



# ASQ South Asia Team Excellence Award Criteria Booklet



Achieve Organizational Excellence by Empowering Teams



South Asia Team  
Excellence Award  
Excellence Through Quality™



Quality • Innovation • Benchmark

# Welcome!

American Society for Quality-South Asia is pleased that you have chosen to use the South Asia Team Excellence Award (SATEA) Process as part of your quality improvement and innovation journey.

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**Please Note** This version is a completely new write up of the 2023.01 version for ASQ South Asia.

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# Message from the Director

## **South Asia Team Excellence Awards - Achieve Organizational Excellence by Empowering Teams**

ASQ's Team Excellence Award process was brought to the South Asian region in the year 2016 to facilitate and showcase the best practices in the critical capability dimension of innovation and quality, through participation of leading companies in the sub-continent.

SATEA recognizes and celebrates high-performance teams that epitomize ASQ's vision of empowering teams and communities of the world to achieve excellence through quality.

With the feedback received from the past participants and finalists, we have come up with a brand new criteria specifically designed for the Indian subcontinent. The new criteria has been designed by a pool of subject matter experts which includes ASQ Fellows, past trained jury members and authority by themselves in their respective fields of quality and innovation.

We bring memories of ASQ-South Asia that rekindles the spirit of team excellence award competition with a new simplified criteria, easy to understand, easy to apply and appeals to all kinds of methodology (quality and innovation) & industry segment (large and small).

ASQ South Asia takes this opportunity to express our deepest gratitude to all the jury members who have painstakingly contributed in developing the new criteria. Please take a moment to appreciate our jury members on the following page to their immense unconditional support to the event.

We welcome our new and past participants to participate in the ASQ South Asia Team Excellence Award competition and wish each team all the very best.



**Anindya Sarangi**  
Director & Head ASQ-South Asia



# Jury Recognition

## Jury Members

- Cmde S Nandula (Retd.)
- A.K. Jain
- Hemant Urdhwareshe
- Nital Zaveri
- Kirti Chadha
- Aditya Bhalla
- Amit Rastogi
- Parveen Yadav
- Anindya Sarangi
- Khushbu Gupta
- Devraj Chattaraj
- Sachin Garg
- Dr. Deepak Kumar
- Dinesh Bhrushundi
- Shalini Sahay
- Birendra Kumar
- Manoj Jain
- Prof. Ravindra Ojha
- Dr. Aishvarya Raj
- Anand Prakash
- Kunal Sharma
- P R Ramesh
- Ashutosh Mittal
- Harmeet Singh

- Gaiety Manchanda
- Dr. A P Dash
- Tanmay Srivastava
- Dheerendra S. Negi
- Vipin Sahni
- Sunil Chopra

## New Criteria Drafting Members

- Cmde S Nandula (Retd.)
- Hemant Urdhwareshe
- A.K. Jain
- Nital Zaveri
- Kirti Chadha
- Aditya Bhalla
- Amit Rastogi
- Parveen Yadav
- Anindya Sarangi

## Criteria Writing Members

- Hemant Urdhwareshe
- Aditya Bhalla
- Nital Zaveri
- Anindya Sarangi

## Support Team

- Amrita
- Jai Latwal

# Introduction

## **Brief History**

ASQ's South Asia Team Excellence Award (SATEA) is an annual award and recognition program that provides teams an opportunity to assess their performance against an excellence framework. The SATEA Criteria provide a framework to help teams and organizations measure and compare their team improvement and innovation efforts.

SATEA was established eight years back in line with ASQ International Team Excellence Award (ITEA) held in the US for the past 30 years. In the past cycles, held at New Delhi, the SATEA saw some of the best companies from South Asia, participate in this prestigious award process.

## **The SATEA Purpose**

The purpose of the SATEA framework is to help organizations benchmark and improve the results of their projects regardless of organizational size, industry type, or project type. The Criteria provides a universal framework for both improvement projects or innovation initiatives using any kind of quality or innovation tools and methodologies to achieve organisation goals.

The opportunity to be recognized at a gold, silver or bronze level is a participation bonus for organizations who choose to seek the prestigious team recognition. The SATEA final round, where the awards are presented, allows professionals the opportunity to learn how high-performance teams use various tools, techniques and innovative methodologies to find solutions to industry problems or provide customer delight.



# Highlights of SATEA Program

1. Recognition of Excellence from an International Brand - American Society for Quality
2. Platform that provides industry best practice sharing and benchmarking opportunities
3. Unique program that provides a common platform for industry to compete and showcase their best innovation and quality practices across small to large enterprise.
4. Unique criteria that address Innovation in addition to Problem Solving Projects.
5. Encourages Team to jointly work towards achieving excellence.
6. Criteria that is easy to understand and is universally applicable.
7. All participating teams get the opportunity to present their project story before the judges.
8. Learn, share, networking among peers from the industry.
9. Live on-site presentation for finalists.

# Hall of Fame

Past Gold Award recipients of South Asia Team Excellence



## 2016 eClerx Services



### Project: **SPMD Automation**

This project focused on improving product catalogue coverage from 60% to 80% for a major computer technology company's online parts and upgrade operations. The team applied Lean Six Sigma methodology and used Brainstorming, Fishbone, Process Door Analysis, Hypothesis testing, and Control Charts. Upon project completion, the team processed 300% additional volumes, saved AHT by 50% and improved process quality by 70%. Subsequently, the catalogue coverage was increased by 21%, offering the client additional revenue of \$18.2 million.

## 2017 Ashok Leyland



### Project: **Reliability Improvement of Reaming Machines**

This project contributed to Ashok Leyland's strategic objective of market share growth by increasing productivity through Breakdown time reduction at vehicle assembly line. Advanced statistical tools such as DOE, Regression, Capability studies along with Gemba observations helped us to identify and validate the root causes. A structured Problem Solving approach was used to solve a business critical problem which helped in producing an additional 3802 vehicles thus improving the company's revenue by INR 5703 Million. This also helped the 'machine manufacturer' to improve the reliability of their product by 81% which emphasizes our company's ideology of "Aapki Jeet Hamari Jeet".





## 2018 TATA Steel



### Project: **Coke Moisture Reduction**

Tata Steel produces steel using Blast Furnace-LD [BF-LD] route. In BFs, the raw material is converted into liquid hot metal using coal and coke as fuel. Coke is a hardened version of coal with reduced moisture, is produced in-house through carbonization process which costs ~40% of steelmaking process. A model was developed to reduce moisture content in coke by 10%. The model is well-validated with plant and leading to reduction in water consumption by 3.38 Mgd and CO2 emission by 0.6%.

## 2019 eClerx Services



### Project: **Increasing Transactional Sales Rate**

eClerx CHAT-Repair process deals with customers reaching client website for account related/Repair issues and supporting customer in resolution through Chat. We also pitch customers by offering to add services like Internet, Cable, phone and home security in addition to existing products. This project aims to improve Transactional Sales Rate (%) from the baseline of 0.91% to 1.75% of total Chat interactions. This will improve Client revenue and also enhance profitability and business prospects for eClerx.



# Important Timeline

## **September 01, 2023**

Open for project submission along with entry fee

## **November 15, 2023**

Last date for Team project submission and closure of all formalities.

## **November 28-30, 2023**

Preliminary round online live Judging & Scoring.

## **December 01, 2023**

Qualified teams (from the preliminary round entry process) are notified of selection for the final round live presentation and invitation to all participating teams.

## **December 15, 2023**

Teams confirm their participation to present live in the Final Round.

## **December 22, 2023**

Live presentations, Judging & Scoring of Team Presentations. Recognition of South Asia Team Excellence Award recipients.

## **January 31, 2024**

Teams receive scoresheet summary from ASQ.

# 2023 SATEA Criteria

## Criteria Overview and Rating Notes



## Overview

ASQ South Asia envisions a community of quality and R&D professionals who use quality and innovation concepts, technology, and tools to improve themselves and their world. Within that context, the SATEA Criteria provides a framework that enables teams to efficiently contribute to overall organizational improvement and innovation efforts.

The criteria are based on a four-section Team Excellence Framework (Sections 1-4 shown below).

Section	Team Excellence Framework	Description
<b>1</b>	Project Context, Approach & Planning	Ensures that teams have a thorough grasp of the issues they are addressing through their project
<b>2</b>	People Management	Elaborates the approach the teams have taken to manage the key stakeholders
<b>3</b>	Project Execution	Deals with project approach, execution, analysis and results.
<b>4</b>	Results	

# Criteria is organized as follows:

Section Numbering

Section Heading

## Section 1: Project Context, Approach & Planning

Section Intro

### 1.0 Overview

The objective of this section is to understand the process of project selection and prioritisation with respect to organisation's business goals and objectives. The project team should further qualify the criteria adopted for measuring project specific goals and success.

Item Numbering

Item Heading

Rating Scale

1.1 Project Selection and Prioritization	Rating Scale	
The team should demonstrate that the selected project is aligned with the business goals and objectives. The team should elaborate the process of project prioritization.	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

Criteria Items

- A team must address the individual criteria by responding to the item prompts. The responses will be scored based on the Rating scale.

# Rating Notes

*The rating scale is uniform throughout the Criteria.*

- Rating Scale:  
This is a 0–3 scale. Each item has customized scale definitions to help accurately rate teams against the criterion. Each step on the scale (from 0 to 3) is **additive to the prior step**; once a step is “missed,” a higher rating cannot be granted.

The rating scale is as follows:

0. Criteria is not addressed - Either a required element is missing, or, in the case of a required element, part of the requirement is missing.
1. The requirement is partially addressed.
2. The item requirement is fully addressed.
3. In addition to the minimum requirements, additional support for the item has been provided which brings out the unique/innovative approach.

# Section 1: Project Context, Approach & Planning

## 1.0 Overview

The objective of this section is to understand the process of project selection and prioritisation with respect to organisation's business goals and objectives. The project team should further qualify the criteria adopted for measuring project specific goals and success.

1.1 Project Selection and Prioritization	Rating Scale	
<p>The team should demonstrate that the selected project is aligned with the business goals and objectives.</p> <p>The team should elaborate the process of project prioritization.</p>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

1.2 Problem/ Opportunity Definition	Rating Scale	
<p>The project should have well defined project statement which clarifies:</p> <ul style="list-style-type: none"> <li>- <b>What</b> is the problem/opportunity?</li> <li>- Since <b>when</b>?</li> <li>- <b>Where</b> did/does it occur?</li> <li>- <b>Who</b> is impacted?</li> <li>- <b>How</b> much is the magnitude of the problem/how big is the opportunity?</li> </ul>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

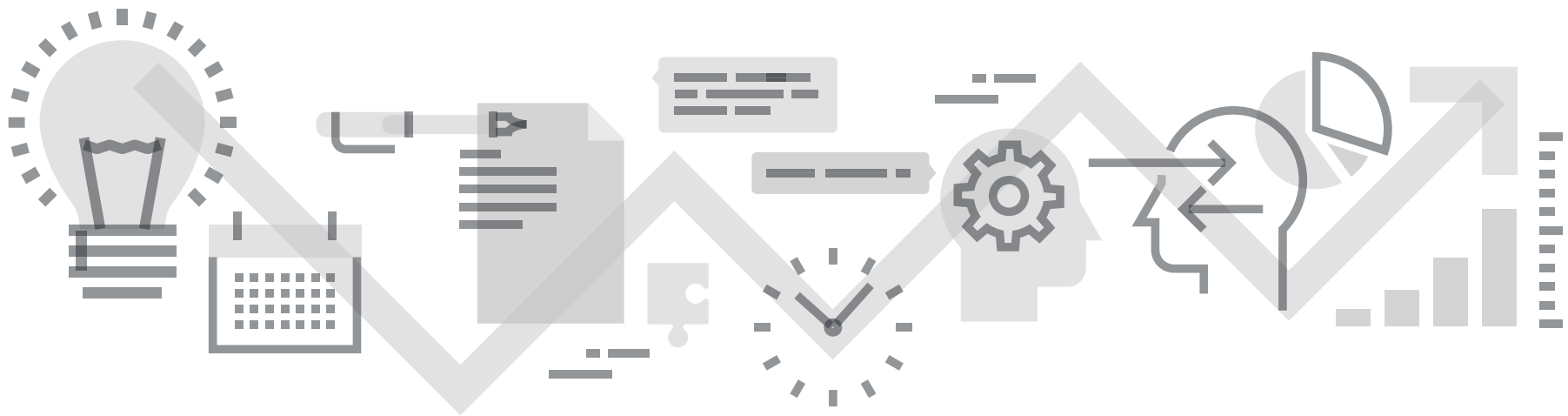
1.3 Project Goals and Benefits	Rating Scale	
<p>The project should be defined with clear measurable goals, timelines and baseline.</p> <p>The team should demonstrate tangible and intangible benefits expected from the projects.</p>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

1.4 Methodology	Rating Scale	
<p>The team should explain the rationale for selecting the particular methodology for solving the problem/ seizing the opportunity – such as: PDCA, DMAIC, A3, 8D, QC Story, Innovation, Design Thinking, DFSS, TRIZ, Agile, Lean, Theory of Constraints or any other customised framework.</p> <p>The team should describe the phases of the selected methodology and link them to project execution Section: 3.1</p>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

1.5 Scope	Rating Scale	
<p>The team should clearly define the boundaries of the project i.e., what is included and what is excluded in the project along with the constraints (if any).</p>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

1.6 Project Schedule	Rating Scale	
<p>The team should clearly define timeline/ milestone for each of the phases explained in Section: 1.4</p> <p>The team should demonstrate deployment of appropriate project tracking and monitoring mechanism and highlight the frequency of review.</p>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

1.7 Risk	Rating Scale	
<p>The team should demonstrate understanding of the factors that would affect the success of the project and take necessary actions to mitigate the impact of the factor in ways such as delay, financial risk, regulatory, budgetary, technological, stakeholder, etc.</p>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2





# Section 2: People Management

## Overview

The objective of this section is for the team to elaborate the approach in managing the key stakeholders and project team.

The team should comprise of members with the required skills. The team should have gone through a preparation and training (if required) before the project work begins.

2.1 Project Champion and Team Selection	Rating Scale	
<p>The team should elaborate the process of communication with the Project Champion/ Sponsor in different phases of the project as specified in Section 1.4. It includes closing of the recommendations and inputs provided by the Champion/ Sponsor.</p> <p>The team should include reference to Section 1.6 as appropriate.</p> <p>The roles and responsibilities of the team members or extended member(s) are well defined and understood with the relevant skill and knowledge. It includes action taken on skill gaps (if any) for effective project execution.</p>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

2.2 Stakeholder Management	Rating Scale	
<p>The team should follow a structured process to identify the key stakeholders.</p> <p>The team should demonstrate appropriate level of communication and feedback based on interaction and relative importance of the stakeholders.</p> <p>The team should identify and resolve the conflicting constraints of various stakeholders which could potentially result into resistance.</p> <p>The team should describe the nature and extent of involvement of stakeholders throughout the project.</p>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

# Section 3: Project Execution

## Overview

The objective of this section is to elaborate how the project was approached. The team should indicate the tools that were used to complete the project, why and how those tools were used. The team should involve their stakeholders in moving the project toward successful completion.

3.1 Project Approach & Tools	Rating Scale	
<p>The team should be able to explain which tools were used, in what phase the tools were used, and for what purpose. Link to Section 1.4 Refer project template 3.3.1</p>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

3.2 Identification of factors and/or causes	Rating Scale	
<p>The team should demonstrate a structured approach to establish a cause-and-effect relationship or key contributing factors. The team should demonstrate a planned as well as systematic data collection and/or fact-finding approach.</p>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

3.3 Use of data and/or facts to draw inferences	Rating Scale	
<p>The team should analyse the relevant data / facts presented in Section 3.2 to draw valid inferences leading to logical actions.</p>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

3.4 Solution design and validation	Rating Scale	
<p>The team should demonstrate the validity of the proposed solution with reference to project objective, success criteria as presented in Section 1.2.</p> <p>The solution validation should also demonstrate that there is no adverse effect(s), and meets the validation requirements of consequential metrics, if any.</p> <p>The team should explain justification for the selected solution including, but not limited to, financial benefits using appropriate tools/ techniques such as cost benefit analysis, payback period, return on investment, Net Present Value, or similar other approaches. The feedback should be systematically captured in Process or Product Design and evidence of elimination or reduction of the problem and/or other project objectives should be provided.</p>	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

3.5 Project Summary Template	Rating Scale									
<p>The team should elaborate phase(s), tool(s), purpose and conclusion as per reference template provided below. This template is just indicative. This gives insight into how the team has divided the entire project into different phases and specific tools used during each phase and the rationale of using a particular tool. Ultimately how these tools have achieved its intended purpose at respective phase of the project.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Phase</th> <th style="width: 25%;">Tool</th> <th style="width: 25%;">Purpose</th> <th style="width: 25%;">Conclusion</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Phase	Tool	Purpose	Conclusion					<b>0</b>	Criteria are not addressed
	Phase	Tool	Purpose	Conclusion						
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.								
<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.									
<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2									

## Section 4: Results

**Overview:** The objective of this section is to demonstrate accomplishments of the team. This includes achievement of project results that are in line with the stated objectives in Section 1.0, sustainability of the results to justify closure, future opportunities to replicate and adapt the solution and lessons learnt.

4.1 Project related results	Rating Scale	
The team should show how the goals stated in Section 1.2 have been successfully achieved. The team should demonstrate that there are no adverse effects, if any. The team should include any additional benefits accrued from the project.	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

4.2 Sustenance	Rating Scale	
The team must demonstrate that the results achieved are sustained/ maintained for a sufficient period of time to justify closure of the project.	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

4.3 Future Opportunities	Rating Scale	
The team should identify opportunities to replicate (scale up) or adapt the solution to other processes (within or other parts of the company or industry or society).	<b>0</b>	Criteria are not addressed
	<b>1</b>	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	<b>2</b>	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	<b>3</b>	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2

4.4 Lesson Learnt	Rating Scale	
The team should demonstrate lessons learnt from the project so that others can leverage.	0	Criteria are not addressed
	1	Criteria are addressed with partial/ insufficient evidence and linkage with other applicable sections and/or the project purpose is missing.
	2	Criteria are addressed with complete evidence and linkage with other applicable sections and/or the project purpose is evident.
	3	Additional information is provided which brings out the unique/ innovative approach over and above the requirement of Rating Scale 2



# Award Process

It is a criteria-based award with 2 rounds. Projects selected by the teams could be following suggestive types:



## Team Project Focus:

Problem Solving  
Process Improvement  
Innovation  
Customer Experience  
Customised (please define)

## Methodology

7 or 8 Discipline Problem Solving Method  
Plan Do Check Act  
Rapid Cycle Improvement  
The Simplex Process  
Appreciative Inquiry  
TRIZ  
Kepner-Tregoe  
GROW  
Productive Thinking Model  
Lean Six Sigma  
DFSS  
Any other (please define)

## Source of Methodology

Adopted  
Developed by your Organisation

**First Round:** In *Preliminary Round Online Live Presentation* - teams submit project presentation aligned with the Team Excellence Criteria showcasing creative, innovative solutions and significant cost savings resulting in enhanced customer satisfaction, product innovation and team performance. Projects must either be active (still seeing results at the time of submission) or have been completed within the last 2 years and include measurable results. Teams will be invited for virtual live presentation and will be judged by a panel of judges.

**Second Round:** *Final Round Onsite Live Presentation* - Qualified teams from the Preliminary Round will make live presentation to the judges for final award qualification. 2 persons and 1 senior official per project entry are entitled to attend Live



# How to Apply

## Before uploading your PowerPoint file, please ensure that:

- Team Excellence Criteria and each section has been read.
- Download PowerPoint template master to be used by all participating teams in their presentation
- PowerPoint is aligned with the [Team Excellence Award Criteria](#).
- Each of the four (4) Sections of the Criteria should be covered in the presentation.
- Each slide should include short narrative explaining the slide importance in the Notes section.
- Slides and notes pages narrative are in English.
- Each slide includes slide numbers and relevant criteria item numbers.
- In case Items Numbers are Clubbed together it must be mentioned on that particular slide.
- Also, if any Item is not covered as part of the project that must be mentioned with reason in the slide
- Terminology is consistent throughout (e.g., currency in INR or US\$)
- Confidential information need not be shared. However, data that forms the basis for project decisions and project results needs to be directionally and proportionally correct.
- Application needs to be submitted online. ASQ will provide a link to each team to upload their presentation.
- PowerPoint file size does not exceed 50 MB.
- **Each team will be allocated 25 minutes to make their presentation.**
- Lead judge will stop the presentation at 25 minutes followed by Q&A for 5 minutes. This is done to be fair to all teams.




# Presentation Guidelines

Teams must consider the below points while telling their project story in their presentation:

**Logical Flow of Information:** Project presentation should have a logical flow of information which is easy to follow and can be understood by jury members aligned to the flow of the Criteria.

Mandatory Presentation Format (SATEA logo will be sent to all participating teams. Teams can add their company logo as appropriate, but slide layout must follow the given format:

Criteria Item No.	Item Heading	 South Asia Team Excellence Award Excellence Through Quality™
		Slide Number



# Recognition Formats

*South Asia Team Excellence Awards - Achieve Organizational Excellence by Empowering Teams*

At the daylong event the finalist teams will present live case studies showcasing their project success stories, offering opportunities to the teams to learn, share and benchmark from within the sector and multiple sectors.

The scoring and evaluation is consensus-based and the jury panel will also provide detailed feedback to every participating team. The following will be the recognition format:

## I. Gold Award

Team with the highest score will be recognized with a memento, a certificate and medallion for the team members (in case of tie, preliminary round score will be considered).

## II. Silver Awards

Highest scoring teams in the following category will be recognized as Silver awardee which will include a memento and a certificate.

- i) Best Team Award for Service
- ii) Best Team Award for Manufacturing
- iii) Best Team Award for Healthcare
- iv) Best Team Award for Food & Pharma
- v) Best Team Award for Infrastructure & Utilities
- vi) Best Team Award for Large Enterprise
- vii) Best Team Award for MSME
- viii) Best Team Award for Innovative Project

## III. Bronze Awards

Balance finalists will be recognized with a Bronze level memento and a certificate.

## IV. Special Jury Award

Exceptional project to be recognized by jury members with a memento and a certificate.

## V. Participation Certificate

All participating teams to receive certificate.



# Past Participating Companies



# Frequently Asked Questions

## **Why should my team participate in the South Asia Team Excellence Award Process?**

Participation in the SATEA process provides your team the opportunity:

- **TO LEARN:** Improve your projects by using the criteria as well as by seeing how others have employed it.
- **TO SHARE:** Showcase your project and gain recognition for your organization's continuous improvement and innovation process.
- **TO BENCHMARK:** See how your project measures up against the criteria.
- **TO BE RECOGNIZED:** Recognize employees and motivate staff to replicate quality and innovation practices throughout your organization.

Teams that submit entries to the SATEA competition will receive a Summary document that provides combined Scoring and Feedback. The Summary will include a score sheet that shows how the team performed in each of the criteria areas along with feedback on strengths and opportunities for improvement.

## **What are some of the additional values and benefits of participation?**

- Improved business performance, idea generation and collaboration.
- Reinforcement of organizational values.
- Support for self-assessment and improvement.
- Insight into innovative ideas and practices.
- Encouragement for workgroups to excel through organized, fact-based analysis, innovation and structured decision-making process.
- Provision of opportunities for meaningful contribution in the success of the organization.
- Strengthening of relationships with partners/customers.

## **We completed a project last year; can we submit it this year?**

Yes, projects must either be active (still seeing results at the time of submission) or have been completed within the last 2 years and include measurable outcomes. Projects must address all parts of the SATEA Criteria.

### **My team submitted a project in previous edition of SATEA. Can we resubmit the project again this year?**

No. Projects submitted previously are not eligible for resubmission.

### **Are we required to show proprietary and confidential information with the submitted projects?**

ASQ South Asia understands and fully respect the need for companies to protect proprietary Information. The criteria do not require teams to provide proprietary or confidential information. It only requires the teams to align their project to the award criteria. However, data that forms the basis for project decisions and project results needs to be directionally and proportionally correct. Companies can represent success in percentage of cost and benefit in terms of results or for each innovative idea.

### **How do I let ASQ know that I am interested in submitting our team's project?**

You can write to us at [satea@asq.org](mailto:satea@asq.org) requesting more information. This will ensure you receive the latest information on regarding deadlines, resources, helpful tips, etc.

### **We have several outstanding projects. How many projects can we submit?**

An organization may submit up to five entries from a single site (physical address).

### **How many rounds of competition are there?**

The process has two rounds. The first is the Preliminary Round. In this round, teams submit entry materials online. No travel is required for teams. All teams will make virtual live presentation. The entries are evaluated by a panel of judges in the Preliminary Round. Upon completion of Preliminary Round judging, teams are notified if they have qualified to present at the Final Round live onsite competition, which will take place at New Delhi. Finalist would be required to make their own travel arrangement.

### **What are the process steps for the preliminary round?**

**STEP 1** – Complete and submit entry form, team photo, organization logo and entry fee.

**STEP 2** – Identify project(s) completed in the last two years that achieved measurable results and that you plan to submit. Projects must either be active (still seeing results at the time of submission) or have been completed within the last 2 years and include measurable results.

**STEP 3** – Create a PowerPoint presentation that describes your completed project(s).

**STEP 4** – Ensure that any presentation aligns with the **Team Excellence Award Criteria**.

**STEP 5** – Complete the online entry form and submit Entry Materials and make the payment

by **November 15, 2023**. No extension will be provided.

**STEP 6** – Teams will be invited for virtual live presentation and will be judged by a panel of judges.

### **Should the criteria item number be listed on each PowerPoint Slide?**

Each slide should have the criteria number (e.g., 1.01, 1.02, etc.). This will help the judging panel focus on the content of your presentation.

### **What are the process steps for the final round?**

**STEP 1** – Qualified teams (from the preliminary-round entry process) will be notified by of selection for the final round **1st December 2023**.

**STEP 2** – Teams confirm their participation to present live at New Delhi.

**STEP 3** – Teams participate in live presentations, live judging & scoring, sharing best practices, learning, and getting recognition at an event organized on **22nd December 2023** at New Delhi.

### **If my team qualifies for the final round, what is the cost?**

There is no additional cost to be paid by teams that qualify for the final round and present live. Two presenters and a senior member per applicant team will be entitled to attend the final live presentation. Any additional member will be chargeable. For participating teams INR 2,000 per person. For attendees from other organizations INR 5,000 per person.

### **Does the final round registration fee include cost for hotel and travel?**

No. Teams are responsible (as are all attendees) for their own travel and hotel.

### **What are the benefits of participating in the Final Round?**

Final round live team presentations are scheduled concurrently and judged by jury panels. It is also open to other attendees giving an opportunity to learn and network with peers. All Final Round teams are recognized at the live physical event and respective teams receive Gold, Silver or Bronze Awards.

Thank you for your interest in the SATEA Process, if you have a question that this document does not address, please email [satea@asq.org](mailto:satea@asq.org).

# Team Entry Form



## South Asia Team Excellence Award Excellence Through Quality™

### INSTRUCTIONS

#### Step A: Organisation, Team and Project Information

**Complete all the fields in the Team Entry Form. Fields with an asterisk\* are mandatory.**

Information you provide on this form will be used for preparing your team finalist award and/or used in promotional materials. We reserve the right to edit your project description. Please do not type in all capital letters.

#### Step B: Participation Fees & Payment Process

##### Participation Fee

INR 30,000/- + 18% GST (per entry)

##### Note:

- Group discount – 2 or more entries – 10%
- Maximum five entries per company per site.
- 2 persons and 1 senior official per project entry are entitled to attend Live presentation.
- To attend the Live presentation –
  - Fees for other member(s) of participating company: INR 2,000 per person.
  - Fees for attendees from other organizations: INR 5,000 per person.

### Payment Method

Choose mode of payment:

- Credit card
- Demand Draft/ Cheque
- Wire Transfer (RTGS/NEFT)
- International Transfer

### Bank Account Details

**Account Holder Name:** AMERICAN SOCIETY FOR QUALITY INDIA PVT LTD

**Name of the Bank:** State Bank of India

**Current Account Number:** 31459090888

**IFSC/RTGS code:** SBIN0003219

**MICR code:** 110002117

**Branch Address:** STATE BANK OF INDIA, M-2 SOUTH EXTENSION PART-2, NEW DELHI-110049

**SWIFT Code:** SBININBB737

### Step C: Upload Entry Material

Link will be provided to all participating teams to upload:

- Entry Form
- PowerPoint presentation of your project aligned with the award criteria.
- If your files are very large in size (50 MB or larger combined), it may take 15 minutes or so to transfer.
- Team photo. (High resolution .jpg file preferred)
- Your organization's logo. (High resolution .jpg file preferred)

# Team Entry Form

## Contact Information

\*Organization \_\_\_\_\_  
\*Type of Business      Corporate    MSME  
\*Street Address (no P.O. Box) \_\_\_\_\_  
\*City \_\_\_\_\_     \*Country \_\_\_\_\_  
\*State \_\_\_\_\_     \*Official Team Contact \_\_\_\_\_  
\*Postal Code \_\_\_\_\_     \*Contact's Job Title \_\_\_\_\_  
\*Contact's E-mail \_\_\_\_\_  
\*Contact's Mobile Number \_\_\_\_\_  
\* Contact's Alternate Phone Number \_\_\_\_\_

## Team Information

\*Team Name \_\_\_\_\_  
\*Team Project Focus    Problem Solving    Process Improvement    Innovation  
 Customer Experience    Customised (please define)  
(choose the appropriate item)  
\*Methodology    7or8 D Problem Solving Method    Plan Do Check Act  
 Rapid Cycle Improvement    Customer Experience    The Simplex Process  
 Appreciative Inquiry    TRIZ    Kepner-Tregoe    GROW  
 Productive Thinking Model    Lean Six Sigma    DFSS    Any other (please define)  
(choose the appropriate item)  
\*Source of Methodology    Adopted    Developed by your Organization  
(choose the appropriate item)  
\* How did you hear about the award process?    E-mail    Website  
 Any Other (specify)

\* Project Description Include purpose, quality or innovation tools used, and results, including project savings. Please provide a well-written description, as it will be used in award publicity. (75 word maximum)   type on separate sheet

## Declaration

- We understand the following:
- By checking this box, you grant ASQ and its affiliates a perpetual royalty-free right and license to use, reproduce and publish the entry materials, or portions thereof, in connection with the operation and promotion of the South Asia Team Excellence Award Process. This authorization is granted to ASQ India & South Asia.
  - We will be invited to participate in the preliminary round Live Virtual Presentation.
  - Shortlisted teams will be invited for final round On-site Live Presentation with Scoring & Judging at New Delhi.
  - Two presenters and a senior per applicant will be entitled to attend the final live presentation. Any additional member will be chargeable.
  - We also understand that teams can submit multiple projects. Max five projects can be submitted per company per site.
  - We certify that the above information is true to my knowledge, and this is a fresh project submission have not been submitted earlier for team competition. Also, the entry and contents have been prepared by the team and not by a paid consultant.

Name: .....     Signature :.....     Date: .....

for online entry form, click on the link  
<https://asq.org.in/satea/registration>

# To learn more about participating in ASQ's SATEA 2023, go to

<https://asq.org.in/satea>

**write to** [asqindia@asq.org](mailto:asqindia@asq.org) / [satea@asq.org](mailto:satea@asq.org)

**call** 011-46783399

South Asia Team Excellence Awards - Achieve Organizational Excellence by  
Empowering Teams

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