

## Thank you Mr. Venu Srinivasan for Spearheading the Quality Movement in India

Congratulations to Mr. Venu Srinivasan for being honoured with the prestigious Padma Bhushan Award by the Honourable President of India for his outstanding contribution in the field of trade and industry. I have been privileged to be associated with Mr. Venu Srinivasan in the renaissance of the Quality movement in India since the middle of the 1980s and more particularly, after the visit of Prof. Kaoru Ishikawa to India in April 1986.

Mr. Srinivasan became the founding member of the National Committee on Quality (CII) headed by Dr. V. Krishnamurthy then Chairman of Maruti Udyog Ltd. Mr. Srinivasan was the first person in India to embark on the Quality journey to challenge the Deming Prize, the most prestigious Quality award in the world in 1990 when I invited Mr. B. Kurahara a Japanese specialist in Total Quality Management (TQM) to guide Sundaram Clayton and TVS Suzuki (now TVS Motors). It was gracious of Mr. Srinivasan to let me accompany Mr. Kurahara during his guidance visits to his two companies. That is when I began to learn practical aspects of TQM. Unfortunately, Mr. Kurahara became unwell. From 1993 Prof. Yosutoshi Washio and Prof. Yoshikazu Tsuda started counselling the two companies. After conscientious work in 1998, Sundaram Clayton became the first company from India and only the third company from outside Japan to win the coveted Deming Prize. Following the example of Mr. Srinivasan, many other auto component manufacturing companies started following the TQM way from the middle of 1990s.

TQMI came into existence in 1992 and started consulting various companies on TQM. Prof. Yosutoshi Washio became our guide and started helping TQMI clients in their TQM journey for enhancing their business performance and challenging the Deming Prize. Starting with Mahindra and Mahindra (Tractor Division) and LUCAS TVS.

Mr. Venu Srinivasan, after winning the Deming Grand Prize for Sundaram Clayton in 2002 and Deming Prize for TVS Motors in 2002, encouraged Mr. C. Narsimhan President of Sundaram Clayton to guide many other companies from the auto component sector to embark on their TQM journey. This was a pro bono initiative to build the capability of Indian companies to be able to compete against the multinational companies that set up operations in India in the late 1990s. This approach was highly successful, and many auto component companies were able to compete in the export market. They earn annually about US\$ 16 billion through exports contributing to India's growth story. Most experts had predicted the demise of the Indian Auto component industry that consisted mostly of small companies. **This spurred industries in many other sectors to adopt TQM as an approach and some of those challenged the Deming Prize.**

Mr. Srinivasan expanded TQM activities to the villages in India through the establishment of Srinivasan Services Trust (SST). Over the last 25 years, SST has helped about 5000 villages positively impacting the lives of about 2.3 million people.

TQMI has been fortunate to be associated with the companies of TVS Group sharing experiences and developing new technologies. Whenever we are able to bring new methods from Japan, TVS Group is the first one to participate in these programs, applying it at their

plants, and sharing them with others. Mr. Srinivasan has supported many initiatives on Quality in India.

It has been a privilege for me to be associated with his efforts over 35 years and it has been a great learning experience. He is an embodiment of TQM culture. Mr. Venu Srinivasan has worked in true Yagna spirit contributing to the benefit of society at large.

We at TQMI salute him for his selfless contribution and wish him many years of life with good health and joy.

Janak Mehta  
Chairman Managing Director  
TQM International Pvt. Ltd.