

Guidance  
For

**DEMING  
APPLICATION PRIZE**



### What is Deming Application Prize:

It was set up in 1952 by the Japanese Union of Scientists and Engineers (JUSE) to recognize and encourage companies that do an outstanding work in the field of Quality Management. It is the oldest and the most prestigious Quality Award in the world. In comparison the MBNQA, USA was set up in 1987 and EFQM, Europe was set up in 1992. Amongst these three, Deming Prize is the only one that can be challenged by a company from any country.

As of now 12 companies from India have won the Deming Application Prize and all these companies have done quite well in their respective business.

### The Deming Application Prize Criteria:

Deming Application Prize is awarded to the companies that practice TQM principles, concepts and the techniques to meet their business goals and in consonance with the specified criteria. The TQM Aims and the TQM Framework for Deming Prize is given on page 4.

### Why Challenge the Deming Application Prize:

Companies challenge Deming Prize to fulfill business need of substantive performance improvement in a competitive economy using TQM principles, concepts and techniques. It is used as a bench mark.

### The Guides/Counselors:

The winning companies took the guidance from Japanese counselors and Indian counselors for training, assessment and guidance in TQM implementation for Deming Prize.

The early starters, since 1990, like **Sundaram Clayton and TVS Motors** primarily took help from Japanese consultants because there were no Indian consultants competent enough to guide at that time. The counselors were Mr. Bunteru Kurahara followed by Prof Y. Washio and Prof. Tsuda. Mr. Janak Mehta introduced all these consultants and was involved in the initial stages in 1990 to 92 in Daily Management and Policy Management.

- Sundaram Brake Linings Brakes India and Sona Koyo were guided by Prof. Tsuda.
- Mahindra & Mahindra, TVS Motors, Rane Group companies & Lucas TVS were guided by Prof. Y. Washio.
- SRF Ltd. was guided by Prof. H. Kume
- Tata Steel was guided by Prof. N. Kano

Prof. Hitoshi Kume states that India now has a few counsellors who can provide bulk of the guidance for Deming Application Prize.



### Time frame:

This depends upon various factors including the size of the company, age of employees, complexity of business, organization culture and the current status etc. Most companies with over 1000 employees have taken 4 to 8 years.

### TQMI Competence:

TQMI has been involved with Prof. Y. Washio, Prof. H. Kume, Prof. N. Kano and Prof. Y. Ando in guiding various companies for Deming Application Prize. Recent involvement has been with:

1. Mahindra & Mahindra Tractor Division along with Prof. Washio\*
2. SRF Ltd. all businesses along with Prof. Kume.\*
3. Tata Steel – Complete steel business with Prof. Kano and Prof. Ando\*

Various senior counselors of TQMI have been involved along with the Japanese guides in assisting these organizations in preparation for Deming Prize. Some of these counselors have gained competence in different aspects of TQM requirements

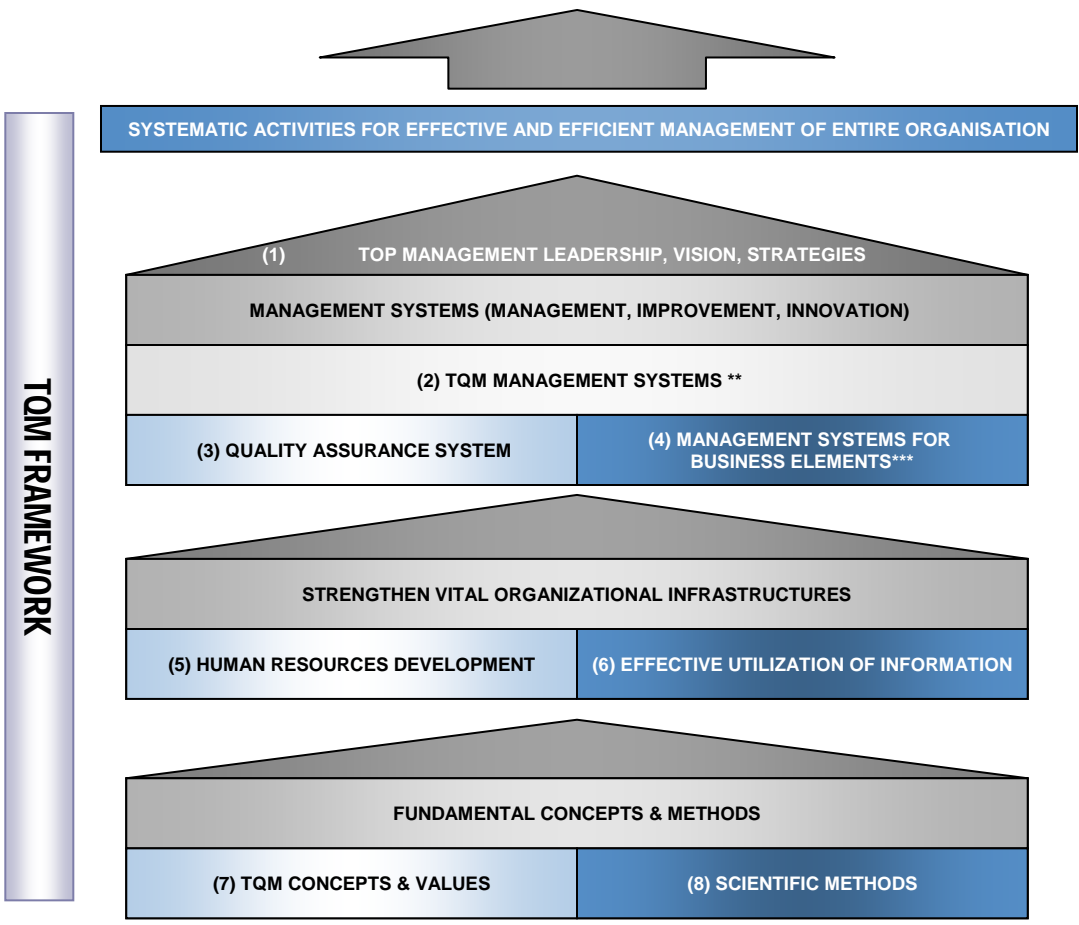
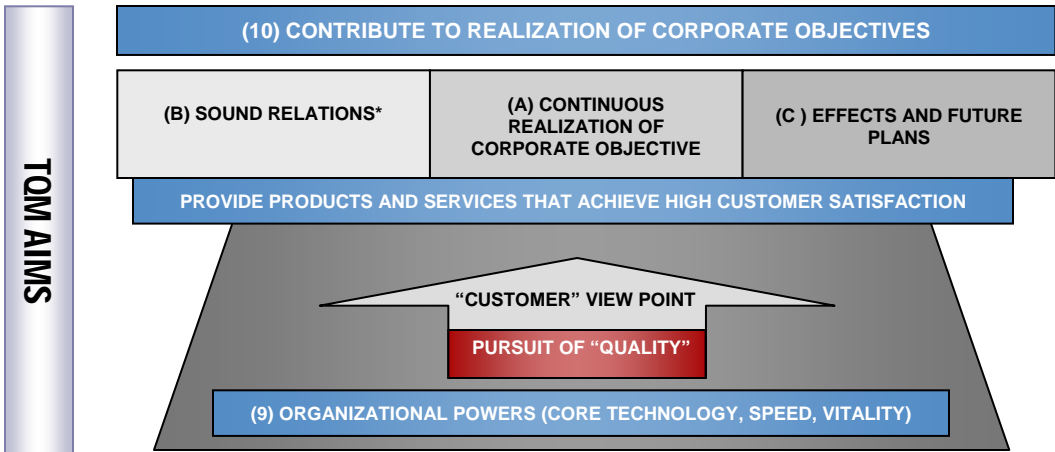
TQMI is privileged to have the guidance of the most eminent Sensei's from Japan like Prof. Kume and Prof. Kano who have been the Chairmen of Deming Application Prize Committee

The past association of Mr. Janak Mehta covers the following:

1. Sundaram Clayton & TVS Motors along with Mr. B. Kurahara
2. Lucas TVS with Prof. Washio

\* Already won Deming Prize

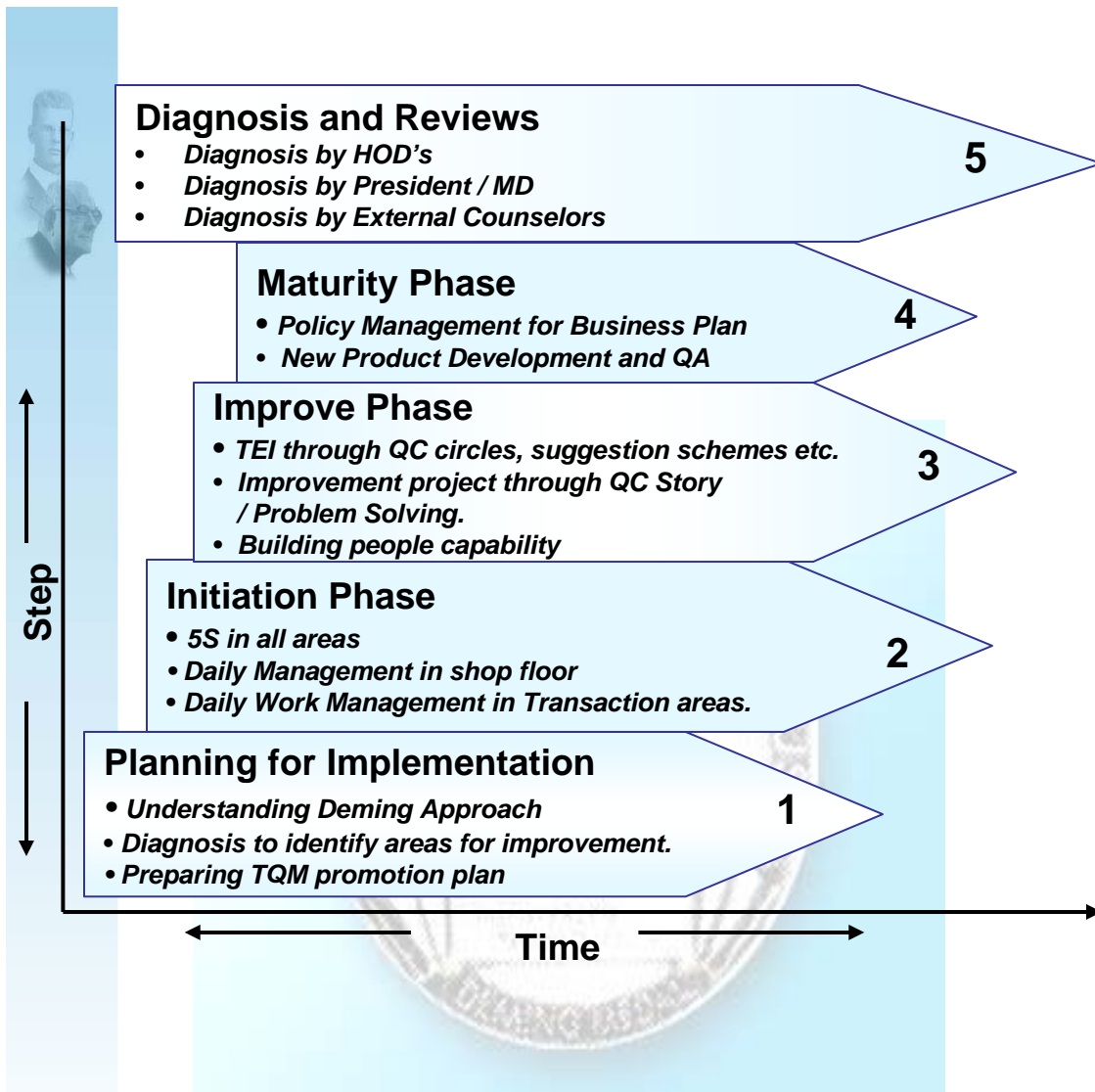
Prof. Kume, the former Chairman of Deming Application Prize Committee has been providing guidance to companies in India



Note 1) \* Relations refer to good or bad relations with customers, employees, society.  
 Note 2) \*\* TQM Management systems refer to Policy Management, Daily Management etc.  
 Note 3) \*\*\* Management elements refer to cost, delivery, safety etc.  
 Note 4) If an applicant company develops unique approaches to items (1) to (10), they may be presented as "featured TQM (Shinning examples)" for evaluation.

For detailed criteria please refer to <http://www.deming.org/demingprize/>

**Deming Application Prize Requirements**



## Effects of the Deming Application Prize

- (1) Quality Stabilization and Improvement
- (2) Productivity Improvement / Cost Reduction
- (3) Higher Sales and higher profits
- (4) Customer delight & enhanced market share/margins
- (5) Realization of Top Management's Dreams including Business Plans
- (6) TQM by Total Participation and Improvement of the Organizational Culture.



## TQMI Services for Deming Application Prize

Complete Project from initiation of diagnosis till the time of Certification. This includes training and consultation on subjects like

- Understanding TQM
- Understanding of Deming criteria
- 5S
- Daily Management
- Policy Management
- Cross-functional Management
- Quality Assurance
- Quality Cost
- New Product Development
- QC Story / Problem Solving
- Basic QC Tools
- Advanced Statistical tools
- Methods and tools for Total Employee Involvement like Suggestion scheme, QC Circles, Kaizen
- Diagnosis and reviews.

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