ASQ South Asia Conference on Quality and Improvement

Manifesting Intent through Execution; Quality Imperatives for Making Things Happen
December 16-17, 2016 | Vivanta by Taj, Dwarka, New Delhi

POST CONFERENCE REPORT

Co-Host

ASQ South Asia
The Global Voice of Quality™

ASQ Quality Management Division
The Global Voice of Quality™
38 speakers
300 delegates

6 exhibitors
10 sessions

1 spiritual leader
1 dinner lecture
The American Society for Quality’s first South Asia Conference on Quality & Improvement on the theme, “Manifesting Intent through Execution” was held on 16-17 December, 2016 at Vivanta by Taj, Dwarka, New Delhi. ASQ’s major conference in this part of the world saw a record 300 attendees. The conference speakers and participants came from all parts of the country as well as from the international community.

A total of 38 speakers including Union Minister of Railways and a Spiritual Guru shared their expertise and knowledge across 6 sessions addressing areas of interest, value and learning for each and every delegate. The focus of the conference was to inspire and equip the delegates to leverage quality execution as a strategic asset at both professional and personal front.

An exhibition of 6 diverse exhibitors accompanied the conference. Displays encompassed the largest international group of quality professionals; an industry leader in automobile manufacturing; an autonomous non-profit body; a public limited company; a leading quality improvement software provider and a publisher specializing in books on quality and certification handbooks.

Judging by the word of mouth feedback, the conference participants were delighted with the breadth and depth of the presentations, discussions as well as networking opportunities.

This report is an overview of the key highlights of the conference. ASQ South Asia sincerely thanks all the speakers, participants, conference partners and exhibitors and looks forward to welcoming everyone to ASQ South Asia Conference on Quality & Improvement 2017.

**Sectoral Representation**

- **Business** 70%
- **Education** 15%
- **Public Sector** 8%
- **Govt.** 7%

**Total Delegates: 300**

“Indians are highly innovative, flexible and motivated to deliver quality implementation very effectively and meet all the goals.”

R. C. Bhargava, Chairman, Maruti Suzuki
The 2016 conference program consisted of two-days full of presentations, deliberations and discussions that provided a high level overview of making quality execution as a way of life for sustained growth from the highest echelon of an organization to the entry level professional. It was a mix of Masterclass by specialists and expert panel comprising industry leaders sharing their insights that guided higher understanding of leadership imperatives and best practises that enable quality to happen as intended and value to be delivered to a customer. Understanding on future trends that have power to disrupt technology and analytics to make business change ready and agile were provided for competitive advantage. The conference theme was addressed through a range of sessions focussing on the following areas:

- Leadership for Strategic Quality Execution
- Envisioning the Desired Future – The Art and Science of Futuring
- Making Execution Easy
- The Road from Intent to Execution
- Leading for Excellence & Sustainable Growth
- Leadership Lessons Beyond Business
- How Disruptive Innovations Shall Alter Our World
- Using Technology, Innovation & Quality to Delight Customers
- Engineering Exemplary Customer Experiences
- Innovating Exemplary Customer Experiences
- Insight to Enlightened Execution
- Leveraging Analytics to Determine Roadmaps for Competitive Advantage
- Maximizing Quality & Innovation Technologies for Smarter Execution
“Use innovation & technology in a disruptive way to address needs and desires of customers even some pain point that exists to create sustainable business that will generate significant growth valuation in a very short period of time.”

Palash Roy Chowdhury, President, Pratt & Whitney India

“Thanks a lot for giving us an opportunity to attend the conference. The event was organised in a highly professional manner which is indicative of the hard work, detailed planning and application of Lean Six Sigma concepts by ASQ India team. Personally for me it was a great learning experience.”

Atish Joshi

“We have tied-up with ASQ in implementing transformational changes in skilling rural youth. The learning from the conference – how digitisation is transforming our lives can be applied to these policies.”

Dr. Anish Baranwal, Ministry of Rural Development

“This is what ASQ is really supposed to be about; members learning, sharing, and encouraging one another to advance the promise of quality for the benefit of businesses, communities, and people.”

Andrew Baines, MD, ASQ Global
The conference started with traditional lighting of lamp by the dignitaries on the dais. Introducing the conference, Mr. Bharat Wakhu, Chairman, ASQ South Asia said, “Quality in execution is a prerequisite to meet increasing aspirations of people with the emphasis on economic growth and harness the talent and competency of youthful population of India and South Asia, hence the theme of the conference is ‘Manifesting Intent through Execution’.”

Mr. William Troy, CEO, ASQ USA in his inaugural address said, “quality in business is compelling; it is indispensable for growth; continuous improvement is not just good enough but excellence is imperative be it business, hospitals, government, schools and communities.” He added, “Today, huge strides have been taken in the field of quality; the insight is there and we at ASQ will partner to realise the benefits of quality with your (attendees) talent and best efforts.”

Dr. E. Sreedharan, Principal Adviser, DMRC in his recorded message congratulated ASQ South Asia to organise a timely conference with apt theme. He said unique culture should be built in an organisation with right emphasis on Make in India as a manufacturing and service provider.

In the live webcast of his Inaugural Address, Chief Guest, Hon’ble Shri Suresh Prabhu, Union Minister, Railways, said, “Resource Optimisation should be the key driver. Quality should not be just seen in manufacturing but also services. Quality should be there in every aspect. Quality should be a selling parameter even though it may be a desired expectation.” Due to parliament proceedings he could not come to the conference venue.
KEYNOTE ADDRESS

Delivering the Keynote Address, Mr. R C Bhargava, Chairman, Maruti Suzuki, said the theme of the conference is very timely, no conference is talking of Implementation. He said Quality Implementation is the key to what happens. Government and private partnership should be developed to create the right infrastructure and environment to deliver goods and services. Employees are very quick to learn what management wants, provided it is ensured it is in their interest and the company’s interest and not in the interest of any individual.

Key Takeaways for Quality Execution:

- Visible Commitment of Top Management to Quality and Implementation
- Aligning Employees to the Objective
- Winning Trust & Confidence of Workers
- Financial Transparency
- Treating all Employees Alike
- Continuous Improvement
- Supply Chain Development

Mr. Denis Devos, Vice Chair Global, QMD, ASQ in his special address said, "India is emerging on the quality scene. Quality capacity of millions of engineers graduating every year needs to be enhanced. All the participants of the conference must use their skills as quality professional to make India shine on the world stage."

Giving the vote of thanks, Mr. Andrew Baines, MD, ASQ Global, said, “Quality is like health – leave it to chance or manage it just like our health.” He added, “It’s okay to have strategy but to get things done execution is a must. Leadership should create a culture and vision to follow quality by every individual, every industry, every sector, and every region.”

“Make India the greatest product of the world.”

Dennis Devos, Vice Chair Global, QMD
Prof. Sushil from IIT, Delhi took the first masterclass of the conference on *Envisioning the Desired Future – The Art & Science of Futuring*.

Prof. Sushil started his Master class by correlating Envisioning as the essence of intent and creating the desired future as the essence of execution. He said, there is generally a resistance to being in future – the long distant; a change in thinking for creating an intent and an execution plan is needed. He gave the 4 As of Execution:

1. Align: Strategy, Process, People, Organisation
2. Automate: Process
3. Act: Leadership, Communicate, Educate, Execution Culture, Quality & improvement
4. Adapt: Feedback & Learn

He also mentioned the three impediments to growth, namely, resources, growing population and

The first panel discussion on *Making Execution Easy* was chaired by Dr. Kush Verma (IAS,rtd.) ED, JILDEE. He said that government and quality are seen at two ends of the spectrum. But, quality should become the DNA of all government department and processes; he shared the Malaysian government’s example. He also mentioned how quality can be introduced into execution through training, feedback and monitoring. He said, “*Initiatives that triumph must be encouraged. Innovation and quality need to be institutionalised.*”

“For me, this conference went beyond knowledge and information…it was inspiring.”

William Troy, CEO, ASQ
Mr. Sanjay Singh, Principal Resident Representative, Tata Sons, remarked how the 90s saw a change in the steel industry, but it was the vision of the top management to realign the strategy with the changing times. He said, “An open channel of communication with employees down to the entry level with respect for any idea given by even the junior-most member and positive attitude is the key in making execution easy. Every hero of change must be honoured.”

Mr. Nikhil Khanna, President, Raytheon elaborately described how in aviation industry quality execution is a must. He said, “Mission of quality is a purposeful collaboration within a team to deliver mission assurance through functional integration and accountability.”

Mr. Sunil Thawani, Member, Board of Directors, ASQ gave a beautiful process example of how UAE government has institutionalised quality and execution in all government services with: Vision – Better than private sector; Alignment – all 7 states to have one Government Excellence Programme; Competency – quality in all departments; and Operational Level – Leaders and Managers exemplify quality execution

Mr. Rajiv Dube, Director, Group Corporate Services & Textiles, Aditya Birla Group said, “Strategy by itself is not right or wrong; it is the execution that makes it right or wrong.” He outlined some principles for effective and easy execution. Communicate strategy broken into goals to be understood by the frontline employee who is responsible to deliver. Right skills and training for the team. Distributed leadership to own and act in their areas of concern. Leaders to motivate and enthuse till the end. Agile team to meet any unforeseen challenges, review and reallocate resources. Most importantly, along the execution lines celebrate intermittent achievements. He said, “At times, strategy should be aligned to a larger cause not just job output. Quality is not subjective, it is a given - no debate, no compromise.”

“Flawless execution is never easy. Those who excel at it do so because they have made it a competitive discriminator.”

Nikhil Khanna, President, Raytheon
The second masterclass was delivered by Mr. Bharat Wakhlu, Chairman, ASQ South Asia on *The Road from Intent to Execution*.

Mr. Wakhlu, started with a very engaging energiser which had the central message of the class, "The role of manifesting execution is in us. The roadmap is not out there it is up to me - *If it has to be, it is up to me.*" He further said that unless robust leadership is there however great the intent to serve many ideas and projects remain still born. "If you believe you have the power to change the change will manifest," said Mr. Wakhlu. He outlined the road map for execution as a three-pronged approach:

**Essential Elements**
- Nurturing ideas & intention
- Feasibility
- Strong Communication
- Vision
- Empowered Team
- Stakeholder views
- Zero Error
- Precise Deliverables
- Listen to Suppliers

**Organisational Requirement**
- Affordable
- Feasible
- Meaningful

**Leadership Competency** Lead from front
- Personal Integration
- Enlist support
- Fully engaged

“Quality is a state of mind, it should become a way of thinking by introducing it in schools itself.”

Rajiv Dube, Director, Group Corporate Services & Textiles, Aditya Birla Group
Following the masterclass was the panel discussion on *Leading for Excellence & Sustainable Growth*, chaired by Mr. S. Padmanabhan, Group HR Head, Tata Sons & Executive Chairman, TBExG. He said long term sustainability is a perception. He presented a video which showed the highest level of excellence for millions of years. He then talked about long term sustainable growth by giving examples of organisations which have been running for hundreds of years like two Japanese hotels in business for 300 years, the Twinings Tea, Faber Castell pencils, the Tata Sons and many others. He said some key attributes of these organisations are **Customer-Centricity; Operational Excellence; Project Management Community Respect and Vision**. He said, “Continuously changing to meet the demand is necessary. Disruption is the key driver from hospitality to manufacturing.” He added, envisioning the future needs long term sustainability through **i) clear vision & mission; ii) strong unifying culture; and iii) balance stakeholder (customer, community, employee) expectations**.

Mr. Dilip Gaur, MD, Grasim Industries highlighted that sustainability for growth is linked to **internal factors** like robust processes, right talent, innovative marketing and **external factors** like threats, cross-industry influence, disruption, geo-political risks. **Culture, Competence, Agility, Adaptability, Values, Rigour, Discipline, and Soft skills** are other drivers of an organisation’s sustainability. He said, “It must be realised that change is non-negotiable. Reinvent or else someone else will offer it to the customer. What you say is what you do.”
Mr. Satish Borwankar, ED (Quality), Tata Motors told the turnaround journey of Tata Motors on the quality front. Communication with the employees and winning their support was vital for transformation. Supplier quality improvement initiative was started. He said, “With employees of all functions getting involved in prevention of defects, it turned into a revolution.” World Class Quality principles were adopted, which are: Continuous Improvement; People Involvement; Standardization; Built-in Quality; & Short Lead Time.

Mr. YPS Negi, Senior VP, Supply Chain Management, Subros said, “A strong team collaborating and cooperating at a right speed is imperative for growth. Alignment of vision and mission to the strategy of every function and transparency are other keys for excellence.” He told that good long-term relation with suppliers and replication of best practices are vital for sustainable growth.

Mr. S. Ramkrishna, President, Group Affairs, Mahindra & Mahindra highlighted three attributes for excellence which should be internalised and which should challenge every individual, namely: 1. Accepting No Limits; 2. Alternate Thinking and, 3. Driving Positive Change

Mr. Jayant Krishna, ED & COO, NSDC said, “Skills are the common denominator for excellence. Sustainable growth will not see light of the day until we reap rich demographic dividend through Skilling.” 93% the young workforce is in the informal sector with only less than 4% formally skilled. Skills should be made aspirational, to increase compensation, enhance productivity and improve professionalism. There is a need for strong culture with a clear purpose and balanced approach to manage stakeholder expectation for long term sustainability. The skilling journey has to be centred around the Industry as they are the best judge of what to skill and how to skill.

“We learnt a lot and got the inspiration to take forward health care quality track with ASQ.”

Prof. Keerti Pradhan, Chitkara University
Amidst much suspense and mystery the winners of first South Asia Team Excellence Awards competition 2016 were announced and felicitated by Mr. Bill Troy, CEO, ASQ and Mr. Andrew Baines, MD Global, ASQ.

A new ASQ award for outstanding quality professionals in the South Asia region was announced by Mr. Bill Troy, CEO, ASQ.

This award will be called the ‘ASQ South Asia Quality Professionals Award’.

A maximum of four awards will be given out each year, to the foremost quality professionals in the region who have demonstrated their leadership in the quality field, led their organisations to exemplary performance improvement and have contributed significantly to the knowledge base in this field.

ASQ by virtue of its international standing, will bring a high stature to this award, and will make these an aspirational award for professionals. ASQ’s process for selection of awardees will follow a high rigour in line with ASQ’s practices elsewhere, to ensure that the awards go to the right persons.

The last session of the day was on, Leadership Lessons Beyond Business by Ms. Ameeta Mehra, Chairperson & Founding Trustee, The Gnostic Centre. The session was chaired by Ms. Savita Bhan Wakhlu, MD, Jagriti Communications, who said that envisioning is an intent- an inner desire to set quality goals; it is a mind-set that is put together to excel. She said, “the PDCA cycle of Plan-Do-Check-Act needs to be adopted by every person, department, organisation, community for effective execution.”

Ms. Mehra started her talk by saying, it’s never too late or early to make a difference. One should work just for the joy of doing without attachment to result. She told that the aim should be to be a leader of your own life and in life. The change comes in mind, in thinking, in attitude. She mentioned the three characteristics of a true leader as i) be a living example; ii) live delightful life beyond stress; iii) live for a higher purpose. Lastly, she said the philosophy should be to excel, to be the best, to delight customers. She told to have a quality life, there are 4 secrets: 1. Quality of your aim; 2. Attitude; 3. Pray even when things are going well; 4. Cultivate equanimity and detachment.
2016 SATEA WINNERS

GOLD WINNER: eClerx
Project: SPMD Automation

SILVER WINNER: eClerx
Project: Improving Trade Drafting Accuracy

SILVER WINNER: TATA Steel
Project: LP Planning

BRONZE WINNER: Hindustan Coca-Cola
Project: Co2 yield

BRONZE WINNER: Maxlife Insurance
Project: Enhancing NACH
Following, the masterclass, it was time for the panel discussion on **Using Technology, Innovation & Quality to Delight Customers**. The session chair, Mr. K C Mehra, Adviser of Eminence, ASQ South Asia in his opening remark said that there are three vital things for sustainable growth – a) **concern for the customer**; b) **attitude**; c) **technology to delight customer**. He told the given at any time for competitiveness is QPD – **Quality, Price & Delivery**. He said, “*If you don’t look at the customer someone else will.*”

Mr. Brotin Banerjee, MD & CEO, Tata Housing, told how they have used technology in an innovative way to offer customer centric affordable housing while cutting down on time for faster delivery and reducing wastage of material, cost and carbon footprint. He said, “*Digitisation has been the key differentiator to mitigate risk and make not just good quality homes but a complete township with all amenities at large scale.*”

Mr. Palash Roy Chowdhury, President, Pratt & Whitney India said for them quality is non-negotiable, it is zero defect. He told how they have used technology and innovation disruptively to meet aspirations of the customers in significant environmentally sustainable way.

Mr. Harsh Chitale, Vice Chairman & CEO, Philips said, “*customer is the key driver for them and they feel proud to have understood the customer’s needs. They have used technology not just for innovation but also to solve unmet needs.*”

Dr. Amit Biswas, Executive Vice President (R&D), Dr. Reddy’s Laboratories noted that in the field of generic medicine **technical understanding with quality, innovation and speed** are the main drivers. He said, “*to have competitive edge R&D is a must. For a 3rd world country accessibility and affordability are crucial with quality and speed of delivery being vital components.*”

“**Quality is to consistently deliver every explicit and implicit promise.**”

Harsh Chitale, Vice Chairman & CEO, Philips Lighting Solutions
The next panel discussion on Innovating Exemplary Customer Experiences was chaired by Mr. Kush Shah from QMD, ASQ. He started the discussion by telling that we pay a lot more for the customer experience when it comes to using Apple products or going to Starbucks.

Mr. Shrikant Savangikar, Director, Business Excellence, Quality & Sustainability, SKF India, said “Customer centricity is the key driver for creating innovative experience. Customers are more about strategy, process, different culture and end to end journey.”

Mr. C V Raman, Executive Director (Engineering), Maruti Suzuki, told, customer understanding from functional to aspirational level is at the centre of all their cars from design to delivery. Quality is a hygiene factor at Maruti. He said, “We understand the customer today to make a product for tomorrow; we innovate and change to address customer’s every need.” He also told that to achieve customer satisfaction various touch points for customer service have been created.

Mr. Aravind Bharadwaj, Sr. Vice President & Head Advance Technology Services, Mahindra Research Valley said, we engage with the customers to create products and so features are accessible and delivered at a comfortable price, fuel economy is guaranteed, reduction in downtime, and breakdown is addressed in 48 hours. He said, “Not just stated but unstated expectations of the customers are also met.”

The fourth masterclass was taken by Mr. Gautam Mahajan, Chairman, Customer Value Foundation on Engineering Exemplary Customer Experiences. He started his class by telling that quality is no longer about products but customer experience and creating value. He said, “With customer at the centre, a new role for quality professionals has come. Total Quality Management becomes Total Customer Value Management; Quality Circles become Customer Centric Circles and Zero Defects become Zero Complaints.” He gave 5 As of Success Ability; Awareness; Agility; Attitude; and Ambidexterity.
The last session of the conference started with an **Insight to Enlightened Execution** by **Shri Chanchala Pati Dasa**, Senior Vice President ISKCON Bangalore & Vice Chairman, Akshaya Patra Foundation. He told, “Akshaya Patra uses technology, innovation, good management and scales it up to serve mid-day meal to over 1.6 million children from 13,210 schools across 11 states in India. He told 1 paisa reduction in cost of meal saves 30 lakh rupees.” He elaborated, “An enlightened empowered self can deal with the realities of the world in a much better way.” He also told that spiritual knowledge cultivates a sense of compassion for our fellow beings and technology and management should be used for maximising good things and well-being of our fellow beings.

After this session, the fifth masterclass was delivered by **Dr. U. Dinesh Kumar**, IIM, Bangalore on **Leveraging Analytics to Determine Roadmaps for Competitive Advantage**.

Professor Dinesh in a very engaging way elaborated that analytics is the way forward to gain momentum in today’s competitive world. He said, “Analytics can help in operational innovation, process improvement, customer satisfaction, product review and many more areas of differentiation.” He outlined the roadmap for competitive advantage:
- Problem or Opportunity Identification – Look for Analytics driven solution/Technology....domain knowledge
- Collection of relevant data - Identify different sources of data – track every action of user
- Data Pre-processing - How to use the Data? - Understand the context and what processing is required
- Model Building - Use portfolio of models – to find the best model
- Deploy the Solution – Generate new technology - Generate Innovative ideas for Deployment

The last panel discussion on **Maximising Quality and Innovation Technologies for Smarter Execution** was chaired by **Mr. Jagdish Ramaswamy**, President, Corporate Business Excellence, Aditya Birla Group. He said, “Digital is going to disrupt the way thing are happening today. Customers are seeking tomorrow’s value today.” In the present, Make in India scenario, Smart City & Smart Manufacturing are the future.
Mr. Vinay Dua, Head Business Development, Industry Solutions, Digital Transformation Office, Cisco India & SAARC talked on Digital Transformation: From Industrial Internet of Things (IoT) to Smart Cities. He presented in a very engaging manner how digital transformation will be the key differentiator in giving competitive advantage.

Mr. Gaurav Garg, Senior SME, Industrial Sector, IBM talked Cognitive Manufacturing - The Future of Manufacturing and showcased how his organisation is creating systems and processes for Smart Manufacturing. Through case-studies he presented the way forward in competitiveness and growth in the manufacturing sector.

Closing the discussion and the proceedings of the conference, Mr. Jagdish Ramaswamy said, “data analytics is here to stay – the pace of adopting it may differ from industry to industry.”

The new definition of quality will encompass data, integrity, analytics and the response to issue that is thrown up by the data. Agility of response will become the key differentiator. In the new scenario, new role of quality professionals will emerge. The world of Quality Inspection will become routine; Quality Systems will be integrated into the shop floor and Quality Assurance plans will be of high standards. The professionals will need to question, what capability I need to acquire to remain relevant. How do I make use of this changing world to my advantage and to provide more value to my business?

Quality professionals will become expert at analytics, better risk managers and have ability to look through data for early warning system.
Dr. S. Guruprasad  
Chief Controller (R&D), DRDO

K. C. Mehra  
Adviser of Eminence, ASQ South Asia

Brotin Banerjee  
MD & CEO, Tata Housing

Harsh Chitale  
Vice Chairman & CEO, Philips

Palash Roy Chowdhury  
President, Pratt & Whitney India

Dr. Amit Biswas  
Executive V P (R&D), Dr. Reddy’s Laboratories

Gautam Mahajan  
Chairman, Customer Value Foundation

Kush Shah  
QMD, ASQ

C.V. Raman  
Executive Director, Maruti Suzuki

Dr. Aravind Bharadwaj  
Sr. VP & Head Advance Technologies, Mahindra Research Valley

Srikant Savangikar  
Director, Business Excellence, Quality & Sustainability, SKF India

Jagdish Mitra  
Chief Strategy & Marketing Officer, Tech Mahindra

Sri Chanchala Pati Das  
Sr. VP ISKCON Bangalore & Vice Chairman, Akshaya Patra Foundation

Dr. U. Dinesh Kumar  
Prof. Decision Sciences & Information Systems, IIM Bangalore

Jagdish Ramaswamy  
President, Corporate Business Excellence, Aditya Birla Group

Prashant Hoskote  
Sr. Director, Quality & Service Excellence, Max India

Vinay Dua  
Head Bus. Dev., Industry Solutions, CISCO India & SAARC

Gaurav Garg  
Senior SME, Industrial Sector, IBM
WHAT DELEGATES SAID...

It was a wonderful opportunity to hear and learn from the most engaging presenters on the much needed theme of effective quality implementation.

As a student, I am taking back the most valuable learning from the conference, do it right the first time and every time.

I liked the format of the conference, it was so well organised. With a galaxy of speakers the sessions started and ended on time.....truly a quality executed conference. Helpful, informative, thought provoking......

I was impressed by how many experts have gathered under one roof. With so many organizations represented and varied subjects covered this conference was a great way to form connections and awareness.

I am really impressed with the organisation and delivery of the conference. I could meet many old friends and could make new ones too.
An extensive promotion of the conference was carried through a range of communication channels.

The conference was announced on different channels – ASQ India website, LinkedIn, Facebook and print material like brochures and flyers.
FACEBOOK

500+ LIKES  1,555 PEOPLE REACHED

Linkedin

293 POST ENGAGEMENTS  48 PAGE VIEWS

730 MEMBERS
**PROMOTION**

**E-MAIL REACH**

15,000+ targeted database of quality experts and professionals

Subject: 2016 South Asia Conference

![Image of conference registration]

Subject: Introducing 2016 keynote Speakers

![Image of keynote speakers]

Subject: ASQ’s SA Conference on Breaking Down Barriers to Education

![Image of conference registration]

Subject: Sneak Peak into ASQ Conference

![Image of conference brochure]
LIVE TWITTER POST

Anindya Sarangi @anindyasarangi · 16 Dec 2016
ASQ South Asia Conference: Manifesting Intent through Execution
Hon’ble @sureshprabhunl @ASQ @Dilleye

Bharat Wakhlu @Dilleye · 17 Dec 2016
Great conference @ASQ! Fine speakers & presentations with good steps on
#technology #quality and #innovation 4 a
better #qualityoflife
1000 BROCHURES DISSEMINATED

300 FLYERS DISSEMINATED
<table>
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<tr>
<th>Time</th>
<th>Session # 1</th>
<th>Session # 2</th>
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<tbody>
<tr>
<td>9:30-10:45</td>
<td><strong>INAUGURAL</strong> &lt;br&gt;Leadership for Strategic Quality Execution &lt;br&gt;Saraswati Vandana &amp; Lighting of the Lamp &lt;br&gt;Introduction to the Conference &lt;br&gt;Welcome Address &lt;br&gt;Inaugural Address- Chief Guest &lt;br&gt;Video Clip &lt;br&gt;Keynote Address &lt;br&gt;Special Address &lt;br&gt;Concluding Remarks</td>
<td><strong>MASTERCLASS # 2</strong> &lt;br&gt;The Road from Intent to Execution &lt;br&gt;Bharat Wakhlu, Chairman, ASQ South Asia</td>
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<td>11:15-12:00</td>
<td><strong>MASTERCLASS # 1</strong> &lt;br&gt;Envisioning the Desired Future-The Art and Science of Futuring &lt;br&gt;Prof. Sushil (Dept. of Management Studies, IIT Delhi)</td>
<td><strong>PANEL DISCUSSION # 1</strong> &lt;br&gt;Making Execution Easy &lt;br&gt;Session Chair &lt;br&gt;Esteemed Panelists &lt;br&gt;Q&amp;A/Concluding Remarks</td>
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<td>12:00-13:30</td>
<td><strong>PANEL DISCUSSION # 1</strong> &lt;br&gt;Making Execution Easy &lt;br&gt;Session Chair &lt;br&gt;Esteemed Panelists</td>
<td><strong>PANEL DISCUSSION # 2</strong> &lt;br&gt;Leading for Excellence &amp; Sustainable Growth &lt;br&gt;Session Chair &lt;br&gt;Esteemed Panelists</td>
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<td>14:30-15:30</td>
<td><strong>MASTERCLASS # 2</strong> &lt;br&gt;The Road from Intent to Execution &lt;br&gt;Bharat Wakhlu, Chairman, ASQ South Asia</td>
<td><strong>NETWORKING TEA BREAK</strong></td>
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<td>16:00-17:30</td>
<td><strong>PANEL DISCUSSION # 2</strong> &lt;br&gt;Leading for Excellence &amp; Sustainable Growth &lt;br&gt;Session Chair &lt;br&gt;Esteemed Panelists</td>
<td><strong>NETWORKING TEA BREAK</strong></td>
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<td>18:30 onwards</td>
<td><strong>SATEA Awards</strong> &lt;br&gt;Special Address &lt;br&gt;SATEA Process &amp; Path to ITEA Awards Presentation &lt;br&gt;Session Chair &lt;br&gt;Eminent Speaker</td>
<td><strong>DINNER</strong></td>
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# ASQ South Asia Conference on Quality & Improvement

**Manifesting Intent Through Execution: Quality Imperatives for Making Things Happen**

**December 16 - 17, 2016 at Vivanta by Taj, Dwarka, New Delhi, India**

## Day # 2
**December 17, 2016**

### Session # 3
0930-10:15  **MASTERCLASS # 3**  How Disruptive Innovations Shall Alter our World  
*Dr. S Guruprasad, Chief Controller (R&D, DRDO)*

10:15-11:45  **PANEL DISCUSSION # 3**  Using Technology, Innovation & Quality to Delight Customers  
**Session Chair**  
K. C. Mehra, Advisor of Eminence, ASQ South Asia  
Brotin Banerjee, MD & CEO, TATA Housing  
Palash Roy Chowdhury, President, Pratt and Whitney India  
Harsh Chitale, Vice Chairman & CEO, Philips  
Dr. Amit Biswas, Executive Vice President (R&D), Dr. Reddy’s Laboratories

### NETWORKING TEA BREAK
12:00-12:45

### Session # 4
12:45-13:45  **MASTERCLASS # 4**  Engineering Exemplary Customer Experiences  
*Gautam Mahajan, Chairman, Customer Value Foundation*

12:45-13:45  **PANEL DISCUSSION # 4**  Innovating Exemplary Customer Experiences  
**Session Chair**  
Kush Shah, QMD, USA  
C. V. Raman, Executive Director (Engineering), Maruti Suzuki  
Dr. Aravind Bharadwaj, Sr. Vice President & Head Advance Technology Services, Mahindra Research Valley  
Shrikant Savangikar, Director-Business Excellence, Quality & Sustainability, SKF India  
Jagdish Mitra, Chief Strategy and Marketing Officer, Tech Mahindra

### LUNCH BREAK
14:30-15:15

### Session # 5
14:30-15:15  **Insight to Enlightened Execution**  
Shri Chanchala Pati Dasa, Senior Vice President ISKCON Bangalore & Vice Chairman, Akshaya Patra Foundation  
(Akshaya Patra is the world’s largest (not-for-profit run) mid-day meal programme serving wholesome food to over 1.6 million children from 13,210 schools across 11 states in India)

### NETWORKING TEA BREAK
15:30-16:00

### Session # 5
15:30-16:00  **MASTERCLASS # 5**  Leveraging Analytics to Determine Roadmaps for Competitive Advantage  
*Dr. U. Dinesh Kumar, Decision Sciences and Information Systems, IIM Bangalore*

16:00-17:30  **PANEL DISCUSSION # 5**  Maximizing Quality & Innovation Technologies for Smarter Execution  
**Session Chair**  
Jagdish Ramaswamy, President-Corporate Business Excellence, Aditya Birla Group  
Prashant Hoskote, Sr. Director, Quality & Service Excellence, Max India  
“Live” Audience Simulated Session using Technology  
Vinay Dua, Head Business Development, Industry Solutions, Digital Transformation Office, Cisco India & SAARC  
Digital Transformation: From Industrial IoT to Smart Cities  
Gaurav Garg, Senior SME for Industrial Sector - IBM  
Cognitive Manufacturing - The Future of Manufacturing

### Q&A/Concluding Remarks
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