

ADVANCED TQM⁺ AI⁺ WORKSHOP

PHYSICAL MODE : 14TH EDITION

Dates: January 19 - 24, 2026



Lead Facilitator

Dr. Noriaki Kano

Support Facilitators

Mr. Janak Mehta and
Mr. Anil Sachdev

Program Details

PURPOSE



To build organizational capabilities to meet aggressive long term business objectives through appropriate strategies with focus on customer in a challenging business environment.

OBJECTIVES



Participants to learn about the latest advances in TQM methods and its application in diverse businesses for gaining competitive advantage with effective utilization of A-TQM principles & Methods cutting across various functions in the entire value chain providing distinctive / attractive value to the customer while achieving accelerated business results.

METHOD



The program is designed on the basis of development of theory and concepts by Dr. Noriaki Kano (KQRO) and its application in various organizations around the globe thereby developing advanced methods duly proven over time through collaborative effort of KQRO and participating organizations in joint research projects. Dr. Kano will share the advanced concepts and methods with examples from various organizations that participated in joint research projects.

PARTICIPANTS



Recommend cross functional team of adaptive managers and engineers at senior and middle management level under the leadership of one of the top executives to attend for most impact. Participants will be issued attendance certificate duly signed by Dr. Noriaki Kano at the end of program.



DATES & VENUE:



Advanced TQM Workshop of
6 days duration

January 19-24, 2026

Physical Mode



Crowne Plaza Today Gurgaon,

Sector 29, National Highway-8, Gurgaon
– 122001, New Delhi(NCR), India

Telephone: 0124 4534000

Opportunity to learn directly from **Dr. Noriaki Kano**
one of the most prominent Quality Gurus in the world.

Program Schedule

14th A-TQM Session by Dr. Noriaki Kano January 2026, Gurgaon: Proposed Workshop Structure (Physical Mode)						
Time (hrs) India Time	19-01-2026 (Monday)	20-01-2026 (Tuesday)	21-01-2026 (Wednesday)	22-01-2026 (Thursday)	23-01-2026 (Friday)	24-01-2026 (Saturday)
0900-1100	TQM and Business: <ul style="list-style-type: none"> A and J Decision Sweating Theory TQM Principles, vehicles and Methods 	Quality Assurance Continued	TQM Vehicles <ul style="list-style-type: none"> Policy Management Daily Management Cross-functional Management 	Kano Model <ul style="list-style-type: none"> Attractive Quality vs. Must-be Quality Life cycle of attractive quality Aristotle's Quality Theory, External and Internal Quality Structure Attractive Quality Creation 	TQM in New Product Development (NPD) <ul style="list-style-type: none"> New Product planning, development and design Customer requirements' Quality table and QFD Problem solving in NPD T type Matrix : Theory & Application cases	Quality in Marketing, Sales and Servicing <ul style="list-style-type: none"> Marketing Power & Product Power Marketing by Q1 (Past Q), Q2 (Present Q) and Q3 (Future Q.) Model of Sales and Sales Analysis Three Activity Elements of TQM in Service Industries
1100-1130	Team Break					
1130-1300	Basic concepts and Principles of TQM (PDCA Cycle)	Quality Improvement and Innovation with <ul style="list-style-type: none"> Problem Solving QC Story/ Task achieving QC Story and Integrated procedure 	Application of AI for enhancing Quality Management	Kano Model (Continued)	TQM in New Product Development (NPD) (Continued)	Quality in Marketing, Sales and Servicing (Continued)
1300-1400	Lunch Break					
1400-1530	Quality Assurance: <ul style="list-style-type: none"> QA System chart Vertical evaluation (VE) QA matrix (QAM) 2*2 Matrix 	Integrated Procedure for Quality Management (Continued)	Application of Quality Management for Sustainable Development Goals (SDG)	<ul style="list-style-type: none"> Kano Model (Continued) QC Circles 	TQM in New Product Development (NPD) (Continued)	Open Q&A Session (60 Minutes)
1530-1550	Tea Break					
1550-1650	Learning from companies that have sustained TQM for over 15 years (Mr. Janak Mehta)	Experience sharing of QA Matrix	Experience sharing by TQMI or TQMI clients - AI application for Quality		Experience sharing on NPD process	Certification, Feedback and close.
1650-1700	Open Discussions, Q&A, Feedback and Close					

PROGRAM FEE:



- The professional fee for workshop scheduled for January 19-24, 2026 (6 days) will be **Rs. 1,50,000/- per participant.**
- The program is non-residential.
- Goods & Services Tax (GSTIN) as per GOI regulations will be charged extra. Current rate is 18%.
- The fee covers lecture fee & course material expenses

Dr. Noriaki Kano



KEY POSITIONS:



- Honorary Chairperson, Asian Network for Quality (ANQ)
- Honorary Member - International Academy for Quality (IAQ)
- Advisor, Quality Board, Tata Steel
- Honorary Member & Advisor - Indian Society for Quality (ISQ)
- Guest Speaker for Symposiums organised by Indian Foundation for Quality Management (IFQM)
- Honorary Member JSQC (after 2010)

Dr. Noriaki Kano has been a prominent leader in the world on Quality management for many decades. Creator of Attractive Quality Creation (Kano Model) as well as Task Achieving QC Story. International speaker and educator at universities, international and national quality societies including ASQ, European Organization for Quality (EOQ) and JUSE, and firms in nearly 50 countries.

AWARDS IN HIS NAME:



Ishikawa-Kano Award was established by ANQ (2010), and Kano Quality Award was established by Technological Promotion Association (TPA, Thailand) in (2009).

AWARDS TO DR. KANO:



- Recipient of the **Deming Prize** for Individuals (1997),
- Honorary Member by JSQC (2010),
- Distinguished Service Medal by ASQ (2009),
- EOQ George Borel Medal for Int'l. achievements in 2016
- Quality Laureate from IAQ
 - EL Grant Medal by ASQ (2006),
 - E. Jack Lancaster Medal by ASQ (2002),
- Deming Lecturer by ASA (1997),
- ISQ Dronacharya Award (2008).

FORMER:



- Board Director, Komatsu Ltd. (2008-2014)
- Board Member, JUSE (2000-2022)
- Board Director, AOTS (2007-2012)

Published **over 300 papers and books** including Attractive Quality (Kano Method / Kano Model), Guide to TQM in Service Industries (English) and Way to Breakthrough and Creation (in Japanese).

Mr. Janak Mehta



KEY POSITIONS:



- Chairman & Managing Director of TQM International Pvt Ltd. since 2002
- Founding Member, Indian Foundation for Quality Management (IFQM)
- Honorary Member and Past President International Academy for Quality
- Honorary Director and Past Chairperson Asian Network for Quality
- Chairman – Intangles Lab Pvt. Ltd. since 2017 – www.intangles.com
- Supported 16 companies in their journey of Deming Prize.

AWARDS TO MR. JANAK MEHTA:



- Deming Distinguished Service Award for promotion & dissemination (overseas) 2012 by Deming Prize Committee – JUSE, Japan – First Indian to get this recognition
- Lancaster Medal in 2012 by American Society for Quality (ASQ) – First Indian
- Harington -Ishikawa Award by Asia Pacific Quality Organization (APQO) in 2015 in Shanghai
- IAQ Founders Medal by International Academy for Quality in 2018.

Mr. Anil Sachdev



KEY POSITIONS:



- President – TQM International Pvt. Ltd.
- Former Board Member - Asian Network for Quality
- Academician - 'International Academy for Quality (IAQ)
- Former Honorary Secretary - Indian Society for Quality (ISQ)
- Member - All India Board for Technical Education

EXPERTISE:



A motivated and committed Business leader with a proven ability to guide leadership team on business transformation using approaches like TQM and Lean Six Sigma. Has led several transformational projects in last 2 decades with proven results.

Have guided more than 10 Indian companies to win Deming Prize successfully.

EXPERIENCE ACROSS VARIOUS SECTORS LIKE:



- Manufacturing, Discreet Manufacturing, Petrochemical industry, metals and food processing
- Services, Financial services, IT and IT Enabled Software and healthcare
- Across all functions
- Covering multinationals and Indian companies from large, medium and small sectors, both in India and overseas.

OVERALL EXPERIENCE: 42 YEARS | CONSULTING EXPERIENCE: 33 YEARS

Participants Feedback of A-TQM Past Sessions

Based on the feedback received from the participants at the last 2 seminars new application case studies have been developed that are easy to understand while showing how to apply.

These will provide great value.



- 👍 Simple course material which clarified and refreshed the concepts of TQM
- 👍 Exposure to advanced concepts in TQM, understanding the history and evolution of TQM four student module.
- 👍 Going from basics and its interlinkage with practical & business examples was a great learning
- 👍 Explanation of Dr. Kano on TQM practices, Teaching of Mr. Janak Mehta & Mr. Anil Sachdev
- 👍 Birds eye view / Worm eye view / QC Circles / Boat Model / DWM / Policy management were well covered
- 👍 It was indeed a great feeling to get an opportunity to learn directly from Dr. N. Kano. The flow was really good and gave great insight.
- 👍 It was a new concept for me as I belong to the marketing communication & experience. The fact that the processes/approaches explained can be applied across function is clear & more understood now.
- 👍 The simple and lucid manner in which Dr. Kano explained / clarified certain basic elements of TQM, QA & improvements was indeed admirable.
- 👍 Objective of the program was to understand the relevance of TQM in business and it helped making it important and then application of Policy Management & Daily Management.
- 👍 Course content was very good, and Dr. Kano taught from very basic level, right from evolution of the concept to the application. It encompassed all important topics well. QA matrix, QFD, Kano model, Butterfly model, NPD, improvement management. Anil Sachdev's session was good, practical and the touched all critical points.
- 👍 Entire experience of having a dialogue with Dr. Kano was fascinating. Also, irrespective of the industry / domain all the companies following TQM have a very similar set of principles & understanding.



About KQRO

Kano Quality Research Office (KQRO):

KQRO promoted by Dr. Noriaki Kano conducts research in the field of quality management theory and application in diverse organizations.

Its purpose is to contribute towards improvement in operations of an organization in terms of quality, safety, cost, productivity, and morale through continual improvement of its products/services and processes using principles, concepts, methods, and tools of quality management for the benefit of its customers and the society.

About TQMI

Started in 1992 TQMI has become one of the leading solutions providers for business performance enhancement using various approaches. Building on the initial thrust on customer delight through quality to enhance market share, TQMI has helped its clients in reducing cost while improving productivity, timely delivery, safety, and environment. TQMI has a success rate of better than 85% in the successful completion of its projects with 200+ clients including many of the top 100+ companies in India and the Middle East.

TQMI is focused on continual innovation in developing and adopting new approaches to meet the needs of our clients. In this spirit, TQMI has developed capabilities to use information and communication technologies to use analytics, IoT, AI, and Machine Learning for our clients' journey towards Industry 4.0.

KQRO and TQMI Agreement for Cooperation – To enhance competitiveness of Indian industry and contribute towards “Make In India and Create in India”.

Kano Quality Research Office (KQRO) and TQM International Pvt. Ltd. (TQMI) have agreed to cooperate to bring the Advanced Total Quality Management theory and application as researched by KQRO for the benefit of Indian companies to enhance their competitiveness beyond what they have achieved through conventional TQM approaches. To realise India's dream of “Make In India and Create in India” for generating employment, organizations in India, need is to develop and adapt new quality methods and tools that are relevant for India. This requires joint application research.

KQRO is desirous of extending support to business organizations in India by conducting joint research projects through TQMI.



CONTACT US

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