the key to unlock emotional imbalances and promote a longer and healthier life. As usual, some of the new members were presented their LM Certificates by Dr. V Swaminathan, National Vice President. The Jul - Aug Newsletter was also released by Dr. V Swaminathan at the end of the session.

Lecture Meeting held on 25th Sep 2015

by *Mr. N Jagannadha Rao* Lecture

The Evening Lecture for the month of September was organised as a Video Discussion on 25th Sep 2015 at NIQR Conference Hall, Nungambakkam. Mr. N Jagannadha Rao, Executive Committee Member, NIQR Chennai Branch was the speaker and the topic was "Working Hard Working Smart". Mr. S. Rajasekaran, NIQR Chennai Branch Chairman presided over the session and Mr. C V Gowri Sankar, NIQR Chennai Branch Secretary introduced the speaker.

NIQR Chennai Branch is reviving the Video Discussion series after a gap of 3 years. The Video session started with a sports clip wherein the importance of 'playing the game is more important than winning' was emphasized by Mr. N Jagannadha Rao. Explaining the importance of 'emotional quotient', Mr. N J Rao explained how 'one should not get attached emotionally to the rewards'.

Elaborating on the need to know one's potential, he stressed the point that every one of us is doing only a fraction of what he is capable of. He gave some tips to find one's potential but insisted self-belief on personal capability is the most important requirement to achieve higher levels.

He rounded off the session explaining the importance of thinking and career goals for youth. The session was very interactive necessitating the video to be stopped many times for discussion.



Mr. N. Jagannadha Rao is a veteran in Training and Development. He was heading the Industrial Engineering in TISCO and when he moved over to Ashok Leyland Ltd he took over Training & Development. He is also an excellent video discussion leader, who keeps the audience with enthusiasm with his way of explaining.



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Shri LSN Gupta Memorial Lecture

NIQR Chennai Branch had organised the Shri LSN Gupta Memorial Lecture Meeting on 10th Oct 2015 at Hotel Radha Regent Chennai. Mr. N. Murugappan former Plant Director, Ashok Leyland Limited, Ennore was the Chief Guest. Mr. R. B. Selvakumar Sr. Associate Vice President – Human Resources Tube Products of India, Chennai was the Guest Speaker. The lecture meeting was well attended by a record number of 85 members and guests. Mr. S Rajasekaran, Chairman, NIQR Chennai Branch welcomed the gathering. Ms. S Tharika, granddaughter of Shri LSN Gupta introduced her grandfather to the august gathering. Mr. G Rangarajan, NIQR National Secretary, shared with the audience memoirs of his long association with Shri LSN Gupta in Ashok Leyland Limited, highlighting the humble qualities of Shri LSN Gupta.

Mr. S. Ramachandran, NIQR National Council Member introduced the Chief Guest Mr. N. Murugappan with special mention about their fifty years of friendship. Mr. TM Gopala Pillai, Advisor to Chairman NIQR Chennai Branch introduced the speaker Mr. R. B. Selvakumar highlighting his passion for Employee and Organizational Development initiatives. The topic for the lecture was “Latest Challenges in HR and Way forward” and Mr. R. B. Selvakumar gave an account of how India will become the Global Economic Power by 2050, having today the highest working age population. He dwelt on the HR Challenges in Indian and Global levels and singled out employee engagement as the most critical requisite for employee retention. He concluded his lecture predicting future HR function becoming a specialist one outsourcing all transactional nature of works. The Q & A session was very lively. Chief Guest Mr. N. Murugappan in his address recalled his association with Shri LSN Gupta and gave a thought provoking subject to the audience and invited NIQR to do its part in education of the down-trodden. Mr. K N Krishnamurthy Past National President presented the NIQR Life Membership Certificates to 8 new members, six of them being spouses of NIQR EC Members. Mr. C V Gowri Sankar, Secretary NIQR Chennai Branch proposed a vote of thanks.



Mr. R. B. Selvakumar is a Commerce Graduate from Madras University; he was awarded gold medal in the final year for exemplary academics in the subject Cooperation. He completed his post-graduation in Personnel Management, Industrial Relations and Labour Welfare and has around 2 decades of versatile experience in Human Resources & Industrial Relations in Textiles, Pharmaceuticals & Engineering Industries. Mr. Selvakumar is now working as Sr. Associate Vice President - Human Resources with Tube Products of India

THE TRAINER PAR EXCELLENCE



One of the pillars of NIQR and Vice Chairman of Chennai Branch, *Shri L.S.N. Gupta*, passed away on 18.06.1997. To perpetuate his memory NIQR Chennai Branch has instituted an Endowment in the name *Shri. L.S.N. Gupta*. His friends and some industries around Chennai have contributed for the corpus fund.

The first L.S.N. Gupta Endowment lecture was held at Hotel Ashoka, Chennai, on 18.06.1998. After the welcome address by the Chairman, Mr. G.R. Janarthanan, Professor C.Y. Krishnamurti, portrayed L.S.N.G's exemplary talents, excellent behaviour, extraordinary skills to put forward his learnings and thinking even when the majority differed from him. L.S.N.G. started his career in a humble way at the dawn of Independence and contributed his might as an engineer in H.M.T., as a trainer in Ashok Leyland Ltd and subsequently as H.R.D. Consultant. Mr. S. Seetharamaiah, M.D., Susira Industries introduced the Chief Guest eloquently.

The Chief Guest, Mr. J. Joseph, Director in charge of Ennore Foundries Ltd, spoke on "The 21st Century Manager". It was an excellent elaboration of the existing Indian business environment and forecast of managerial requirement of the 21st Century. He pointed out that Innovation, Long term investment, Finance and use of Corporate resources, Social responsibility and Employee talents are going to be the main determinants of the prosperity of a country in the emerging globalised situation. The employee skill has to be knowledge based and that has to be constantly upgraded to meet the emerging competing situation. "Trade first and investment next" attitude should go and "Investment first then trade" mind should come. Belief in Karma theory should be given up. Sound technology is a must and the Research and Development should be of a high calibre. India should swing from the protected business environment to free trade, which requires swing from standard management practices to knowledge based management and teamwork.

"Swam"

NIQR Student Chapter in *Saveetha School of Engineering*

NIQR Chennai branch started yet another Student Chapter in Saveetha School of Engineering, Saveetha University, Thandalam, Chennai. Mr. P. K. Aggarwal, National Vice President NIQR, was the Chief Guest for the inaugural function organised by the Dept of Automobile Engineering at their Seminar Hall on 31st August 2015.

Dr. P. Shankar, Principal of the college welcomed the gathering which included many dignitaries from NIQR, 120 students and staff. Dr. Bala Nageshwar Rao, Director of Saveetha School of Management, in his Key note address, welcomed the initiative by NIQR and asked the students to make use of this opportunity to increase their knowledge. Mr. S. Rajasekaran, Chairman NIQR Chennai Branch spoke about NIQR and its activities especially in the area of industry-institution interaction.

Then Mr. G. Rangarajan, National Secretary of NIQR presented the vision, mission and goals of NIQR. Mr. K. N. Krishnamurthy, Former President NIQR gave a lecture on Global Scenario of Quality illustrated with lot of present day customer demands and how organisations satisfy them. The Chief Guest, Mr. P. K. Aggarwal, National Vice President NIQR addressed the gathering inviting the students and staff to make use of the opportunities provided by NIQR. He also emphasized the importance of the students making themselves industry ready by making use of this platform. He then distributed the NIQR Member Certificates to the staff members present. An MOU was also signed between Saveetha School of Management & NIQR by Dr. Bala Nageshwar Rao, Director of Saveetha School of Management and Mr. P.K. Aggarwal, National Vice President NIQR.

Mr. C.V. Gowri Shankar, Secretary NIQR Chennai Branch proposed the Vote of Thanks.

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.

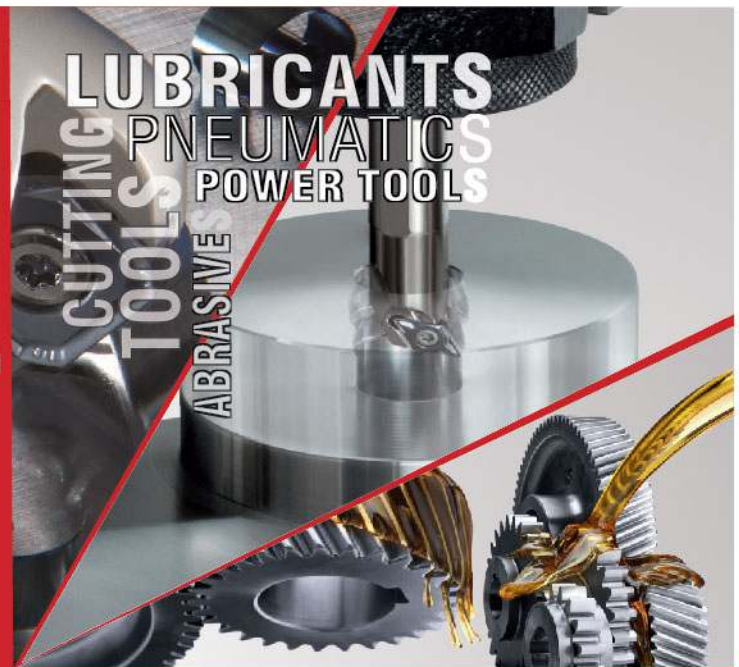
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FMEA Training

Training Programs in Trungattukkottai industrial belt

NIQR Chennai Branch has reached an agreement with SIMA to conduct training programs for shop level associates and managers in the premises of SIMA. NIQR has listed out various programs it can conduct and SIMA has chosen the programs as per the requirements of member organisations. It will be one training program per month.

The first training program on FMEA was organised on 26th Aug 2015. The informative brochure has created a good interest and for the first program, the no. of participants has to be restricted to 25.

Mr. S Rajasekaran, Chairman NIQR Chennai Branch, Dr. V Swaminathan, NIQR National Vice President, Mr. Karunakaran, President SIMA and Mr. Thiyagarajan, Secretary SIMA graced the occasion and explained to the participants the benefits the industrial belt will get by this arrangement and gave some interesting examples to show the importance of FMEA in Design and Process.

Mr. C V Gowri Sankar, Secretary NIQR Chennai Branch was the faculty and the session was very lively with lot of interaction. The feedback of the participants was excellent and they wanted these training programs to continue for the benefit of their colleagues.

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3. DOE (Design of Experiments)	8. QMS & EMS Internal Auditor Skills
4. QCC (Quality Control Circles)	9. ISO/TS 16949 Awareness
5. 5S & Kaizen	10 World Class Manufacturing Practices



Ayutha Puja Celebrations

Ayutha Puja was celebrated on 21st Oct 2015 at NIQR office with pomp and gaiety. The puja function was well attended by Past National Presidents, Past Branch Chairmen, Office Bearers of HQ and Chennai and EC Members. At this auspicious occasion National Convention - 2016 was launched with Mr. S Rajasekaran, Chairman, Chennai Branch as Convention Chairman. The puja concluded with distribution of Prasad.



Head Quarters Activities

NIQR – QCI sign MOU to partner in driving ZED program

Our National Institution for Quality & Reliability has joined the “Make in India” Movement by signing a Memorandum Of Understanding with Quality Council of India on 17th October 2015 at our Headquarters at Chennai, to drive the “Zero Defect Zero Effect (ZED)” program. In alignment with our Prime Minister’s “Make in India” movement, QCI along with the industry stakeholders, has developed the Zero Defect Zero Effect (ZED) maturity assessment model to assess, rate and handhold the SMEs of India and take them to higher maturity levels. ZED is a model which will help in further strengthening the Quality Assurance principles to bring in proactive processes rather than dependence on inspection or Quality Control philosophy.

The ZED model equally emphasises on the elimination of impacts on the environment through adequate planning at product and process design, pre-production (start-up activities), production and maintenance activities, post production (disposal after use) and outcome of environment performance. The aim is to help SMEs evolve and grow by providing them with adequate training and funding to move up the value chain and produce quality products. The E-learning modules designed by QCI will help in ease of understanding as well as faster propagation of actions by the SMEs. As per Mr. Vipin Sahni , CEO of NABET, QCI , the ZED program aims at making our SMEs Competent, Creative, Credible, Continual and Consistent. While supporting his views, I would like to add that ZED maturity model will be able to help not only the SMEs but the OEMs who are their customers, since this program has potential to touch upon all the 5 P’s of business i.e. People, Plants (or infrastructure), Process, Partners as well as Product (or services).

All these efforts will attract the International and domestic customers who are very seriously looking for Quality products & services with minimal impacts on environment. We, at NIQR have initiated actions, immediately after signing the MOU, by organizing a ZED awareness session on 17th October. This session was attended by the CEOs of about 35 SMEs. This was very interactive session where all the participants showed keen interest in joining the ZED certification program.

P. K. Aggarwal
National Vice President





NIQR
National Institution for Quality & Reliability
L.S.N. GUPTA MEMORIAL LECTURE

Quality Council of India
National Institution for Quality & Reliability
India & Ashok Leyland Ltd
17th October 2023

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Members in news

Shri.P.R. Padmanabhan, Life member of NIQR and Senior Manager (Retd.), Training and Development M/S Lucas TVS Ltd was awarded the “QCFI Outstanding Contribution Award for the growth of QC in the Industry” on 20th Sep 2015. Dr. A. K. Mittal, President QCFI presented the award to Shri. P.R. Padmanabhan at the valedictory function of the 24th QC convention of Quality Circle Forum of India - Chennai Chapter, CCQCC 2015

Mr. S. Rajasekaran, Chairman, NIQR Chennai Branch and MD, Infant Engineers Private Limited was the Chief Guest for the Valedictory function of the 5th SIT Competition conducted by Quality Circle forum of India, Chennai Chapter at Hotel Radha Regent on 6th Jun 2015. After delivering an impressive Valedictory address elaborating on the theme of the competition “Focused attention on Daily Management”, Mr. S. Rajasekaran distributed the prizes to all the winners.

Sustainable Architecture

WHY GO GREEN?

The reasons are numerous. Although green buildings can cost about the same as conventional ones, their improved aesthetics, comfort, and performance translate into higher initial sales prices and rents, and then into lower operating costs. Green buildings are much cheaper to heat, cool, and light. Because they consume so much less energy, they produce correspondingly less pollution. Lower utility bills make them more affordable. Last but not the least, they are healthier spaces in which to work or live.

MARKET PERFORMANCE AND ECONOMICS

A green building can even help a company increase its market share. The once traditional image of ING, a Netherlands bank, was transformed after it constructed a widely acclaimed headquarters, one of the most sustainable buildings of its time. This one-and-a-half-million-square-foot building uses one-tenth the energy per square foot of the bank’s former building. Since moving in, ING has become the second-largest bank in the country in large part due to the change in public perception created by the building’s architecture and community concerns.

REDUCED RESOURCE CONSUMPTION

A green building will be much more resource-efficient than a conventional building. A 50 percent reduction in energy use is relatively easy to achieve, with good design. Making buildings efficient saves money and the environment. Green developments also make wise use of other natural resources, can restore and enhance natural habitats, preserving valuable landscapes and can significantly lower the consumption of building materials, thus protecting forests and endangered species.

AFFORDABILITY

If a building is cheaper to operate, it is more affordable. It is critical that there is sensible choice of material and systems that are easier to maintain are incorporated.

PRODUCTIVITY: From an employer’s standpoint, the strongest reason to build green has to do with worker productivity. The idea that human beings will be more productive in pleasing surroundings has an intuitive logic that has now been demonstrated scientifically. Several recent studies have shown that making a building environmentally responsive can increase worker productivity by 6 to 15 percent.

HUMAN HEALTH: In several studies, when a company moved into a green building, absenteeism dropped by 15 to 47 percent & sick-leave use was significantly reduced. This suggests that such buildings are not just nicer; they are also healthier. Workers like the combination of day lighting and efficient lighting that green buildings provide. They like the pleasing views. They like the fresh air. They like the calm the absence of harsh noises produced by mechanical devices laboring to heat or cool a poorly designed structure. In short, they like being in a space designed with human beings in mind. Workers at ING, the Netherlands bank, like their new offices so much that many spend more time in the building. Together, all these enhancements serve to increase worker morale, improve the quality of work performed, reduce mistakes, and raise productivity.

DESIGN METHODOLOGY: SITE SELECTION - EXPLORING A RIGHT RELATIONSHIP WITH LAND

An ideal green development site would offer clean air, water, and soil; provide solar access and perhaps access to other forms of renewable energy; have public transportation nearby; be close to existing workplaces, other community services; utilize an existing infrastructure of roads and utilities; have the potential to be developed without causing undue environmental harm. Of course, “ideal” sites are rare. It is possible, while evaluating land, to be both practical and open-minded. Innovative solutions and unusual opportunities can be sought out.

SITE DEVELOPMENT: For site development the natural resources like a lake / wetland can be conserved, plant smart where you are not planning to build.

TRANSPORTATION: In planning of transportation, have a clear separation of movement, vehicular and pedestrian with a priority to human first and minimizing the travel distances and clear parking demarcations.

BUILDING PLACEMENT: A green building should always be sited to maximize its beneficial use of the sun and other renewable resources and to minimize its impact on the natural environment. On a rural site, this might mean searching the land for its most attractive micro-climate; on an urban site, it might mean carefully plotting shadow patterns from surrounding buildings to optimize the solar gain on your building. Views are also important.

LAND DESIGN ● Open Space ● Landscaping

In general, each portion of the open space should be designed with a specific activity or activities in mind. Make the open spaces “alive” and people will use them. As you lay out the building, examine the existing vegetation. Plant valuable trees and shrubs. Select and place new plants carefully to blend with the existing ecosystem. Emphasize the use of native plants and those that are suited to the area’s climate.

BUILDING CONFIGURATION Room Layout Building Size Solar Orientation And Daylighting. These are important factors to be considered for day lighting, ventilation and vistas.

THE BUILDING SHELL ● Windows ● Building Materials ● Environmental Impact ● Alternative Construction

The building shell or envelope (its walls, windows, doors and roof) should be designed to optimize thermal performance. Heat transfer through the shell occurs in three ways: conduction, infiltration, and radiation. In general, the shell should be designed to minimize conduction losses and the infiltration of hot air in the summer & the radiation of heated air in the winter.

ENERGY USE INSIDE: Airconditioning Electric Lighting Appliances Office Equipment Renewable Energy

A primary goal of sustainable design is to minimize energy consumption. Once the building has been sited so that it can be day lit, heated by the sun (if desired), and built with a tight and well-insulated shell, it is time to concentrate on the energy-using equipment inside. Air-conditioning is a major consumer of power with over 70% of consumption going towards AC. An efficient building can be made to consume much less. Also there are alternative methods of air-conditioning such as radiant cooling, where the thermal mass of the building is cooled instead of the air. Also instead of air / water-cooled AC's, geothermal heat sinks can be used, where the earth is used for heat exchanging. Earth air tunnels are a strategy for passive treated fresh. Lighting can be LEDs with BMS/Sensors built in to improve efficiency Appliances and Equipment can be green rated. Also technologies can be looked into where DC current generated from Solar can be used directly to equipment without converting to AC and re-converting back to DC, avoiding losses. Renewable energy is generally a large part of the strategy. Solar PV's / Wind / micro turbines etc.

SAVING WATER:

- Water-efficient Landscaping
- Rainwater Harvesting
- Wastewater Treatment
- Alternative Sewage Systems

Water is a precious resource that should be used efficiently indoors and out. Saving water saves money but the ramifications of water efficiency go far beyond lower utility bills. Rainwater harvesting recharges ground water and also can be stored and used later. Desert town of Jaisalmer has an underground system that stores any rain that falls in a complex storage under the city. Treated wastewater can be used for landscape irrigation. Also can be used for toilet flushing.

BUILDING ECOLOGY: ● Indoor Air Quality ● Acoustics ● Electromagnetic Fields

Believe it or not, the air quality inside many buildings can be much worse than the acrid smog outside. The phenomenon of "sick building" syndrome is caused, in part, by chemical compounds from paints, carpets, particleboard, and construction adhesives. Adequate ventilation in buildings is crucial, since most people spend 80 percent of their time indoors. CO₂ sensors are effective way to control amount of fresh air being pushed into a work space. An energy-efficient building is usually quieter than a conventional one due to its smaller heating, ventilation, and air conditioning (HVAC) system, better designed air distribution fans & noise blocking windows.

OPERATIONS: ● Maintenance ● Purchasing ● Recycling ● Measurement And Verification

Most of the extra thought that a sustainable building requires is expended during its design and construction. But for the building to achieve its full promise, it must be operated and maintained in accordance with its design. Remember that occupants must pay for waste removal over the building's life. If, on the other hand, it's possible to reduce, reuse, and recycle, then the occupants of the building may also profit from lowered removal fees and the selling of recycled materials. How do we know that all we have done works? So it is important to be able to measure all the parameters that affect a sustainable building and verify this against the original design. This enables the owner and tenants to also make changes dynamically to ensure the original intent or changed intent is met.



Giving back what we have taken for a better future

Mr. Suniil Philiip,
Director of PSP Architects
... concluded

Know the Quality Gurus – 4

Dr. Armand Vallin Feigenbaum (1922-2014)

Armand V. Feigenbaum is an American quality control expert, innovator, academic, author and businessman who introduced the concept of Total Quality Control (TQC) which is known today as Total Quality Management (TQM), combining management methods and economic theory with organizational principles. He was one of the first engineer to be able to speak in the language of management by using financial performance as an indicator of poor quality. Throughout his career, Feigenbaum was able to refine his business theories to demonstrate the economic relationships whereby quality drives commercial performance.



Feigenbaum took a total system approach to quality. He promoted the idea of a work environment where quality developments are integrated throughout the entire organization, where management and employees have a total commitment to improve quality, and people learn from each other's successes. This philosophy was adapted by the Japanese and termed "company-wide quality control." He defined total quality control as an effective system for integrating the quality development, quality maintenance, and quality improvement efforts of the various groups in an organization so as to enable production and service at the most economical levels which allow full customer satisfaction.

Feigenbaum was the first to introduce the concept of the "hidden" plant. The idea that so much extra work is performed in correcting mistakes that there is a hidden plant within any factory or organization. This work encouraged Philip Crosby's application of "zero defects" and Feigenbaum's cost of poor quality indicator as the business measurement standard to assess nonconformance to customer requirements.

Feigenbaum's second influential concept was financial accountability which he introduced through his emphasis on the impact of the cost of poor quality. He studied the economic effects caused by poor quality performance and characterized quality costs as the costs of prevention, appraisal, as well as internal and external failure. Feigenbaum believes that there are three elements to quality

- **Quality Leadership;** the management in a company must always be striving for quality. They must put items in place that allow them to measure quality, control quality and improve quality. There must be constant feedback and oversight of the organization to assure that quality continues.
- **Modern Quality Technology;** the quality function cannot achieve quality without the help of others. Everyone must be trained and led to quality.
- **Organizational Commitment;** everyone in the organization must believe in quality.

Strategic Quality framework – 4

How to measure the Quality of Product and Services?

All the companies have tried to upgrade the product quality and services through various programs like cost of quality, reliability engineering, First time right etc, using 7 QC tools and Design of Experiments. But some of the organizations have failed because of lack of seriousness and perceived these programs as defensive measures to remove defects. So the concept called Strategic Quality Framework (SQF) emerged. Dr. Garvin developed this framework of 8 dimensions to measure the quality of product / services.

Performance Features Reliability Conformance Durability Serviceability Aesthetics Perceived Quality

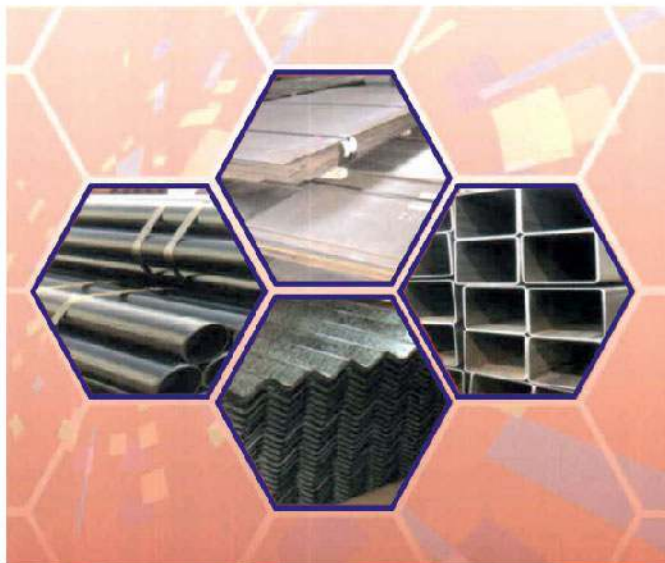
In the previous newsletters, we have studied the importance of the Performance, Features and Reliability dimensions. In this issue, let us understand Conformance dimension. Conformance is the degree to which a product's design and operating characteristics meet established standards. Conformance is measured within an acceptable tolerance range. For example, if passengers expect a flight to leave within 10 minutes of its scheduled departure date, then any departure time within that time frame has a high quality of conformance, while any longer interval does not. Of course this is the fundamental for any product and service which satisfy the customer directly and can be measured easily. Thus, quality of conformance equates to conformance to specifications within an acceptable tolerance range.

Some common measures of failure in conformance:

For manufacturing industry: ● Defects rate in factory ● First Time Right Incidences of service calls
● Customer line rejection ● Incoming lot rejection rate

For service industry: ● Accuracy and timeliness ● Counts of processing errors ● Unanticipated Delays

Both internal and external elements are involved. Within the factory, conformance is commonly measured by the incidence of defects: the proportion of all units that fail to meet specifications, and so require rework or repair. In the field, data on conformance are the incidence of service calls for a product and the frequency of repairs under warranty. Both reliability and conformance are closely tied to the manufacturing based approach to quality. Improvements in both measures are normally viewed as translating directly into quality gains because defects and field failures are regarded as undesirable by virtually all consumers. They are, therefore, relatively objective measures of quality, and are less likely to reflect individual preferences than are rankings based on performance or features.



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What it is ? – 4 Copyrights



A copyright is a form of intellectual property protection that grants to the owner of a work of authorship the legal right to determine how the work is used and to obtain the economic benefits from the work. It is a legal right created by the law of a country that grants the creator of an original work exclusive right to its use and distribution, usually for a limited time. A work does not have to have artistic merit to be eligible for copyright protection. As a result, things such as operating manuals and sales brochures are eligible for copyright protection.

The followings can be protected from Copyrights,

- Literary works
- Musical compositions
- Computer software
- Dramatic works
- Pantomimes and choreographic works
- Pictorial, graphic, and sculptural works

However, copyrights cannot protect the ideas. For example an entrepreneur may have the idea to open a soccer-themed restaurant. The idea itself is not eligible for copyright protection. But, if the entrepreneur writes down specifically what his or her soccer-themed restaurant will look like and how it will operate, that description is copyrightable. An idea is not copyrightable, but the specific expression of an idea is.

compiled by

Mr. Kumar, Joint Secretary,
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