Guidance
For
DEMING PRIZE

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What is Deming 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 Prize and all these companies have done quite well in their respective business.

The Deming Prize Criteria:

Deming 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 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 benchmark.

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 Prize. TQMI 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 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
<table>
<thead>
<tr>
<th>Year</th>
<th>Company Name and Division</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>Sundaram-Clayton Limited, Brakes Division [India]</td>
</tr>
<tr>
<td>2001</td>
<td>Sundaram Brake Linings Ltd. [India]</td>
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</tbody>
</table>
| 2002 | TVS Motor Company Ltd. [India]  
Hi-Tech Carbon GMPD [India] |
| 2003 | Brakes India Ltd., Foundry Division [India]  
Mahindra and Mahindra Ltd., Farm Equipment Sector [India]  
Rane Brake Linings Ltd. [India]  
Sona Koyo Steering Systems Ltd. [India]  
Birla Cellousic, Kharach-A Unit of Grasim Industries Ltd. [India] |
| 2004 | Indo Gulf Fertilisers Ltd. [India]  
Lucas-TVS Ltd. [India]  
SRF Ltd., Industrial Synthetics Business [India] |
| 2005 | Krishna Maruti Limited, Seat Division [India]  
Rane Engine Valves Limited [India]  
Rane TRW Steering Systems Limited, Steering Gear Division [India] |
| 2007 | Asahi India Glass Limited, Auto Glass Division [India]  
Rane (Madras) Limited [India]  
Reliance Industries Limited, Hazira Manufacturing Division [India] |
| 2008 | Tata Steel Limited [India] |
| 2010 | National Engineering Industries Limited [India] |
| 2011 | Sanden Vikas (India) Limited [India] |
| 2012 | SRF Limited, Chemicals Business [India]  
Mahindra & Mahindra Limited, Farm Equipment Sector, Swaraj Division [India] |
| 2013 | RSB Transmissions (I) Limited, Auto Division (Jamshedpur (Unit 1), Pune & Pant Nagar Plant) [India] |
| 2014 | Mahindra & Mahindra Limited, Mahindra Powerol Business [India] |
| 2016 | Ashok Leyland Limited, Pantnagar Plant [India] |
| 2017 | Ashok Leyland Limited, Hosur Unit II [India]  
CEAT Limited [India] |
| 2018 | Indus Towers Limited (India)  
JSW Steel Limited, Vijayanagar Works (India)  
Sundaram Fasteners Limited (India)  
Rane NSK Steering Systems Private Limited (India) |
| 2019 | Elgi Equipments Limited (India)  
Siemens Gamesa Renewable Power Private Limited, Manufacturing Units (India)  
JSW Steel Limited, Salem Works (India)  
Larsen & Toubro Limited, Electrical & Automation IC, Product SBG, Electrical Standard Products SBU, New Product Development (India) |
Deming Prize Criteria

A. Establishment of business objectives and strategies and top management’s leadership (100 points)
   I. Establishment of proactive customer-driven business objectives and strategies
   II. Role of top management and its exhibition

B. Suitable utilization and implementation of TQM (100 points)
   III. Suitable utilization and implementation of TQM for the realization of business objectives and strategies
   1. Organizational deployment of business objectives and strategies (15 Points)
   2. Creation of new values based on understanding of customer and social needs and innovation of technology and business model (15 Points)
   3. Management and improvement of quality of products and services and/or work process (15 Points)
   4. Establishment and operation of management systems for various purposes such as quality, quantity, delivery, cost, safety, environment etc. across the supply chain (15 Points)
   5. Collection and analysis of information and accumulation and utilization of knowledge (15 Points)
   6. Development and utilization of Human resource and organizational capability (15 Points)
   7. Initiative for social responsibility organization (10 Points)

C. Effect of TQM towards BOS (100 points)
   I. Utilization of TQM Methods for BOS
   II. Effect of TQM towards BOS
   III. Outstanding activities

Total 300 Points
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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