



#### Message from National President, NIQR

Dear Friends, I am delighted to communicate you all through this newsletter. In the last couple of years, due to pandemic, our life has changed a lot. The pandemic has taught us far-reaching lessons. I am really happy that most of us were able to face the pandemic and come-back to normal, even though some of us have lost our near and dear ones due to pandemic.

In the last two years NIQR has been organizing a lot of online training programs. Thanks to the commitment and support from the various people. I am happy that we have also restarted the regular class-room training. With the current global scenario, where the thrust is going to be on e-mobility, digitization and IoT there is a huge scope for NIQR. NIQR is looking to play a big role with regards to the training of the personnel and also actively working with industries to make them ready to face the current challenges. I seek the support of all members to achieve these objectives and make NIQR a "PAN INDIA" Institute. Reviving branch activities has been the key focus of NIQR Head Quarters. Chennai and Trivandrum branches stand out as examples for conducting regular training programs amongst the branches of NIQR. The national body has been focusing its efforts on creating training programs tailor made for MSMEs and will involve the branches in the development of the courses.

With warm Regards,

**S Muralishankar**, National President, NIQR



#### Message from Chairman NIQR Chennai Branch



Dear Member, I am delighted to extend a warm welcome to each of you in this edition of our newsletter. As we navigate through NIQR activities I am excited to share some valuable updates and insights. Allow me to take a moment to introduce myself. I am R. Sriram, Vice President, OE & Export Marketing, India Pistons Ltd and it is both an honour and privilege to serve as the Chairman of NIQR Chennai Branch. With a profound passion for serving society, I am dedicated to steering our Organization towards the new horizons of success. In our pursuit of promoting excellence in quality to the industry through NIQR, we remain committed to fostering innovation, embracing challenges and delivering excellence in every endeavour. This newsletter serves as a conduit to keep you informed about our latest achievements, ongoing quality movements, and the remarkable efforts of our talented team. As we move forward, I encourage each of you to actively engage with us by attending / supporting programs, by contributing articles to News Letters/ Quality Tit-bits, by

participating / nominating / sponsoring for competitions / seminars / conventions. Your insights, ideas and feedback are invaluable in shaping the future of NIQR. Together, we can continue to make a positive impact in the industry & service organisations.

Thank you for your unwavering support; and, I look forward to our shared journey for the growth and success.

Best Regards,

**R. Sriram**, Chairman - NIQR Chennai Branch.

#### Message from Secretary NIQR Chennai Branch

**"Arise, awake, and stop not till the goal is reached." – Swami Vivekananda**

We intend to stand as an example of the above statement to the possible extent. We are in the midst of the fourth Industrial Revolution – as we are in the process of understanding Industry 4.0 in-depth, the next level of Industry 5.0 has already arrived. Unless we are fast enough to capture and utilise the opportunities to tackle the recent challenges at the speed they enter, we will miss the bus to compete.

As NIQR is committed to provide business assistance to MSME's, we have initiated various activities that benefit MSMEs in the long run. The COVID-19 / OMICRON pandemic has impacted everyone across the globe, whether directly or indirectly affecting people in all corners of the world. Let us help one another to come out of this crisis and we are already in the process. None of this would have been possible without the sheer commitment and determination of our entire NIQR team. Thankyou once again for all your hard work and looking forward to your continuous support to spread our wings globally, to take NIQR to the next level.

with warm regards,

**Arulmani P**, Secretary - NIQR Chennai Branch.



#### From the Editorial Desk



Recent technological developments like Artificial Intelligence, Digital Transformation, Cyber Security, Electric vehicles etc. demand speedy, on-time and effective communication across all levels in organization.

In a fast-developing economy, Industrial forums / Associations contribute to society by sharing knowledge to its members and associates leading to enhancement of competitiveness. Through this newsletter, NIQR captures the thoughts of experts on various subjects through abstracts / articles / Quality titbits etc. We believe that it serves as a platform to share our thoughts to improve further.

Innovation has become vital in the current scenario. Inventions and innovations across the globe continue to improve our quality of life. Covid pandemic has forced us to embrace work from home and remote meetings which has improved teamwork and has become part of our routine. This newsletter also includes the details related to training / events conducted by NIQR. Together, we will strive to enable NIQR become the leader in quality systems knowledge dissemination.

with warm regards,

**P. Kothandaraman, Dr. E. Vijayaragavan, S. Kirthivasan & Krithika Mahendran**

Editorial Committee – NIQR Chennai Branch.





**National Institution for Quality & Reliability**  
Chennai Branch

28 January 2023 (Saturday), 09:00 AM

Venue: Conference Hall, National Institution for Quality & Reliability  
Round Table House, First Floor, #95, Uthamarasanthi Salai, Chennai - 600 054

**ONE DAY WORKSHOP ON**  
**COST OF POOR QUALITY**



**Resource Person**  
**Dr. R. SRINIVASAN**  
Executive Committee Member, NIQR

**SYNOPSIS:**  
Cost of Poor Quality is a structured methodology to determine the financial impact of inefficient use of resources during the process of Quality Conformance. COPQ is a story called down drag in various factors and causes of non-conformance. Mostly COPQ is related to internal and external bad quality. Our aim is to create an awareness on COPQ, which if properly identified and the required process improvements are implemented leads to potential savings to the organization.

**KEY TAKE AWAYS:**

- How to implement COPQ?
- What are the various components of Cost of Quality?
- How it affects the Profitability of the Organization?
- When to start the COPQ Activities?
- Where to focus to get the reasonable reduction in COPQ?
- Why defects are accumulating leading to huge COPQ?
- Who will lead the COPQ Project?
- What was the problem identified?

**FEES: Rs. 1200 + 18% GST – Rs. 1,416**  
NIQR Chennai Branch, SR AC No. 0163 0100 0015 067, KSR Nagarajapuram Branch, PSC: 0360400193  
For enquiries contact with Mr. Ganesapada 9542462556 and Mr. P. N. Dhakshinamoorthy 95444 14773  
Coordinator: Mr. S. Managan 97009 13645, Mr. D. Rathinasapathy 95419 17204, Mr. S. Vijayaragavan 95842 14719

**Dr. VDV Verchezhian**  
Secretary

**Mr. P.T. Bharaniprasad**  
Chairman

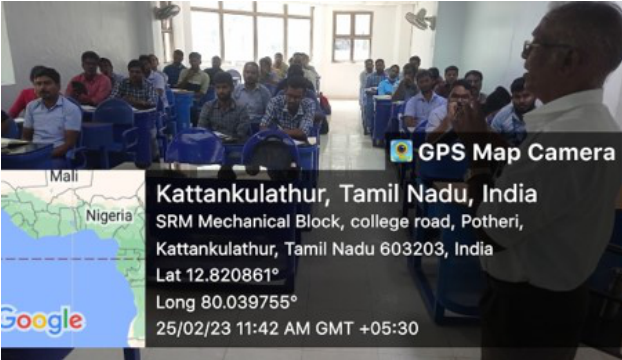
## Training Program on “Cost of Poor Quality”

One-day training program was conducted on **“Cost of Poor Quality”** on 28<sup>th</sup> January 2023 **at Universal Engineers, Ambattur Industrial Estate, Chennai.** **Dr R Srinivasan, Former Chairman of NIQR Chennai Branch** was the faculty for the session.

**Mr. Balamurugan, Director of Universal Engineers had graced the occasion as Chief Guest.** NIQR has expressed its sincere thanks to the Organisation for providing the Venue & also for the good hospitality.

49 participants attended from 20 Organisations.

## Training Program on “Problem Solving Tools & Techniques”





**National Institution for Quality & Reliability**  
Chennai Branch

**One day workshop on**  
**PROBLEM SOLVING TOOLS AND TECHNIQUES**



**Resource Person:**  
**Mr. D. Rathinasapathy, B.E., M.B.A.,**  
Executive Committee Member, NIQR  
ACM (PSC), Adabak, Leyland

**25 February 2023 (Saturday), 09 AM**  
Venue: Block - C, SRM Institute of Science and Technology,  
Vandalur Campus, Chennai 600 026.

**SYNOPSIS:**  
Every person, every department, every Manager, every supervisor every worker and CEO has to undertake problem solving. There will be problems at every stage in an organization. The level of the problem may be different. The impact of the problem may be different. However, all such problems have to be solved. Problem solving tools and techniques applied in a systematic way yields the required result for the organization.

**Key Take Aways**

- What is a problem?
- Tools for problem solving
- Techniques used for problem solving
- Application to day to day activities
- Application to organizational problems in an effective way

**Fees: Rs. 1200 + 18% GST – Rs. 1,416**  
NIQR Chennai Branch,  
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**Coordinator:**  
Mr. S. Managan 97009 13645, Mr. C. Sankaranarayanan 9444 71473, Dr. S. Vijayaragavan 95842 14719

**Dr. VDV Verchezhian**  
Secretary

**Mr. P.T. Bharaniprasad**  
Chairman

## Industrial Visit for Students to M/s. ALBONAIR INDIA PVT LTD., Ennore, Chennai.

On 16<sup>th</sup> Nov. 2023, **Mr. V. Kumar, Executive Member & Mr. S. Raja, Treasurer of Chennai Branch, NIQR** have arranged an Industrial Visit to M/S. ALBONAIR INDIA PVT LTD., ENNORE, CHENNAI- 600 057 (31 students with two teachers) of **Chinni Sriramulu Chetty Vivekananda Vidyalaya, Kakkalur** as a part of Quality Month Celebrations. Transport and lunch were provided by the Company.

**Mr. R. Sundaralingam (Quality Head) of M/s. ALBONAIR INDIA PVT LTD.,** has coordinated the visit. NIQR hereby thanks him and his organization for their gesture.





**National Institution for Quality & Reliability**  
Chennai Branch

**Quality Month Knowledge Bulletin**

12 Nov 2022

**Value Vs Price**

Shri V. Ramasubramanian, Management & Technical Advisor, PQR Consultants

**What is Value?**  
Value is a personal perspective of one's willingness to pay for the performance delivered by a product, process or project.  
Good value is achieved when the required performance can be accurately defined and delivered at the lowest life cycle cost.  
The Value Equation  
V = P - C  
Where V = Value from the Customer's Eyes  
P = Performance  
C = Cost  
Why do we need to be particular about price every time?  
Why are we not giving priority to Value instead of Price?  
If you spend Rs.10/- extra and get Rs.1000/- as useful output or saving every day or even saving cost instead of saving Rs. 10 and spending Rs. 1000/- on running cost. Which will be better?  
Case Study - Electric Rice Cooker:  
Recently, I bought an electric rice cooker. I was surprised to see perforated plates were not available in the pack. On checking with the concerned, they said the model does not have such a plate and if I prefer to have it, I should pay Rs. 160/- extra.  
The rice cooker (Pioneer Brand) cost was Rs. 1500/- which was cheaper than any other brand. The value cooking, every time was used to crisp at least 100gms of rice or they are getting cheated.  
So, I took the case very seriously with them. The marketing head could not give the plate to whom I explained how the R & D team has worked out on cost-saving without adequate validation.


**Value Vs Price**  
I also told him I would not have minded paying Rs.160/- extra along with the perforated plate if that was sold as part of the required pack. Here, as the product is not fully delivering its functional purpose, I deem paying Rs. 160/-.  
Then he understood the problem and ensured that the perforated plate was included even to us at any reasonable rate of cost.  
Corporate sometimes:  
Many a time, in a corporate scenario, in the name of Policy or Budget, the organization loses its operation cost that results in profit margin. Added to lack of monitoring and control on the processes, policies, or any other that supports the business, gets pulled down with the profit margin.  
At times, the organization may also get perplexed that Business is available, everything is working as that. Sales is happening, all seems to be going good but when come to the bottom line the P & L is something disturbing.  
Conclusions:  
So, if we need to run our business or business while being a Product or Service, first we need to get justified ourselves that if it is a good or a worst then to give priority on Value rather than Price.  
If not convinced on the Value, let us decide not to buy them.  
Most Important:  
After having such a Product or Service, check the effectiveness.  
Perspective change could lead to advancement:  
Cost cutting or looking for value addition: at the same price.  
Improve Efficiency by increasing output remaining same value added activities for the same input.

**Quality Tit-bits were released to all members / Associates of NIQR through email on all 30-days of the Quality Month.**

## Webinar on “Fuel Cell Technology” On 28-10-2023

**28 Participants Joined the Webinar**






**National Institution for Quality & Reliability**  
Chennai Branch

Welcomes you all for a webinar on

**“ADVANCEMENT IN FUEL CELL TECHNOLOGY”**



**Dr. Raja Muresamy**  
Senior Vice President,  
Technology Advancement,  
Reliance Industries Limited

**Date & Time: 28 October 2023, 06:00 to 07:30 PM**

**Meeting Link**  
<https://tinyurl.com/NIQR-AYCT>  
Meeting ID: 873 3460 1985  
Pass Code: NIQR

**For registrations contact:**  
Mr. S. Ganesapada  
Office Assistant  
Mobile: 9542462556

**Dr. Raja Muresamy**  
Senior Vice President,  
Technology Advancement,  
Reliance Industries Limited

**Fees: 1200 (Inclusive of GST)**  
New Rs. 9442462556  
Registration Link:  
<https://tinyurl.com/NIQR-AYCT>

**For NIQR memberships, visit <https://niqr.in/membership/>**



## 17th NIQR QUALITY CONVENTION



NIQR organized a 2-DAY Quality convention on 15<sup>th</sup> & 16<sup>th</sup> September 2023 at Chennai Trade Center, Nandampakkam, Chennai.

700+ number of participants were attended the convention, ... stalls were exhibited, 6 seminar sessions were conducted.

The convention was inaugurated by Shri. Sudhir Chikile, Senior Vice President, Sourcing & Supply Chain, Ashok Leyland & Awards Function by Shri V. Kamakoti, Director, IIT Madras.

## Workshop on "Gen AI Unleashed: Transforming Manufacturing / Servicing"

**NIQR National Institution for Quality & Reliability**  
Chennai Branch  
Quality Month Celebrations (November 2023)

**Hall-a-day program on**  
"Gen AI Unleashed: Transforming Manufacturing / Servicing" workshop

**18<sup>th</sup> Saturday, November 2023 | 02:00 PM to 05:30 PM**  
Venue: National Institution for Quality & Reliability (NIQR), Round Table House, First Floor,  
80 Olden Road, Nanganallur, Chennai - 600034, Ph: 044 28271530

**Synopsis:**  
This workshop is designed to help industries including MSMEs in the Manufacturing / Service sector harness the power of Generative AI to enhance quality and productivity. Participants will gain valuable insights into implementing AI-driven solutions to improve their processes, reduce costs, and remain competitive in the market.

**Key takeaways include:**

- Understanding the potential of Generative AI in Manufacturing
- Practical knowledge on using AI for quality improvement
- Strategies for optimizing manufacturing processes
- Cost-saving techniques with AI implementation
- An action plan to apply AI in their industries including MSMEs
- Collaborative opportunities with like-minded firms

**Resource Persons:**

**Mr. Murali Sundaram**  
Member of IT Industry & adjunct professor at VIT University  
(Specialized in AI & expert in emerging technologies)  
(Generative AI, cloud computing, artificial intelligence)

**For NIQR Membership:**  
https://www.niqr.org/

**Free: Rs 1500 + 18% GST = Rs 1779**  
NIQR Chennai Branch,  
80 Olden Road, Nanganallur, Chennai - 600034, Ph: 044 28271530  
For NIQR Membership: https://www.niqr.org/

**Coordinators:**  
Mr. Geyoboraj, 9543246256  
Dr. E. Vijayaragavan 98842 14718

**Mr. P. Arulmani**  
Secretary

**Mr. R. Sriram**  
Chairman

Workshop on "Gen AI Unleashed : Transforming Manufacturing / Servicing" by **Mr. Murali Sundaram** was held on 18.11.23 @ NIQR Conference Hall from 3 to 6 PM. The faculty is a technology consultant with over 25 years of experience in the IT industry and also an adjunct professor at VIT University in Chennai. He teaches courses on Emerging Technologies and Innovation Management. He covered in a nutshell the introduction, benefits of Chat GPT/Bard etc., with different examples from our daily life. Around 20 participants attended the program from various industries. This session was quite informative with very good interaction and a lot of questions were answered. Also, the session has created a lot of thirst to learn further on our own / by attending a detailed workshop. NIQR is planning to have a detailed workshop on the same in the near future.

- உற்பத்தியில் ஜெனரேட்டிவ் AI இன் திறனைப் புரிந்துகொள்வது.
- தர மேம்பாட்டிற்கு AI ஐப் பயன்படுத்துவதற்கான நடைமுறை அறிவு.
- உற்பத்தி செயல்முறைகளை மேம்படுத்துவதற்கான உத்திகள்.
- AI செயல்படுத்தலுடன் செலவு-சேமிப்பு குடும்பங்கள்.
- அவர்களின் சொந்த MSMEக்களில் AI ஐப் பயன்படுத்துவதற்கான செயல் திட்டம்.

உற்பத்தித் துறையில் உள்ள MSME கள் தரம் மற்றும் உற்பத்தித்திறனை மேம்படுத்தும் வகையில், ஜெனரேட்டிவ் ஏஜ் இன் ஆற்றலைப் பயன்படுத்துவதற்கு இந்த பட்டறை (workshop) வடிவமைக்கப்பட்டுள்ளது. பங்கேற்பாளர்கள் தங்கள் செயல்முறைகளை மேம்படுத்தவும், செலவுகளைக் குறைக்கவும், சந்தையில் போட்டித்தன்மையுடன் இருக்கவும் AI - முன்னிறுத்தும் தீர்வுகளை செயல்படுத்துவதில் பொருள் மிக்க நுண்ணுணர்வகளை அறிந்து கொள்வார்கள்.

## Webinar on "Grow micro to macro : Determinants of Entrepreneurial Success"

As a part of Quality Month Celebration, NIQR organized a webinar on 24th November 2023, 19:00 to 20:30 hours, titled **"Grow micro to macro : Determinants of Entrepreneurial Success"** by **Dr. Jayaram K Iyer, Founder & CEO, GanitScience Artificial Intelligence and Analytics.**

The Speaker Dr Jayaram K Iyer explained the concepts in a simple and effective manner with a lot of real life examples. During Q & A many participants got their doubts clarified. 30+ participants from different organizations enthusiastically participated.

**Welcome Address was done by Mr Arulmani, Chennai Branch Secretary. Mr R Sriram, Chairman - Chennai Branch briefed the gathering** about the Mission, Vision of NIQR and the various activities it undertakes to promote Quality and Reliability through education and training across the industries. **Dr VSV Chezhian introduced the Speaker** by highlighting his education, experience & accomplishments in his long and illustrious career!

## National Level Quiz on Quality Tools & Techniques

On 26<sup>th</sup> Nov-2023 eleven teams (Split into two groups) participated in the semi-finals of the Quiz program. Top-three teams from each group attended the final round. Team Tech Pirates **M Rashme & V Vinothini from Sri Sairam Institute of Technology bagged the first place worth of ₹5000.** Team Jaysree-Lizy, Lizy Teena & Jayasree Bhaduri from SRM Kattankulathur Dental College and Hospital secured the second prize of 2500. Team Sigma Sixers, R Dinesh & M Dhanraj from Meenakshi Sundararajan Engineering College got the third prize of 1000. Congratulations to all students for active participation. NIQR officials Mr. R Sriram, Mr. C. V. Gowrishankar, Mr. P Kothandaraman, Dr. Santhanam were present and Dr. E Vijayaragavan, Treasurer, NIQR Chennai Branch coordinated the quiz. All the participants were presented with Participation certificate. All the participants appreciated the way in which the whole program was organized and were happy to learn from other teams.





Jayaraman, Chief Technology Officer. Dr. N. Ravichandran guest of honour has addressed the gathering.



 **National Institution for Quality & Reliability**  
Chennai Branch

**Two days training on**

**"Shop Operatives Programme (SOP)"**

**21<sup>st</sup> December & 22<sup>nd</sup> December 2023 (Thursday & Friday) | 08:45 AM to 5:00 PM**  
Venue: National Institution for Quality & Reliability (NMQ), Round Table House, First Floor,  
83 Uthamar Sundar Salai, Nungambakam, Chennai - 600034. Ph: 044 28271530

**Synopsis:** Over time, the market has shifted from a sellers' market to a buyers' market. Customers expect new things at a faster pace than the speed of market. "No improvement without change (without innovation, improvement)" is a principle that all Associations, Producers and Suppliers should wholeheartedly accept. To sell products domestically and for export, there are three important requirements, High quality, low cost, and on-time delivery. This SOP training will enable you to produce world-class quality products, bringing pride to your organization and helping to put the seal of "Made in India" on your products.

**Key Takeaways Include:**

- Awareness of the changing environment
- The importance of teamwork
- Understanding ISO standards
- Knowledge of TPM
- 5S methodology
- Understanding Quality Gates
- The role of employees in continuous improvement
- Familiarity with Lean Six Sigma principles.

**Resource Persons:**  
Senior Level Executives of NMQ

**Fees: ₹ 3000 + 18% GST = ₹ 3540**  
NMQ Chennai Branch  
Dr. An. M. Prasad (010) 0867  
Dr. R. Nagesh Babu (010) 0867  
(FSC: 000000181)

**For NMQ Chennai Branch  
https://nqg.in/indianquality**

**For Registrations, 9643244255  
Dr. E Vijayaraghavan 98462 14718  
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**Dr. P. Anandhan  
Secretary**  
**Dr. R. Bryan  
Chairman**



**Feedback : 98405 0394 | 99404 46955**