

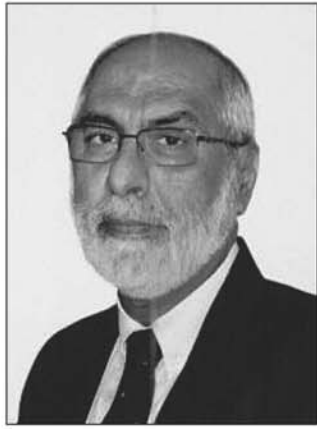


IMC RAMKRISHNA BAJAJ NATIONAL QUALITY AWARD



QUALITY THRUST: INDIAN MERCHANTS' CHAMBER

Quality Awards, become a good means of encouraging healthy competition amongst organizations motivating them to incorporate best practices for performance excellence and making Quality an integrated systemic part of their existence. Accordingly, the IMC Ramkrishna Bajaj National Quality Award Trust was instituted with the help of the House of Bajaj in 1995 and the first Cycle of the IMC Ramkrishna Bajaj National Quality Awards (IMC RBNQA) began in 1997.



Mr. Gul Kripalani
President, Indian Merchants' Chamber

Late Shri Ramkrishna Bajaj, Past President and prominent Member of the Chamber for several decades, was an industrial leader, firm believer and preacher of the significant importance that quality of management performance plays in our economic and social development. Hence it is very appropriate that the Award bears his name.

Motto of Late Shri Ramkrishna Bajaj was "Trust in Quality and Business Ethics". During his lifetime, he not only lead the Bajaj House of Business to highest pinnacles of glory and prosperity but also spearheaded the Quality Movement in the country in several ways.

The Indian Merchants' Chamber (IMC), established in 1907, is an apex chamber in the Western Region. From its varied activities to facilitate growth of its trade and industry members, IMC has adopted the Quality Movement seriously by setting up an Expert Committee on Quality Improvement & Technology since 1993. In fact, ours is the first chamber of commerce to obtain ISO 9002 and 9001:2000 certifications, thereby exemplifying the need for a structured approach to Quality.

IMC RBNQA creates clear, tough universal standards for measuring quality by integrating all the quality concepts and at the same time emphasizing high integrity and competition. Over the years, the IMC RBNQA has become the most prestigious Quality Award. And this Award has laid the roadmap for high international quality which, in turn, has helped organizations inculcate the culture of Quality and as such build on their strengths and overcome their weaknesses.



Shri Ramkrishna Bajaj
(1923 - 1994)

QUALITY IN AN UPWARD ECONOMY

A CEO may boldly announce that his is going to be a quality organization hoping to motivate his employees to work hard. Mere awareness efforts, long speeches, publications or posters hanging on the walls will not motivate the workforce because quality without substance is ephemeral. Employees need to know what exactly is the new shape of the organization and the route that it will adopt.

Therefore, when senior leadership team really get serious about quality, the first thing they would have to adopt is "who will guide and what the guiding rules will be?" From this point of view, the IMC Ramkrishna Bajaj National Quality Award Criteria is an extremely systematic framework adopted by the World-class Organization providing a step by step journey specially when the Economy is upward looking.

Those Companies which are working towards these criteria in various parts of the World know for sure that quality is also money since the stocks of winning Companies show better performance, vis-à-vis, Companies which do not participate in the award winning process. Those Companies in India that have adopted it have benefited in several ways apart from getting due recognition regarding their quality initiatives.

Quality definitely is a prerequisite for wealth creation. It increases the loyalty of customers who are delighted and satisfied. It also delights the employees since everybody has an opportunity to contribute, and is certainly the most ethical thing to adopt since it takes care of the largest stakeholders such as society and environment (which is really the stakeholder in perpetuality).

Putting a face on quality calls for active commitment at the top. A solid blueprint for action is required which is what the Award criteria provide. A methodology for assessing the stage of progress and the milestones that are required, is what the assessment methodology provides. Continued involvement and motivation is required which is what will happen when the workforce is involved in the day-to-day operations. A quality program implies that several things happen virtually simultaneously and at a breathtaking pace. So let us hold our breath and launch on the journey to excellence.



Mr. Niraj Bajaj
Chairman IMC Ramkrishna Bajaj National Quality Award Trust



CHIEF GUEST

Dr. Ashok S Ganguly
Member of Parliament, Rajya Sabha

Role of Directors

India is going through a metamorphosis; in the corporate and social sectors. In order to be a leader in the global space we need to ensure that this process delivers 'star' and 'sustainable' results. It should be irreversible.

History has amply demonstrated that organizational sustainability is a function of multiple dimensions, beyond financial results. In India, we have outstanding corporate and social examples in the House of Tatas, the Mahindra Group, the Bajaj Group, the Aditya Birla group, Reliance Industries, DAV Schools, Sankara Nethralaya, and more. What have they done differently? In varying degrees they have focused on all stakeholders needs, and translated these needs into efficient processes; with over arching leadership governance.

In so doing, they also substantially fulfill the numerous requirements of the IMC Ramkrishna Bajaj National Quality Award criteria.

Over the past decade, we have learned two major lessons: that change is the only constant factor; and that all change is driven top-down. As a result 'learning' must start at the top, as also ideation, benchmarking and innovation. In fact, the top is no longer defined as the CEO and first line directors, but as the CEO and board of directors.

This change requires reflection followed by robust action. With 15 years experience in catalyzing performance excellence through the IMC RBNQA model, I dare to make a suggestion to corporate and social India: include a quality / excellence / benchmarking professional as an independent director on the board of each organization. Further, assign accountability for performance excellence, director by director, for each of the seven categories of the IMC RBNQA criteria.

- Leadership • Strategic Planning • Customer and Market Focus • Measurement, Analysis and Knowledge Management • Human Resource Focus • Process Management • Business Results

I believe, this is the path for innovative board room thinking.

Finally, enlightened boards should note that the future has already arrived for two more categories: carbon footprints and stakeholder safety.

Welcome to the 2010 cycle of the IMC RBNQA process.



Mr. Suresh Lulla
Chairman, IMC RBNQ Awards Committee

AWARD FUNCTION PROGRAM (19 March 2010)

Y B Chavan Auditorium, Mumbai.

- 6.00 pm National Anthem
Welcome Remarks & Felicitation of the Chief Guest
Gul Kripalani, President, Indian Merchants' Chamber
- 6.05 pm Role of National Quality Awards
Niraj Bajaj, Chairman, IMC RBNQ Award Trust
- 6.10 pm The Award Process
Suresh Lulla, Chairman, IMC RBNQ Awards Committee
- 6.15 pm Presentation of IMC RBNQ Commendation Certificate
Sindri Cement Works, ACC Ltd, Dhanbad
Presentation of IMC RBNQ Certificates of Merit
 - Aditya Birla Insulators, Unit:Aditya Birla Nuvo Ltd., Rishra, West Bengal
 - Chaibasa Cement Works, ACC Ltd, Jharkhand
 - Numaligarh Refinery Ltd, Golaghat, Assam
 - YES Bank Ltd
 - DAV Senior Secondary Public School, Barmana
 - Aditya Birla Public School, Jodhpur
- 6.25 pm Presentation of IMC RBNQ Performance Excellence Trophies
 - Ashok Leyland Ltd, Bhandara, Maharashtra
 - Hindustan Zinc Ltd, Chanderiya Smelting Complex, Chittorgarh
 - JSW Steel Ltd, Vijayanagar Works, Toranagallu, Dist Bellary
 - Bharat Petroleum Corporation Ltd, Mumbai Refinery, Mahul
 - Bharat Heavy Electricals Ltd, Ceramic Business Unit Bangalore & Jagdishpur
 - Ambuja Cements Ltd, Mumbai
 - Johnson Lifts Private Ltd, Chennai
 - iGate Global Solutions Ltd, Bangalore
 - Hindi Vidya Prachar Samiti's Ramniranjan Jhunjhunwala College, Mumbai
 - Veermata Jijabai Technological Institute (VJTI), Mumbai
- 6.35 pm Presentation of IMC RBNQ Outstanding Achievement Trophies
 - Lanxess India Private Ltd, Birlagram, Nagda
 - Birla White, Grasim Industries Ltd (White Cement Division), Jodhpur
 - Gagal Cement Works, ACC Ltd, Barmana
 - Godrej & Boyce Manufacturing Company Ltd, PES Division, Mumbai
 - Marico Ltd, Dehradun Plant
 - Sterlite Industries (I) Ltd, Tuticorin & Silvassa
 - GTL Ltd, Navi Mumbai
 - ICICI Prudential Life Insurance Company Ltd, Mumbai
 - Moolchand Medcity, Moolchand Hospital, New Delhi
 - Breach Candy Hospital Trust, Mumbai
- 6.45 pm Presentation of IMC Ramkrishna Bajaj National Quality Award
Reading of Citation & Response
 - Larsen & Toubro Ltd, Electrical Standard Products, Powai & Ahmednagar
 - Dahanu Thermal Power Station, Reliance Infrastructure Ltd, Dahanu
 - Meppco Schlenk Engineering College, Dist Sivakasi
 Response by Award Winners
- 7.00 pm Presentation of IMC Juran Quality Medal
Reading of Citation
Mukesh Ambani
Chairman & Managing Director, Reliance Industries Limited
Response: Mukesh Ambani
- 7.15 pm Address by Chief Guest
Dr. Ashok S Ganguly, Padma Vibhushan
Member of Parliament, Rajya Sabha
Vote of Thanks
Dilip Dandekar, Vice-President, IMC
Refreshments



IMC Juran Quality Medal Winner



Mr. Mukesh Ambani
Chairman & Managing Director, Reliance Industries Ltd.

Mr. Mukesh D. Ambani, son of Mr. Dhirubhai H. Ambani, Founder Chairman of the Company joined Reliance in 1981. He initiated Reliance's backward integration journey from textiles into polyester fibres and further into petrochemicals, petroleum refining and going up-stream into oil and gas exploration and production.

Working hands-on, Mr. Mukesh D. Ambani led the creation of the world's largest grass roots petroleum refinery at Jamnagar, India, with a current capacity of 660,000 barrels per day (33 million tonnes per year) integrated with petrochemicals, power generation, port and related infrastructure. Further, he steered the setting up of another 27 million tonnes refinery next to the existing one in Jamnagar. With an aggregate refining capacity of 1.24 million barrels of oil per day at any single location in the world has transformed "Jamnagar" as the 'Refining Hub of the World'.

Mr. Mukesh D. Ambani set up one of the largest and most complex information and communications technology initiative in the world in the form of Reliance Infocomm Limited (now Reliance Communications Limited).

Mr. Mukesh D. Ambani is also steering Reliance's development of infrastructure facilities and implementation of a pan-India organized retail network spanning multiple formats and supply chain infrastructure.

IMC RBNQA Trophy Winners 2009

Manufacturing

Larsen & Toubro Ltd, Electrical Standard Products, Mumbai

Service

Dahanu Thermal Power Station, Reliance Infrastructure Ltd, Dahanu

Education

Meppco Schlenk Engineering College, Virudhunagar Dist Sivakasi

For invitation to the IMC RBNQ Award function please call (022) 2202 5438