



A QCI Publication

November 2014-January 2015

वर्षावृत्त इंदीव

New team aboard...



Adil Zainulbhai
Chairman, QCI



R Mukundan
Chairman, NBQP



Dr. Jairam
Chairman, NABH



Dr. R.P. Singh
Secretary General QCI

Quality for National Well-being



NTPC RANKED 1st AMONGST PSUs IN QUALITY INITIATIVES

NTPC's case study "ACHIEVING OPERATIONAL EXCELLENCE IN POWER GENERATION THROUGH INTEGRATION OF QUALITY & IT TOOLS" bags National Quality Award

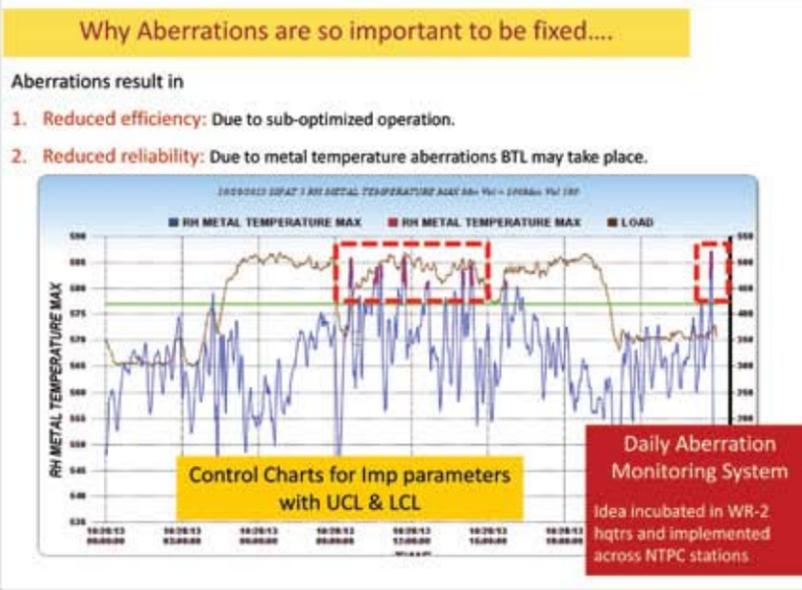
In the changing scenario of the power sector and ever increasing stringent environmental and regulatory norms, NTPC power plants need to operate efficiently and with high reliability.

On real time basis when a unit is in operation there are number of process parameters which needs focused attention to achieve the higher level of efficiency and reliability.

This project is an outcome of an innovative thought on achieving zero aberration in the process parameters.

To achieve the target of zero aberration, project deployed DMAIC approach and used quality tools like failure mode effect analysis (FMEA), Fish Bone, Pareto, IMR Charts, Poka-Yoke etc. and embedding the same with Information Technology (IT) tool Plant Information (PI) module for real time monitoring & solutions.

The key project deliverables are improvement in processes and arresting process deviations to improve efficiency and reliability of units.



Shri S.N.Ganguly Regional Executive Director, NTPC Ltd. Western Region-II receiving the National Award (PSU category) at the 9th Quality Conclave

Editorial

Quality India - January 2015



Dr. R. P. Singh
Secretary General
Quality Council of India

Dear stakeholders,

I am happy to present to you the focus and activities of the Quality Council of India. You may be aware that we have turned a new leaf in the growth of QCI with a new Chairman nominated by the Hon'ble Prime Minister. Adil Zainulbhai, former Managing Director, McKinsey India and presently Senior Adviser there, took over as Chairman from Amitabh Kant, IAS, Secretary of Department of Industrial Policy and Promotion, Ministry of Commerce and Industry.

I am humbled by the responsibility and trust reposed in me by appointing me as the new Secretary General of QCI. Ever since Chairman and I have taken over, we have been meeting stakeholders who are actively involved in the process of quality assurance in various sectors. The overall mood in the country towards building a new India as a brand is so overwhelming! We feel that this not only gives us an opportunity to scale up our activities but also puts us under the tremendous burden of delivery within a short time. Time is the essence in this journey and proactive measures need to be taken to improve the quality of 'human life' through products, processes and services conforming to standards which are comparable to the best in the world.

QCI during the past, has done exceedingly well in sectors such as education, training, healthcare, environment impact assessment, etc. and in building a infrastructure for conformity assessment and accreditation through international acceptance and cooperation with bodies that bring mutual recognition between countries. We have also started playing proactive role in mentoring our neighbours to build their own infrastructure of quality assurance mechanisms. This is no mean achievement since no cooperation can be accomplished without 'trust'. We shall strive to build this trust within all our stakeholders by working with them, working for them at times and working towards making Quality a demand driven rather than supply driven commodity for the citizens of this global society.

I invite you to join our hands in capacity building. When the work ahead is so daunting and the time available is so little, everyone must join this mission of making quality the focus. We are geared to take the Zero Defect, Zero Effect challenge in manufacturing sector and plan to work with SMEs towards making them competitive in the Make in India regime. We also have discussed and made 'Timely delivery of Public Services' as our agenda for the future. We shall work with every government department, every corporate and every individual who delivers services, whether in or outside India. We must ensure that we deliver what we promise and no one feels that we have been short-changed for quality.

I am sure with your help, participation and constructive criticism you shall keep us grounded and help us in achieving what we were set out to achieve!

“Quality questions create a quality life. Successful people ask better questions, and as a result, they get better answers.”

— Anthony Robbins quotes



QCI to focus on quality of goods and services



Adil Zainulbhai, Senior Advisor, McKinsey and Chairman, Quality Council of India, is a veteran with incomparable legacy. He retired as Chairman of McKinsey, India after 34 years at McKinsey. He spent the last 10 years in India. Prior to returning to India, he was heading the Washington office of McKinsey and was the founder of the Minneapolis office. Over the last 10 years in India, Adil has worked directly with the CEOs and promoters of some of the major companies in India and globally – private companies, MNCs and PSUs. Adil has also been working with several parts of the government and led efforts around urbanisation, inclusive growth and energy. Here he shares his plans to take QCI higher and position it.

What are the plans ahead for you as QCI Chairman?

QCI has had a good growth over the past 10 years. I would like it to step up and become 5x larger in its impact on quality in India. It will take a lot of effort, resources and time to get there, but that is what I am committed to doing. PM has encouraged everyone to think creatively, practically and at a bigger scale to improve India and that is what we should aim to do.

In India quantity issues are more important than quality issues. Your view.

If we get the right quality, the market will drive the quantity. We have set up many primary schools in India in the last 10 years, but without quality the impact is relatively little. Both matter for India.

What strategic direction do you want to give for promotion of quality?

Over the time we wanted to create a quality culture and a pull for quality from consumers, government and business. Having tasted good quality in some sectors in India – eg 2 wheelers, TVs, mobile phones, we know the consumer wants quality if they can get it. So we want to take services where there is less competition or are government services and provide the same level of quality.

What do you perceive to be the role of QCI in the 'Make in India' plan of government?

QCI will play an essential role since we should think of this as 'Make in India with quality'.

Any other information you would like to share.

It's a very exciting time with huge opportunities for quality in India. I hope all of you will join me in taking on this challenge and making a fundamental difference in the quality in India.

The government is changing and is trying to be more focused on quality. How is QCI going to position itself in that scenario?

The government has a strong focus on Make in India and on improving citizen's lives. Both of these require a significant increase in the quality of goods and services; otherwise the goals cannot be achieved. QCI has the role and responsibility to ensure there is a systemic focus on quality and that the quality is improved across the board.

QCI has lot many things to do in different sectors. Which sectors according to you are more challenging and need more quality intervention?

The opportunity on quality is tremendous and we have to choose couple of arenas in addition to the excellent work that QCI is already doing in health, education and other sectors. We want to improve quality in one million SMEs. In addition QCI would like to fundamentally improve the quality of the government services delivered to the citizen.

EDITORS NOTE..... Pg 3

Adil Zainulbhai shares his plans to..... Pg 5
take QCI higher and position it

R Mukundan focuses on why quality of..... Pg 6
manufacturing enterprises needs to be
of a higher standard in India

Dr Jairam shares his plans Pg 7
for NABH

Dr R P Singh shares on the various Pg 8
opportunities emerging ahead for
QCI in our country

A report on Odisha State Pg 28
Safety Conclave 2014

Glimpses on Robust Pg 41
Engineering Quality Day

QUALITY IN SANITATION..... Pg 16

Poor sanitation is something that not only affects the health of the people of the country, but also affects the economic and social development of the nation.

QUALITY IN TRANSPORTATION Pg 20

Affordability and sustainability is the key as the people are becoming environmentally conscious and supporting the green initiatives.

QUALITY IN FOOD..... Pg 22

GMP, the first step to safe food and it stands for good manufacturing practices.

QUALITY IN ARCHITECTURE Pg 25

Fashion, architecture, materials and culture influence are the future design trends for the hospitality industry.

QUALITY IN SERVICE..... Pg 29

Quality of service depends on the expectations of the customers. Ratan Kumar Okhandiar shares on the quality measures that ITDC pursue.

QUALITY IN TECHNOLOGY Pg30

- NIFTEM understands all facets of food sciences, technology and management. Dr. Ajit Kumar shares why consciousness on quality is important from the farmers to the industrialists.

- Vinod Pisharoti shares more about the latest technologies introduced and how NIIT Technologies is contributing to increase and maintain the quality of technologies in an interaction with QCI.

QUALITY IN HEALTHCARE..... Pg 39

Medical tourism or medical value is an industry in very nascent stage.

QUALITY IN EDUCATION Pg 46

In India, education is provided by both public sector and private sector jointly wherein funds flow in from all the three levels – central, state and local level.

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A move from Quality as a cost to Quality as an investment

R Mukundan, Managing Director of Tata Chemicals Limited, joined Tata Administrative Service in 1990. During his 24 years tenure with the Tata Group, he held various responsibilities across the Chemical, Automotive and Hospitality sectors. He is the Chairman of Tata Chemicals Europe Ltd, Northwich and he is presently appointed as the Chairman of NBQP. In an exclusive interview, he further focuses on why quality of manufacturing enterprises needs to be of a higher standard in India.

According to you which sector do you think should be given more attention by QCI on priority basis?

Broadly the key National priority is to ensure quality which is experienced by citizens in their day to day interactions and interface. Hence improving quality of Public Services should be one of our priorities. In addition, if India is to emerge as a manufacturing hub, it is important that the quality of our manufacturing enterprises needs to be world-class. The thrust needs to be on MSME sector as they will be the key to turning Indian from preferred Back-office to preferred Production Center.

Quality in infrastructure and social sector has been untouched by the government. How will you approach the government to incorporate quality in these sectors?

It is wrong to state that infrastructure and social sector have been bereft of quality. If one were to look at Delhi Metro project from conceptualisation to execution and operations today, it would be the envy of best in the world. What we need to bring back in focus is the same spirit that made us succeed in Delhi Metro, ISRO Mangalyan, DRDOs Agni missile program. After all India has many firsts to its credit, the Green Revolution, the White revolution. What we need is another revolution i.e. a 'Quality Movement' – 'Gunvatha Andholan ki ab jaroorath hai'. We have to move from QC to QM.

How are you going to position QCI in all the government sectors?

In every movement there are initial pioneers and then it gathers momentum. We just need few sectors with whom we should partner to make the difference and the rest will follow. But what we must achieve should be impactful. For example in Switzerland one can set one's watch by train timings, they are always on-time. Can we make Indian Railways take up the project to be on-time? It will make the world notice us. We need similar departments which set up targets which are impactful. If only all power plants in India ran at 99 per cent Plant load factor – imagine how much of free electricity we can generate with our current invested capacity. This capacity waiting is to be unleashed and is free. Hence we must change our mindset from Quality as a cost to Quality as an investment with infinite returns.

QCI is located in Delhi. Quality needs to be spread from North to South and East to West. How will you disseminate the message of quality across the country?

This indeed is a challenge for us. We need to partner with organisations, industry associations to spread ourselves. We need to use technology to spread our mantra of 4Es - Engage, Encourage, Enable and Evangelise.

'Quality at Grass Root Level' remains a challenge in this country. Your thoughts on the same.

We have to move from cheering 'Jugaad' mindset to an excellence mindset. Shri JRD Tata used say – One must forever strive for excellence or even perfection, in any task, however small, and never be satisfied with the second best. We have to regain the quest for excellence. Our glorious past is an indicator for this deep quest for excellence – our ancient monuments are testimony to that past. Hence we have to move from cheap and cheerful to demanding and delightful. This movement needs to be part of a collective behaviour and norm. Only then it will filter to grass roots.

The government is coming out with many schemes – Swachacha Abhiyan, Adarsh Gram, Make in India, etc. What would be the role of QCI to support these initiatives?

Yes. Certainly we must play an active role in all these missions. Successful missions are those which are designed and executed with all the quality principles in mind.



NABH to work on accreditation of hospitals, charitable trust

Dr. Jairam is the former Professor and Head of the department of surgery at St. John's Medical College Hospital, Bangalore. He has served as the Medical Director of Mallya Hospital - Bangalore, where he was a consultant surgeon for many years. His expertise in colo-rectal surgery is acquired from Mayo Clinic, USA and St. Mark's Hospital London. Presently he is the Chairman and Group Medical Director for Columbia Asia Hospitals - India. He is a renowned surgeon and a popular teacher. His areas of interests are in colo-rectal surgery and difficult fistulae in ano and anal incontinence. He has an experience of 33 years and has been the Chairman of the all India delegation of health professionals Confederation of Indian Industry to London as a part of Indo - UK partnership treaty, Chairman Health Institute of Quality Confederations of Indian Industry, Medical Director, Mallya Hospital - Bangalore, Prof. & Head of Dept. of Surgery St. Johns Medical College and Hospital, Member of Board of Administration, St. Johns Medical College and Hospital, Vice Chairman - organizing committee of Association of surgeons India Karnataka state chapter conference Bangalore and Secretary Dhanavantri hospital society. At present he also holds the position of Chairman NABH. Here he highlights his plans for NABH.

Which quality issues will provoke most influence in the healthcare sector of our country? Your thoughts on the same.

The quality of clinical delivery and outcomes. We owe this to our people. Standardising this will be an important step forward. An indirect benefit of this will be better cost control.

What are your plans ahead for NABH?

There is a strong need for us to increase the number of hospitals which are accredited. We need to be more objective in the audit process. Thirdly we must ensure that the community understands the value of accreditation by NABH.

With government giving much focus on 'Quality Healthcare for All'. Is there any specific plan of NABH to help government in this effort?

The government has already engaged NABH in the process of accrediting clinical research organisations. We look forward to interacting more with them towards this focus of the government.

Healthcare covers not only medical care but also all aspects of preventive care. Any role of NABH in this regard?

NABH does not enter into the realm of preventive or curative

care. However, we will look at how NABH can work to enhance this within its scope.

There is a perception that NABH accreditation is sought by large private sector hospitals only. Any plan to remove this misperception?

This is not entirely true. We do have interest from the government hospitals. We will work towards ensuring that more such hospitals, government and charitable trust look at accreditation.

Standards get accepted and implemented when demanded by customers/interested parties. Your plan for creating demand for NABH accreditation.

This can only happen if all stakeholders understand the value that accreditation brings. We will try to propagate this to the community, insurers and others. Incentives for accredited hospitals are another strong method.

Any other information you would like to share.

The future for quality is strong. There is a dire need for us to move this forward with gusto. This is more vital in the health segment as we deal with human lives.

Quality Management: Going above and beyond the standards

As the world's population grows, so do the demands of the quality-led consumer and business purchasers. Quality is a buzzword now and every service provider as well as the consumer talks about it these days.

In the olden times a product or a service that fit the purpose for which it was considered to be a good quality product/service. Fit-for-use was the only standard that the companies had to follow, with very less focus on customer satisfaction. And in absence of too many choices, even consumers also concentrated on usability more than the quality.

Fortunately, the world has come a long way in understanding the meaning of quality and have started focusing on "Total and continuous satisfaction". In the new-era quality means the product has, preferably, all or most of the characteristics as below:

- Safe, reliable, long lasting
- Cost effective, timely availability
- Great, affordable and convenient after-sale service
- Environment friendly, high on ROI
- Ethical, legal and social compliant

The race is on to capture a bigger share in the market pie. With competition intensifying each passing day, the companies have no other choice than to move on to be consumer focused while maintaining the product quality at optimum levels.

IMPORTANT QUALITY MANAGEMENT STANDARDS

Energy Management System - ISO 50001:2011

Implementing the ISO 50001 Standard helps improve organisation's energy efficiency, its usage, and consumption by taking a management systems approach.

ISO 50001 establishes a framework for industrial plants, commercial facilities, or entire organisations to manage energy. According to ISO, the standard could influence up to 60 per cent of the world's energy use, with broad applicability across national economic sectors.

Benefits of implementing an Energy Management System



"In today's environment, where one not-so-good experience can move your customers to your competition, it is extremely important to provide them with the experience that is every time is first time. This can be ensured only if you do not compromise on quality."

Rajesh Saigal, Regional Managing Director, Intertek, South Asia

- Reduced energy costs and environmental impacts
- Better use of existing energy-consuming assets
- Promotion and reinforcement of good energy management
- Energy management improvements in greenhouse gas emission reduction

Business Continuity Management: ISO 22301

By implementing the ISO 22301 standard you can help ensure that your organisation is prepared to continue in the face of the significant disruptions from outside threats.

ISO 22301:2012 was developed as the world's first international standard for Business Continuity Management (BCM) to help organisation's prepare and ensure their business can continue



in the face of external threats such as a natural disaster or information security breach. These ever growing threats can cause interruption in the supply chain, loss of personnel, or damage to company inventory or property which will ultimately hurt your bottom line.

Compliance to ISO 22301:2012 will help your organisation be prepared in the face of disaster. Having a plan already in place and setting objectives and clear expectations for management, your organisation can begin to fix the situation as soon as an issue arises. Intertek will help you identify and proactively visualize threats your organisation is vulnerable to, prioritize those risks and implement preventative measures.

The requirements for certification of the ISO 22301:2012 standard can be applicable to organisations of all sizes in all industries. Certification will give you confidence that you can withstand any threat your organisation faces.

Environmental Management Systems: ISO 14001

Increased scrutiny of industry's effects on the environment has made compliance with ISO 14001 exceedingly important.

As we become gradually aware of climate change and environmental degradation, many eyes are turned towards business, with demands for it to shoulder its responsibility for our environment. Environmental compliance is vital if your business is to be competitive today, and remain so tomorrow.

ISO 14001, the international standard for Environmental Management Systems (EMS), will help your organisation identify, and systematically reduce, any harmful effects it may have on the environment. By developing processes to lower energy and raw materials use, reduce waste and pollution, and mitigate the risk of emergency situations, your organisation will not only be environmentally friendly - it will also be more profitable and efficient.

Food Safety Management Systems: ISO 22000

ISO 22000 is an internationally recognised standard designed to systematically ensure food safety at every link of the supply chain.

ISO 22000 incorporates HACCP principles and is compatible with ISO 9001 quality management systems, making it the ideal basis for implementing a comprehensive, cost effective food safety management system.

Established in 2005, ISO 22000 was designed as an accessible, globally accepted standard, and is applicable to organisations of all sizes, involved in any aspect of the food supply chain. The standard covers the key components for ensuring food safety including interactive communication, system management, implementation of pre-requisite programs and the continual review and improvement of the system.

ISO 22000 certification demonstrates your ongoing commitment to food safety, proves your integrity to the market, and enhances consumer confidence in your brand.

GOING BEYOND ISO STANDARDS

ISO standards are only one piece of the puzzle that ensures

Importance Of Quality

For Business: Build Trust, Deliver Only The Best, Consumer Loyalty, Compliance To Rules And Regulations, Effective Production, Competitive Edge, Lead Innovation, Reputation, Reduce Costs, Identify And Manage Risk, Greater Supply Chain Management.

For Consumer: Better Goods, Safer Products, Assurance Of Safety, Enhanced Quality Of Service, Correct Pricing, Certified Goods.

The Purpose: The purpose of World Quality Day is to promote awareness of quality around the world and to encourage individuals' and organisations' growth and prosperity. In a global economy where success depends on quality, innovation and sustainability, World Quality Day is your chance to reinforce these as the foundations of your organisation and focus on the importance of quality.

WORLD QUALITY DAY 2014
BUILDING A QUALITY WORLD TOGETHER

Intertek
Valued Quality. Delivered.

Business Assurance, Testing, Training, Industries, Aerospace & Automotive, Building Products, Chemicals, Consumer Goods & Retail, Electrical & Electronic, Energy, Food & Agriculture, Government & Trade, Industrial & Manufacturing, IT & Telecoms, Cargo & Analytical Assessment, Medical & Pharmaceutical, Textiles, Apparel & Footwear, Services, Toys, Games & Handlines, Advisory, Risk Management, Quality Assurance, Outsourcing, Inspection, Evaluation, Consulting, Certification, Validation, Auditing.

For more than 130 years, companies around the world have depended on Intertek to ensure the quality and safety of their products, processes and systems. Intertek is the industry leader with over 36,000 people in 1,000 locations in over 100 countries. Whether your business is local or global, we can ensure your products meet quality, health, environmental, safety, and social accountability standards for virtually any market around the world. We hold extensive global accreditations, recognitions, and agreements, and our knowledge of and expertise in overcoming regulatory, market, and supply chain hurdles is unrivaled.

quality management. Now the new-era of doing business, good quality of business also needs to be done correctly, ethically, socially and environmentally. Intertek offers a range of services from a customizable Global Supplier Management platform to Corporate Social Responsibility solutions and a vast array of business continuity (disaster planning) auditing and training programs that help organisations manage their product quality.



“It is time when organisations need to think beside ISO. CSR, business continuity and Social audits are the key elements to overcome business hurdles.”

Sandeep Vig, Regional Director, Business Assurance, Intertek

Corporate Social Responsibility

Businesses are moving towards merging their CSR initiatives with sustainability initiatives. In addition to empower businesses showcase their profiles and good practices, these initiatives can also improve material efficiency through sustainable environmental practices, social responsibility concerning security and workplace conditions, and ensure that the organisation meet the requirements of tomorrow's employees, communities, investors and customers. Few of the solutions that the organisations should consider are:

AA1000: Sustainability Reporting Assurance

Sustainability reporting helps organisations to set goals, measure performance, and manage change in order to make their operations more sustainable. A sustainability report conveys disclosures on an organisations impacts – positive or negative – on the environment, society and economy. In doing so sustainability reporting makes issues tangible and concrete, thereby assisting in understanding and managing the effects of sustainability developments on the organisation's activities and strategy.

Basic principles for this standard are: Accountability, Transparency, Ethical behavior, Respect for stakeholder interests, Respect for the rule of law, Respect for international norms of behavior, Respect for human rights.

Global Supplier Management

Enhance Supply Chain Visibility and Manage Risk for both buyers and suppliers. The process includes collection and cleansing of supplier information, completion of business profiles, risk-based analysis and reporting, and verification. As a result, verified supplier profiles are created, including financial information, company profile, product quality and safety, security, sustainability and social responsibility, allowing companies to evaluate and improve supplier performance in these areas. This provides the enhanced supply chain transparency and traceability necessary to make informed global business decisions.

Think Green Initiative

Consumers, governments and communities alike are concerned with how the manufacturing of consumer products affects the environment. These initiatives enable manufacturers to complete the trilogy: Think Green, Act Green and Be Green. In addition to this, these initiatives also allow factories to simultaneously demonstrate environmental performance and improve bottom line.

Supplier Qualification Program

International retailers, brands and buyers are demanding more effective ways to evaluate supplier manufacturing performance through improved transparency and more reliable, open benchmarking processes.

Supplier Qualifications Programs (SQP) help the organisations incorporates elements of Good Manufacturing Practices (GMP), British Retail Consortium (BRC), Failure Mode and Effects Analysis (FMEA) and ISO principles, supported by product-specific modules for Softlines, toys, footwear, furniture and Hardlines. These programs

also align with the general requirements of US and European retailers.

Workplace Conditions Assessment

The Workplace Conditions Assessment (WCA) program provides a powerful, cost-effective solution for companies and facilities seeking to improve workplace conditions efficiently and in accordance with widely accepted industry standards and best practices.

WCA covers aspects such as child labour, labour contracts, wages, health and safety of workers, management systems, environment, waste emissions etc. amongst the other aspects that make workplace safer.

Social Accountability 8000 Program

Social Accountability 8000 Standard was established as a universal standard that could be used across product lines and sectors as a definitive benchmark for social accountability. It provides transparent, measurable, verifiable standards for certifying the performance of companies in nine essential areas namely: Child Labour, Forced Labour, Health and Safety, Freedom of Association and Right to Collective Bargaining, Discrimination, Disciplinary Practices, Working Hours, Remuneration, and Management Systems.

The Social Accountability 8000 Standard is now used to provide companies with a system to integrate social accountability into all of their policies and practices. Additionally, it provides a basis for objective third party certification of a company's production facilities.

Along with all these standards, organisations are taking training and education initiatives on these topics seriously. Service providers and industry thought leaders like Intertek have their educational programs range from one-hour introductory webinars about management systems, to customized in-house training events and five-day International Register of Certificated Auditors (IRCA)-registered courses for those responsible for system implementation and auditing. All courses are taught by practicing auditors and qualified tutors and are designed to keep companies fully informed about the latest industry requirements and best practices.

Speaking about the quality, we had a candid session with Mr. Rajesh Saigal, Regional Managing Director, Intertek South Asia. Here are the excerpts of the discussion:



An Exclusive Interaction with Rajesh Saigal



Q Can you briefly explain the role of Intertek in the Testing, Inspection and Certification Space?

A Over the years Intertek has earned the reputation of being a leader in providing a full range of quality testing solutions across sectors. Our expertise lie in ensuring that the products tested and approved by us are of the preferred quality and meet the essential health, environmental, safety, and social accountability standards for virtually any market around the world. Our experts go beyond only testing, inspecting and certifying products and ensure that products gain efficiencies in manufacturing and logistics, overcome market constraints, and reduce risk in the testing process. We go one step further to improve the market acceptability of the product and solidify its competitiveness in the market as a trusted brand. We channelise our efforts to ensure that the benefit of producing a safe product is passed on to the consumer and ultimately the society as a whole.

We provide internationally recognised quality testing and certifications to a diverse range of end markets including cargo, agriculture, business assurance, provision of high quality analytical, technical verification, inspection, auditing, training and consulting services to the oil & gas, power, chemical, infrastructure and petrochemical industries, world's oil, chemical and advanced materials industry, Textiles and Apparel, Soft Home Furnishings, Leather Goods and Luggage, Footwear and other Accessories.

We are the approved food service provider for all large global food producers. From code compliance consulting to product evaluations and ICC-ES submittals for approval, Intertek effectively serves as a single source for faster product testing and certification for global markets. Intertek is by far the first service provider in the world to offer safety standard toy certification to new government regulations on restricted substances offering a full scope of testing, inspection, auditing, certification and quality assurance solutions for, Toys, Games & Premiums, Juvenile Products, Home Furnishings and Furniture and other Hardlines.

We are a key stake holder in the Bureau of Energy Efficiency (BEE), Ministry of Power, Govt of India, 'BEE' Energy labelling program. By setting up India's First Independent Refrigerator Test Chamber and India's First Balanced Ambient Calorimeter, we helped in fast-tracking the Refrigerators and Air-conditioner Energy Labelling program in India by helping more companies to develop energy efficient products, and to test and certify them. Intertek is one of the main laboratories recognized by BEE to provide check-testing of refrigerators, room air-conditioners, storage water heater, laptops/desktop, LCD/



Intertek Softlines lab



IT/AV lab at Intertek



Food testing lab at Intertek

Gurgaon. Earlier this year we also launched the first ever mobile textile testing laboratory in India. Along with this, we are also doing a program on Responsible Jewellers Certifications (RJC), which ensures that the materials used in the jewelry are conflict-free along with being pure.

Q What is the fundamental advantage that Intertek provides to its clients?

A To put it rightfully, as the escorts of Quality, we support everything that leads to improvement and success, thereby enabling the industrial economy to grow organically and move up the value chain by investing in quality testing and ensuring safety of the end user.

We deliver innovative solutions to facilitate our customers' success in the global marketplace and, most importantly, we provide our customers with confidence. Intertek's testing solutions and audits help sharpen the competitive edge for its customers:

- With reliable testing and certification for faster regulatory approval
- Through rapid, efficient entry to virtually any market in the world
- With total quality assurance across your supply chain
- Through innovative leadership in meeting social accountability standards
- In reducing cost and minimizing health, safety, and security risks
- In becoming a TRUSTED BRAND

Q What is the one difference you aspire to make in this sector?

A Apart from ensuring that good quality products become the benchmark for all manufacturers and buyers in measuring a

company's success and consumer satisfaction, we want to initiate a continuing dialogue about need for quality assurance and regulatory framework in India, or additionally a dialogue about testing best practices globally.

We want to increase awareness among consumers, addressing health concerns, environmental concerns and social accountability. More stringent quality norms across sectors like food, agriculture, pharmaceuticals and automobiles should be incorporated along with transparency in the audit systems. When it comes to India, our focus is to make quality testing more feasible to benefit maximum consumers.

Q What is the growth and relevance of quality solutions in India?

A With the growth in Indian industries, the inspection of the quality of products manufactured across all sectors became very crucial to Indian companies. It was quite evident that in order to survive in the Indian market the companies need to meet the customers' expectations and therefore they need to maintain a certain quality. That is why and when the relevance and importance of quality testing in India first emerged. Modifications are taking place very fast all over the world in all grounds like, technological improvements, the living styles, social surroundings, and the perception of people. In this changing scenario, mounting expectations of the customer and open market economics are driving businesses to compete with each other. Therefore, basic quality of the product at competitive market price is a key factor. The reason that produces these checks is the consumers' demand for supreme quality due to increased public awareness.



E-fit Lab in softlines at Intertek

Q Looking at the current scenario, what is the future outlook to the industry?

A The scenario has vastly modified today. Ten years ago, the Indian industry was not even one tenth of its current size. The industry has grown, thanks to increased public awareness, stricter government norms and increased competition. In this era 'Quality' is the buzzword and the trend is towards greater transparency. However, there still exist challenges. Despite the challenges, the Indian quality testing and certification industry will continue to grow rapidly and so also the consciousness of the International and domestic consumers. In order to ensure the steady growth of the business, manufacturers will have to ensure that necessary quality mandates are followed.

CTVs. In addition to that we also do IT/AV testing and light and luminous testing.

Q Please tell about your expansion plans? What is the company's focus this year?

A India is an important market for us. We plan to grow four times in next 4 years through organic as well as inorganic means. In tune with the boom in the Testing business, Intertek will be further expanding and working towards strengthening our portfolio by including newer initiatives and add new business lines. We just introduced the CAD E Fit technology for the benefit of our textile suppliers and launched hi-tech toy testing lab in

Sanitation, Health and Development Deficit in India: A Sociological Perspective

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Illnesses caused by germs and worms in feces, wastes and pollutants are constant source of discomfort for millions of people. Poor sanitation is something that not only affects the health of the people of the country, but also affects the economic and social development of the nation. India is still lagging far behind many countries in the field of sanitation. Most cities and towns in India are characterised by over-crowding, congestion, inadequate water supply and inadequate facilities of disposal of human excreta, wastewater and solid wastes. 55 per cent of India's population (nearly 600 million people) has no access to toilets.

Sanitation in personal and public life is the joint responsibility of individual, community and state. Sanitation is the first step towards achieving the goal of public health. But public health system is very weak in India and sanitation could

hardly attract the attention of government policy makers till the last decade of the past century. Experience suggests that India's late entry into ensuring total sanitation and a limited sectoral approach for it has not yielded desired results. This paper tries to locate the structuration of insanitation in the deficit cultured development trajectory of India. It also examines the formation of the habitus and the social world which promote inadequate sanitation rather than sanitation in public life.

Sanitation can no longer be seen as a 'segment' or 'isolated' component of rural/urban development ministries. Sanitation is a 'public good' and needs to be seen as an integral component of the health structure and the 'Basic Health Goods'. The development goals need to imbibe the sanitation standards. India's development trajectory has several deficiencies. There are visible 'sanitation deficits' in policy formulation, implementation and technology appropriation. Insanitation in India is largely the consequence of development deficits. Bureaucratic targetism, medicalism, povertism and dehealthism are some of the factors which promote sanitation deficits in India. 'Sociology of health and sanitation'

can help in understanding the larger phenomenon in Indian context. It will also help in understanding the typical Indian behaviour (or practice) of open defecation.

Sanitation

Sanitation generally refers to principles, practices, provisions, or services related to cleanliness and hygiene in personal and public life for the protection and promotion of human health and well being and breaking the cycle of disease or illness. It is also related to the principles and practices relating to the collection, treatment, removal or disposal of human excreta, household waste water and other pollutants. The World Health Organisation states that: Sanitation generally refers to the provision of facilities and services for the safe disposal of human urine and feces. Inadequate sanitation is a major cause of disease world-wide and improving sanitation is known to have a significant beneficial impact on health both in households and across communities. The word 'sanitation' also refers to the maintenance of hygienic conditions, through services such as garbage collection and wastewater disposal. According to Mmom and Mmom (2011) environmental sanitation comprises disposal and treatment of human excreta, solid waste and waste water, control of disease vectors, and provision of washing facilities for personal and domestic hygiene. It aims at improving the quality of life of the individuals and contributing to social development.

Sanitation and Development

There can be several answers to the question, 'why sanitation is very important in personal as well as public life?' A study conducted by World Bank's 'South Asia Water and Sanitation Unit' estimated that India loses ₹240 billion annually due to lack of proper sanitation facilities. The multilateral body said that premature deaths, treatment for the sick and loss of productivity and revenue from tourism were the main factors behind the significant economic loss. Poor sanitation is something that not only affects the health of the people of the country, but also affects the development of the nation. In fact, women are most affected by the hazards of lack of proper sanitation. For instance, in India majority of the girls drop out of school because of lack of toilets. Only 22 per cent of them manage to even complete class 10. On economic grounds, according to the Indian Ministry of Health and Family Welfare, more than ₹12 billion is spent every year on poor sanitation and its resultant illnesses.

Sanitation and Disease

Illnesses caused by germs and worms in feces, wastes and pollutants are constant source of discomfort for millions of people and animals. These illnesses can cause many years of sickness and can lead to other health problems such as dehydration, anaemia, and malnutrition. Severe sanitation-related illnesses like cholera can spread rapidly, bringing sudden death to many people. Children have a high risk of illness from poor sanitation. While adults may live with diarrheal diseases and worms, children die from these illnesses. More than 300 million episodes of acute diarrhoea occur every year in India in children below five years of age. Of the 9.2 million cases of TB that occur in the world every year, nearly 1.9 million are in India accounting for one-fifth of the

global TB cases. More than 1.5 million persons are infected with malaria every year. Diseases such as dengue and chikungunya have emerged in different parts of India and a population of over 300 million is at risk of getting acute encephalitis syndrome/ Japanese encephalitis. One-third of global cases infected with filaria live in India. Nearly half of leprosy cases detected in the world in 2008 were contributed by India (MOHFW 2010: 14).

Sanitation Infrastructure

India has a population of almost 1.2 billion people. 55 per cent of this population (nearly 600 million people) has no access to toilets. Most of these numbers are made up by people who live in urban slums and rural areas. A large populace in the rural areas still defecates in the open. Slum dwellers in major metropolitan cities, reside along railway tracks and have no access to toilets or a running supply of water. India is still lagging far behind many countries in the field of sanitation. According to Harshal T. Pandve (2008), most cities and towns in India are characterised by over-crowding, congestion, inadequate water supply and inadequate facilities of disposal of human excreta, wastewater and solid wastes. No major city in India is known to have a continuous water supply and an estimated 72 per cent of Indians still lack access to improved sanitation facilities. Besides this, the 63 per cent of urban population in India is without proper sanitation. Besides these, the waste disposal and sewage treatment plants are missing in most of the cities. Most of the wastes are disposed in rivers, canals or outskirts of the cities. The 11th five year plan envisages 100 per cent coverage of urban water, urban sewerage, and rural sanitation by 2012. Although investment in water supply and sanitation has seen a jump in the 11th plan over the 10th plan, the targets do not take into account both the quality of water being provided, or the sustainability of systems being put in place (Kumar, Kar, and Jain 2011).

Whose Responsibility?

Sanitation in personal and public life is a joint responsibility of individual, community and the state. Some experts believe health problems caused by poor sanitation can be prevented only if people change their personal habits, or 'behaviours', about staying clean (Conant, 2005). When behaviour does not change, people are blamed for their own poor health. But this idea often leads to failure because it does not take into consideration the structural barriers or the development gaps that people face in their daily lives, such as poverty or lack of access to clean water. Others consider lack of infrastructure as the main problem. Many other experts look for technical solutions, such as modern toilets that flush water. Technical solutions are often suggested without understanding the habitus or the social worlds of the people. Sometimes they go unnoticed and often they create more problems than they solve. The diseases caused by poor hygiene and sanitation will not be prevented if people are blamed or victimised for their own poor health, or if only technical solutions are promoted without mitigating the development deficits. Hence, sanitation needs to be seen as an integral component of the public health programmes and individuals, communities and the state agencies are treated as equally important agencies in achieving total sanitation.





Sanitation and Public Health

Sanitation is the first step towards achieving the goal of public health for all. Most histories of public health begin with a discussion of what is known as the 'sanitation phase' in the mid – 19th century, a period characterised by concentration on environmental issues such as housing, working conditions, the supply of clean water and the safe disposal of waste.

Further, the motivating force of this public health movement is thought to be a concern with economic efficiency and better social cohesion between the working poor and other sectors of society. There has also been a significant investment in many countries in creating infrastructures and services to protect health and to prevent ill health. In most industrialising countries over the last 150 years, public health regulations and health and safety legislation have been enacted to provide safeguards for the industrial workforce, to control pollution levels in rivers, and to ensure proper sewerage and drainage. In 19th century England, sanitary reformers and radical politicians argued, on economic grounds, for ill health prevention through public policy interventions. The sanitation phase of the public health movement emphasised environmental change. This sanitation phase led to a considerable and measurable reduction in infectious diseases-especially diphtheria, tuberculosis and cholera (Sarah Earle 2007:11-12).

However, in India, things are quite different. Public health system is very weak and sanitation could hardly attract the



attention of the government policy makers till the last decade of the last century. Initiative taken by agencies such as Sulabh International brought huge impact but such initiative could hardly get translated into government mission for several limitations and structural handicaps. The Government of India launched the Total Sanitation Campaign (TSC) in 1999 with the goal of achieving universal rural sanitation coverage by 2012. The responsibility for delivering on programme goals rested with local

governments (Panchayati Raj Institutions — PRIs) with significant involvement of communities. The state and central governments had a facilitating role that took the form of framing enabling policies, providing financial and capacity-building support, and monitoring progress. To give a fillip to the TSC, the government introduced an innovative incentive programme known as Nirmal Gram Puraskar (NGP) in 2003. The NGP offers a cash prize to motivate Gram Panchayats (GPs) to achieve total sanitation. In addition, the NGP is an attractive incentive as winners are felicitated by the President of India at the national level and by high-ranking dignitaries at the state level. The TSC has recently completed a decade of implementation (1999-2009) and the NGP has completed five years of operation (2005-10). Since its launch, the programme framework of the TSC and NGP has been based on a common national guideline whereas implementation has been decentralised to the state and district levels.

An assessment of the TSC is carried out by the 'Department of Drinking Water and Sanitation', Ministry of Rural Development,

Government of India after completion of one decade of the TSC and a report is published. The report (A Decade of the Total Sanitation Campaign: Rapid Assessment of Processes and Outcomes, Vol. 1: Main Report) finds that the TSC has achieved significant success over the last one decade. The sanitation coverage has increased significantly from 21 per cent in 2001 (Census, 2001) to more than 65 per cent. The number of Gram Panchayats which have won the Nirmal Gram Puraskar for achieving total sanitation has also increased to more than 22,000. The report finds that there is an undeniable upward trend in scaling up rural sanitation coverage. But the national performance aggregates conceal significant disparities among states and districts when it comes to the achievement of TSC goals. It also acknowledges that open defecation is a traditional behaviour in India and in most of the states, changing this practice is the biggest challenge. It is also important to note here that the 'Rural Development Department', Government of India had initiated India's first national programme on rural sanitation, the 'Central Rural Sanitation Programme' (CRSP) in 1986. The CRSP interpreted sanitation as construction of household toilets, and focused on the promotion of a single technology model (double pit pour-flush toilets) through hardware subsidies to generate demand. However, according to the report, the key issue of motivating behaviour change to end open defecation and to use toilets was not addressed, contributing to the programme's failure. The government launched National Urban Sanitation Policy in 2008 and identified 100 per cent sanitation as a goal during the 11th Five Year Plan. The ultimate objective is that all urban dwellers will have access to and be able to use safe and hygienic sanitation facilities and arrangements so that no one defecates in the open. The overall goal of this policy is to transform urban India into community-driven, totally sanitised, healthy and liveable cities and towns.

Experience suggests that India's late entry into ensuring total sanitation and a limited sectoral approach for it has not yielded desired results. The disparity among states in outcomes is a cause of great concern. To improve sanitation in a lasting way, the issues related to defecation, waste disposal, water, environment and health must be seen from a comprehensive and sustainable solution perspective. When communities use hygiene and sanitation methods that fit their real needs, abilities, and expectation, they will adopt sanitation practices and enjoy better health. It is, therefore, very important to understand the structural handicaps and the development trajectory responsible for inadequate and poor sanitation conditions prevailing in India. Sanitation can no longer be seen as a 'segment' or 'isolated' component. Sanitation needs to be seen as an integral component of health structure and development agenda. 'Sociology of health and sanitation' can help in understanding the larger phenomenon in Indian context. It will also help in understanding the typical Indian behaviour (or practice) of open defecation.

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Managing innovations in Indian Railways

By | **Sachinder Mohan Sharma**

Director/Efficiency and Research/Indian Railways

What is innovation?

Innovation involves thinking differently, creatively and insightfully to create solutions which create social and economic value (National Innovation Council, 2014). For successful innovation to occur people with skills and experience need to work together to understand and address challenges facing them and others (Cornell University, INSEAD, WIPO, 2014). For an invention to become an innovation it is important that it empowers the humans (Wright, 2012). Innovation in today's context is perhaps doing more with lesser resources and for more people. Affordability and sustainability is the key as the people are becoming environmentally conscious and supporting the green initiatives. In the Indian context 'jugaad' is a form of innovation as this signifies improvising to overcome resource constraints and finding solutions to seemingly insolvable problems (Prahlad and Mashelkar, 2010). The term is often understood in a way of compromising on quality yet this is what works and is a driver of innovation on Indian Railways.

Innovator's dilemma and purpose

There is no dearth of innovative ideas in an organisation nor is there a shortage of resources. The problem is that good ideas in an organisation are firstly discouraged and secondly not acted upon (Mourkogiannis, 2007). The bigger the organisation more is

the inertia and resistance to change and also the greater stifling effects of the bureaucracy. The organisational set up, system of recruitment and the communication channels, the outlook towards research, etc all influence the way how a company carries out innovation of its processes and management. In most cases the innovations are top driven and are evaluated based on what the management feels. In spite of this innovators dilemma there is an innovators purpose which drives employees to think out of the box, overcome risk aversion and come up with an innovative and practical ideas. For most managers the cost of a mistake outweighs the reward from success and this makes them prefer the status quo even though their idea may be beneficial for the organisation. For a few, innovators purpose empowers them to take risks and this coupled with their desire to help others or the desire to become a hero drives them to innovate (Sharma, 1999).

The dilemma of innovation is also prevalent at the organisational level. A large organisation has to deal with enormous amounts of suggestions and should have a mechanism in place to weed out the unproductive ones. The implementation requires that an idea is gradually developed and monitored with predefined milestones at various stages. Only after the pilot stage is implemented at the organisational level. If a proper system of monitoring is not in place then many ideas die down. Innovative ideas are caught in a catch 22 situation as major investments can only be made once returns are ensured and these cannot

be ascertained unless investments are made. Indian Railways being a large organisation faces similar impediments in fostering innovation.

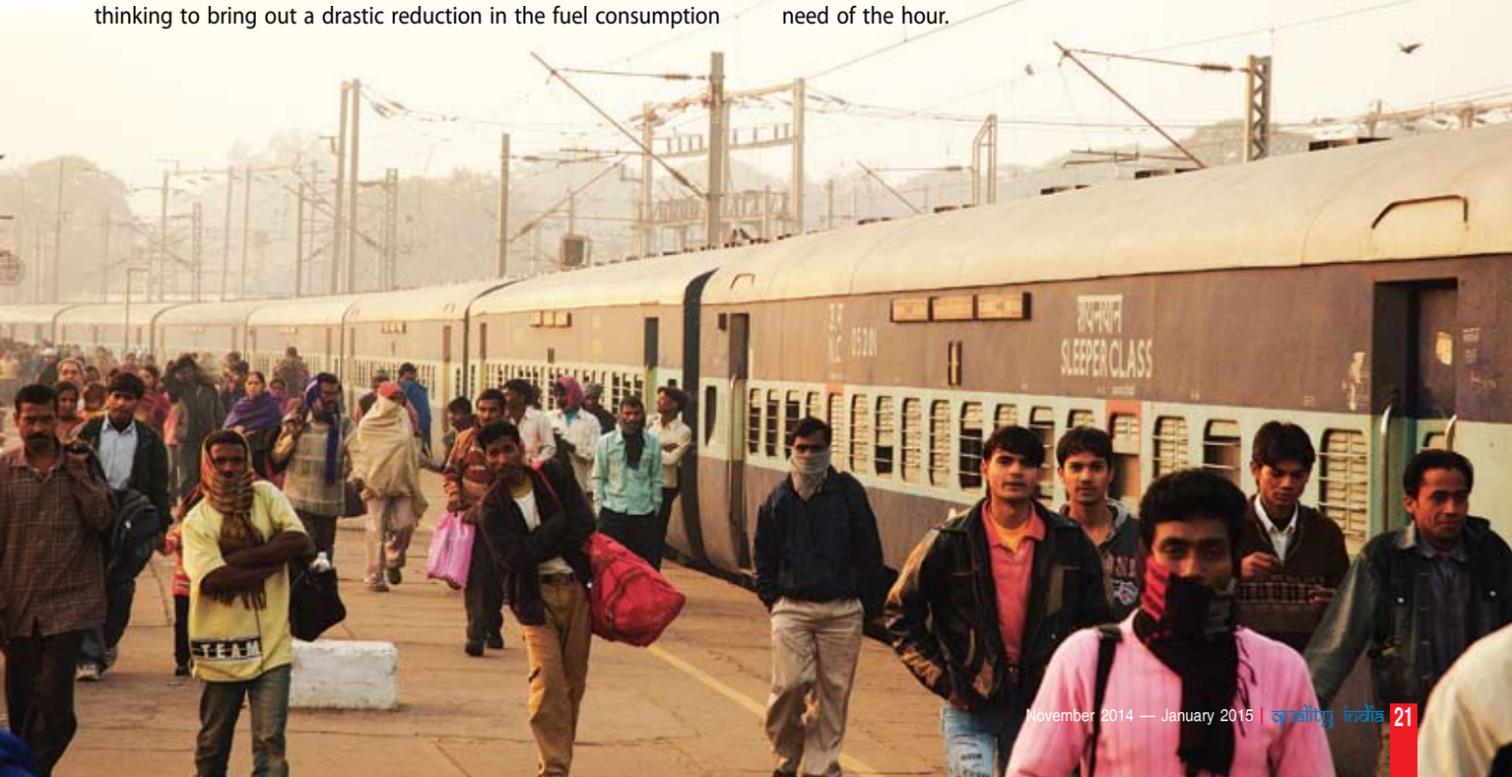
IR's innovative quest for fuel economy

IR had been continuously striving towards achieving better fuel efficiency for its ALCo diesel locomotives. During the last decade there have been very many initiatives such as provision of micro-processor control on locomotives, AC-DC transmission, roller suspension bearings in place of plain bearings, use of multi-grade engine oil, 3RV piston rings, micro-processor governors, conversion to air brake, etc for making these locomotives more fuel efficient. These were all incremental innovations leading to a continuous improvement in fuel economy. It was seen that the freight locomotives are running at idle for most of the duration in their duty cycle. While all the above technologies helped in making them more efficient while they ran at the higher notches there was a need to look for a solution to the idle periods. Railways had been using the low idle feature on its non microprocessor locos. This device would bring the idle RPM to 350 in place of 400 if the locomotive was idling for more than 30 minutes. Normally the locomotive consumes 25 liters of diesel in an hour during idle. It also consumes about 1 per cent of the lube oil (lubricating oil to fuel oil ratio being 1 per cent approximately). This simple innovation saves about 5 per cent fuel by bringing down the fuel consumption over the duty cycle.

Indian railways has a fleet of about 5000 diesel locomotives and has an annual energy bill of about 3.4 billion USD of which diesel accounts for about 70 per cent. There has been an increase in the number of diesel and electric locomotives on the network and increase in the number of passenger trains annually without commensurate increase in the new lines. Also with electrification of more routes requiring additional traction changes the time period of idling of diesel locomotives has also gone up. There was therefore a need for some out of the box thinking to bring out a drastic reduction in the fuel consumption

of locos. Innovations for reducing the consumption of locos were taken a step further with the adoption of the Auxiliary Power Unit (APU). Instead of having the big engine idling at 400 and now 350 rpm it was decided to install a small power pack in the locomotive. This would kick in automatically if the engine idled for more than 30 minutes. The main locomotive engine would shut down and this small unit would supply the power for battery charging and also compressed air for the engine control panel and to take care of the losses in the train brake pipe. This unit consumes only two litres per hour thereby saving about 23 litres per hour of idling. This has given a saving of about 15 per cent in fuel consumption. In line with this the Ministry of Railways came up with a novel plan to convert some 16 cylinder WDM2 inferior locomotives to 6 cylinders WDS6 locos by using the released power packs of metre gauge YDM4 locomotives. These had become surplus after gauge conversion and would normally have been scrapped. It was a challenge implementing the idea after conception as sanctions had to be taken and all ends in the chain tied up so that these could be manufactured. It was estimated that this conversion would save about 2.5 million rupees annually by way of reduced fuel consumption. Till date about 40 such conversions have been done leading to recurring savings. Apart from this these have had socio-economic impact through reduction of green house gases, effective utilisation of resources and saving in precious foreign exchange.

There is a lot of potential for innovation in India but as per the global innovation Index 2014 India has a rank of 76 in the world. There is a big divide amongst the developing and developed countries as far as innovation is concerned due to IPR issues, investments required for R&D and technological innovations, conflicting demands from basic amenities requiring Government funding and problems in adopting technologies developed by the west due to ecological issues (Sachs, 2003). However, overcoming these challenges and continuing on the path of jugaad is the need of the hour.



GMP, the first step to safe food

By | Syed S. Abbas

GMP stands for good manufacturing practices. As it is well said that necessity is the mother of all inventions. Outbreaks in the human history have plagued us and we have just somehow managed to recuperate from them. When we suffer an irreparable loss we endeavour not to let it occur again. The food industries in the world strive to maintain the stringent food standards and are in a constant battle to produce safe food. The safe food concept is not new but has undergone a variety of changes in the past and is bound to change in future because of the continuous research and rapid development of new product. The advancements in science and automation of food production present a series of new challenges to us.

The food industry worldwide is highly diversified in nature and thus poses a completely new set of challenges. With the advent of increased research and the introduction of advanced

techniques for food production, those intricate avenues have to be identified where there could be a possibility of threat to the production of safe food. There is a potential threat to food safety through export and import, as there is a great difference in the level of food safety implementation amongst various nations. A recent study by Centers for Disease Control and Prevention (CDC) state that over a period of five years from 2005 to 2010 imported food caused 39 outbreaks in the US and 2,348 reported illnesses; moreover about half of them are caused by the foods coming from Asia. Thus it is truly important to minimise the risks involved. The answer lies in the implementation of food safety throughout the supply chain.

Food safety has been compromised due to the greater gradient between the conditional capability of the manufacturers, suppliers and increase in the demands for food by the rising population. Many parts of the world are dependent on the efforts of the political machinery to implement something new or a forced survival option to make their product competitive enough



to target a premium product market.

'One World One Food Supply' was the topic for the latest GFSI (Global Food Safety Initiative) 2014 conference held in Anaheim, California, USA. Thus it is required to minimise the health risk through food through global efforts. This can be achieved through increase in awareness about the Good Manufacturing Practices that are the minimal basic requirements to have a food safety system.

Due diligence has to be given by everyone involved in the food chain system. All the stakeholders of the food industry have to ensure that Good Manufacturing Practices are laid down at all levels starting from the receipt of raw material till the supply through the retailer.

GMP is a system to ensure that products meet food safety, quality and legal requirements. HACCP (Hazard Analysis and Critical Control Point) is a part of GMP and systematic programme to ensure food safety through determination of potential hazards and implement control measures to reduce or eliminate the likelihood of their occurrence. Main thrust area is hazard prevention rather than detection.

A brief history

In pursuit of excellence for food safety it has been realised that food safety can be achieved through continuous efforts.

Food safety has been known to influence the social lives of the people throughout the history of mankind. Romans were the first to give importance to the freshness in fruits and foods. Rich people used to have fresh food delivered to them by their servants or slaves.

Salting and sun drying are traditional methods for preserving food which is being practices from past. Canning was invented by Nicholas Appert in 1809 to keep food safe for a longer period.

In the 1860's Louis Pasteur invented pasteurisation for the preservation of milk, he also elaborated on the fact that food spoilage causes illness in the humans.

In 1862, a chief Chemist was appointed by President Lincoln in the US Department of Agriculture. The bureau of Chemistry was formed, the precursor to the present Food and Drug Administration, USA.

In 1930, Food and Drug Administration was instituted under an agricultural appropriations act.

In 1938, Federal Food, Drug and Cosmetic Act was passed by the US Congress which replaced 1906 Pure Food and Drugs Act.

In 1958, A list of 200 substances was published by the FDA which was recognised as safe (GRAS).

The Codex Alimentarius Commission was established by the Food and Agricultural Organisation and World Health Organisation in 1963 to promote safe food international trade.

The Global Food Safety Initiative was formed under the Belgian Law in 2000 to ensure food safety worldwide for all consumers.

There were many laws in India which were tedious to work with and hence laid down the foundation for the Food Safety Standards Act which was passed by the Indian Parliament in 2006. A specialised authority-The Food Safety Standards Authority of India was established under the Ministry of Health and Family Welfare for its enforcement and ensuring food safety in India.

In 2010 the US Congress passed the Food Safety Modernisation Act which paved the way for strict regulations regulate how the food is grown and harvested.

Challenges for food safety

The food safety as stated earlier is a continuous process which has to be taken care by everyone in the supply chain. The responsibility lies for all those who are involved in the production of food. There is a great lacking of uniform laws and systems but as we are now a global village and heavily dependent on exports and imports it is primordial to find a suitable solution to the present situation. The food sector in India is highly unorganised sectors in which anybody can sell anything without a proper approval of the food product as the purchasing power of the individuals varies. Everybody prefers to go for the cheaper choice compromising on food safety. The lack of awareness is the major problem in our country. We have two types of companies in the supply chain; one are those who strive to apply the standards in

their capable limits to prevent food safety breach and the other who are unaware about the potential causes that pose threat to food safety. Both of these types of firms need effective training for a genuine implementation of food safety. The political factors also come into play as political machinery takes a long time to bring a law as it curtails the activity of the market players thereby affecting the trade.

Conclusion

Ensuring food quality and food safety is significant for the welfare of an individual, community and nation as a whole. Enhancement of food safety requires a holistic approach from farm to fork. Understanding the factors and mechanism that affect the pathogen, toxin and chemical build up will help in developing strategies to decrease contamination in various stages of food production. Educational and research efforts will help in minimising the risks through risk management strategies. All these can in turn be achieved through proper implementation of the Good Manufacturing Practices in our food process chain and by providing proper training and guidance regarding the GMP to skilled and unskilled workforce involved in the food production.

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Uber most trends in hospitality architectural designs

By | **Sudhir Thorat**
Managing Director, 3D Architecture Pvt Ltd

Fashion, architecture, materials and culture influence are the future of design trends for the hospitality industry. 3D Architecture shares its unique perspective on the architectural trends for the hospitality industry. In recent years, there has been a significant perception shift in the use of hotels. Today architectural designs for hospitality now cater to a growing variety of functions. Suffice it to say, hotels have become destinations by themselves. Every space in hospitality interiors is now designed with a different strategy to accommodate the needs of every guest- from those who decide to stay in their rooms up to those who view hotels as a new place for business, networking, socialising and relaxation.

Whether travelling or walking down in a hotel for business or pleasure, a consumer's perception of the experience can run the gamut from exciting and exhilarating to agonising and downright exhausting. This fact hasn't been missed by the booming hospitality industry, which is being influenced to a large extent by international business, global trends, technology and cross-cultural indicators. Positioning in this industry is largely based upon satisfying experiences and initiatives that build brand loyalty. These are issues that force designers to think beyond their own expectations, and with the every changing consumer perception, spaces and facilities now need to be designed for people from all cultural, social and global backgrounds.

The specialised knowledge base and talent required for the design of hospitality spaces incorporates a sophisticated view of the world and an understanding of culture without boundaries.





Interior designers are inherently attuned to the abstract thinking and problem-solving that this requires, and play an essential role in the design of hospitality spaces, through the understanding of human scale and relationships, social interactions, lighting, acoustics and materiality. Working in this specialised area also requires an understanding of the impact of the global economy, shifts in consumer preferences, travel experiences and how technology impacts nearly every aspect of the built environment.

Becoming an expert in all of those areas may seem daunting, but in today's global economy, competition is fierce (for both design work and overnight guests) and any edge you can achieve is a valuable one.

Hotel brands in particular understand this, and foster loyalty with various types of experiences designed to elevate their customers' engagement with the brand. Luxury and boutique hotels provide unique experiences and incorporate opportunities for personal enrichment that range to value added amenities.

Modern hotels have cleverly adapted to rapid social changes with creative solutions. From rethinking guest-room configurations to ensuring highly personalised experiences, hotel owners are transforming accommodation units and hotels into the highlights of any escape be it for couple of hours wherein you long to dine with your close one's or you decide to run away for a holiday. Here are some of the new twists in the industry:

- Purity simply means enhancing the ambience and brings in an über-modern style that ties together technology with the soft and feminine.
- Biomorphic shapes are digitised and bring about a new aesthetic language. Light-infused, filtered colours complement clean and pure textures. White is central, along with translucent or pale pastels that blend seamlessly with intense dark bases of spruce, sweet violet and mocha and vibrant neon accents of coral, hot pink, absinthe and turquoise. Synthetics are authentic and elegantly shiny surfaces create futuristic interiors.
- Green features and sustainability. Sustainability is a delicate issue for hotel owners, as they are doing their best to minimise short term costs. But being ahead of the game is important,

which sometimes leads to innovative ideas. Over-sized windows for natural lighting, natural building materials, green walls and green roofs, electronic water faucets, locally grown food for cooking and graywater recycling are just a few of the hotel trends for staying green.

- With the rise of environmentally-conscious consumers, hoteliers are also creating strategies to provide a sustainable hospitality environment to their clientele.

Technology overload

A technology-friendly hotel room encourages business workflow and in the long run, the guests' fidelity. New hotels offer the possibility of adjusting lighting, air conditioning and even window blinds through smartphones, which often turns out to be a good business approach.

Less pattern, more colour and texture

When away and out where you spend time exploring your senses it is significant to embracing texture instead. Giving guests something they can feel and even get lost in can result into a memorable experience, one they will probably want to repeat. Adding a few bright colours simply animates spaces and recreates a soothing joyful atmosphere is created.

Lobbies envisioned as dynamic multi-use spaces

Today, the lobby has become the epicentre of social and business activities. The surge in business travel not only around the globe but within the city has created a growing trend for hoteliers to provide multifunctional spaces that offers both comfort and functionality for guests who are there to conduct transactions, create networks or engage in casual conversations. The newest trends in hotel lobbies feature creative spatial segmentations that divide intimate conversations, spaces for

socialisation and business negotiations. With the new business travelling trend within the city, hotel lobbies should provide a multi-use space for casual as well as formal talks, working on laptops, plugging in various devices. This means a simple sofa-coffee table arrangement won't cut it. Creative space segmentation is necessary, providing both intimate and social zones, as well as furniture delivering comfort and functionality. More extravagant entrance features in today's emerging hotel market include large green walls, indoor waterfalls, large chandeliers and multimedia stations.

Not just a restaurant, but a destination in itself

Another growing trend in hotel include showcasing landscapes or incredible design features with art or murals. Few hotel restaurants still base their appeal strictly on 'practicability'. Cooking is an art and so should be the 'exhibition space'. We've seen more and more hotel restaurants turned into memorable spaces through design. Themes are highly recommended, pushing creativity to new heights and turning each venue into a destination in itself.

Personalised spaces

Create personalised spaces or corners simply enhance the comfort zone that consumers or travellers share with the particular hotels and restaurants. It is a fact that the memory of a hotel stays with guests a long, long time if the accommodation experience is unique. With this in mind, hotel owners personalise spaces as never before. Pop-up hotels and modular hotels are new concepts slowly gaining interest in the industry. Themed guestrooms also have a strong impact, especially when visitors can only try one at a time.



Synopsis of Odisha State Safety Conclave – 2014 ‘Safety by Choice, Not by Chance’

SEPTEMBER 26-27, 2014, HOTEL NEW MARRION, BHUBANESWAR, ODISHA



Quality of service depends on the expectations of the customers

By | Sudipta Saha

The conclave was inaugurated by His Excellency France Morule, High Commissioner of South Africa in India. Other dignitaries present during inaugural session were Guest of Honour, Shri Ashok Kumar Tripathy, IAS, Additional Chief Secretary, Govt. of Odisha and Director General - Gopabandhu Academy of Administration, Guest of Honour R. K. Sharma, IAS, Principal Secretary, Dept. of Forest, Environment, Labour & ESI, Govt. of Odisha, Guest of Honour, Avik Mitra, Advisor NBQP, Quality Council of India and Keynote Speaker, P. Ranganatheeshwar, DDG Mines Safety HQ & South Eastern Zone and presided over by Shri D.N. Padhi, IAS(R), Former State Chief Information Commissioner, Odisha and Chairman of the OSSC-2014 and QCI-Odisha Chapter. The programme perspective and welcome address was given by Shri Debabrata Panigrahi, Managing Director of IQEMS and Convenor of OSSC-2014.

In the inaugural speech Chief Guest, His Excellency France Morule, High Commissioner of South Africa in India, expressed his satisfaction and appreciated the efforts of the organisers in having such an excellent conclave for the fifth time in the State focusing on best safety practices. He urged to initiate an all inclusive approach to Safety, especially in capacity building, knowledge dissemination, efficient regulatory mechanism and adoption of a phased approach to achieve desired goals on Global Safety Standards on all phases of human life and he also said that if India wants RSA provide input towards Best Safety practices.

Chairman, Shri D.N. Padhi, IAS (R) spelt out the purpose of Conclave especially on the rise of apathy towards unsafe acts and steps needed to reduce the burden on Industrial Safety and said that Safety is by Choice not by Chance. The keynote address was delivered by Shri P. Ranganatheeshwar. He deliberated upon recent development in safety measures taken up by making mining activity more safe and making the work environment more human and decent mining National and International Standard. Shri R. K. Sharma, IAS, Principal Secretary, Department of Labour and ESI, Govt. of Odisha, emphasised what are the pro-active measures to initiate by different Industries, Mines and Construction Projects with respect to various Safety measures proactively with the issues and concerns related to Workers Safety. Shri Ashok Kumar Tripathy, IAS, Additional Chief Secretary, Govt. of Odisha and Director General Gopabandhu Academy of Administration, Govt. of Odisha, spoke on the increasing risk of Industrial safety and hazards, and how it can be mitigated with special focus on Human Security and Risk Management

Avik Mitra, Advisor, NBQP, QCI said, “Safety has to be a way of life in the workplace. An organisation’s Safety Culture is ultimately reflected in the way in which Safety is managed in the workplace. Safety management cannot consist of a set of policies and procedure on the safety manager’s desk, rather must be converted to ‘walk the talk.” A souvenir was released by the Chief Guest and Guest of Honours in the inaugural session.

Prestigious ‘Kalinga Safety Award’ for the performance year 2013 was given to different wining Industries, Mines and Construction Projects by the Chief Guest in the inaugural session. The Winning organisations are TATA Sponge Iron Limited, Mideast Integrated Steel, Essar Steel India Limited, M/S Brahmani River Pallets Limited in Iron and Steel Sector, NTPC Limited, TSTPS, Kaniha in Power sector, Indian Farmers Fertiliser Co-Operative, Paradeep Unit, M/S: Emami Paper Mills Limited are in Chemical and Fertilizers Sectors Tata Steel (Gopalpur Project- Ferrochrome Plant) in Construction Sector, Alumina Refinery, NALCO, Damanjodi, Sesa Sterlite Limited, Jharsuguda in Aluminium Sector, Sarda Mines, TRB iron Ore Mines, ESSEL Mining in Mines Sector, Paradeep Phosphates Limited, Biju Patnaik Airport and Aditya Aluminium Lapanga received award in CSR Activities.

The inaugural session ended with vote of thanks by Shri Shantanu Kumar Mishra, Co-Chairman, OSSC-2014.

The two days Conclave ended with valedictory session, Chaired by Shri. D.N. Padhi IAS (R), Former State Chief Information Commissioner and Chairman QCI, Odisha Chapter and OSSC-2014.

Shri S. B Mishra, IAS (R) Former Chief Secretary, Govt. of Odisha and Shri Vivek Pattanayak, IAS (R), Director, International Civil Aviation, Organisation were the Chief Guest and Guest of Honour in the Valedictory Session. Shri D. S. Ravindra Raju, Chief Operating Officer Paradeep Phosphates Limited was the Special Guest on the specious occasion. The Seminar was guided and Steered under the leadership of Shri. D.N. Padhi, IAS(R) the Seminar Chairperson, Shri Shantanu Mishra, Co-Chairman, Shri Debabrata Panigrahi, MD, IQEMS and Convenor and Shri Subrata Panigrahi, Director, IQEMS and Co-Convenor.

Chairman of the conclave in his concluding observation described the whole Conclave as most successful one. The intention was that all the participants realised the role of Safety in their daily life. It was also decided to have more such workshop and seminars arranged at district level of different parts of the Country/State to spread the importance of Safety for the common mass with a target to achieve the ultimate Safety in the Country.

The two day Conclave ended with vote of thanks by Subrata Panigrahi, Co-Convenor to the organising committee.

ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty free shopping facilities to the tourists. **Ratan Kumar Okhandiar, Director (C&M) ITDC shares on the quality measures that ITDC pursue.**

‘Quality’ has always been ignored in our country, but recently quality is highly valued and is taken in concern. Do you think the same will be maintained in the near future?

Yes, I agree that quality is highly valued these days. People are more concern about quality then quantity. But as I am from service industry, so I would like to focus on the same. In the service industry the quality of service has to be maintained according to the expectation of the customers. Therefore we have instituted lot of metrics and meters to standarised and at the same time measures for the service quality. The staffs are being regularly trained and detailed directions have been given which determine the quality of service.

The quality will be maintained in the future as well. We are instituting a permanent solution for ensuring quality. We are working on improvising it. Quality is always related to customer expectations, so we constantly work on it. Our aim is to fill the gap between customer expectation and the service we are providing.

Recently, The Odisha Tourism Development Corporation (OTDC) has signed an MoU with India Tourism Development Corporation (ITDC) for organising light and sound shows at Khandagiri caves, Dhauli Shanti Stupa and Konark Sun temple. Can you please throw some light on it?

Yes we have recently signed a memorandum for organising light and sound. Two of them have been awarded and for the third one the tendering is in process which will complete soon.

We have already started working on two of them. Physical and ground work will happen in a month's time because it requires time to finalise the script, studio, etc. The tentative timeline is five month. The script of the light and sound program will highlight the cultural and historical background of the place. The script that is prepared has to be first approved by the Ministry of Cultural of the state department. This script will change everyday.

We often come across garbage's such as plastic cans, wrappers, etc around the touristic sites in India. Don't you feel that such kind of things may affect the 'quality' in tourism? If yes, what measures are you taking?

Yes, even I feel that the garbage's around tourist places needs to be cleaned off. Tourists coming to India look for safety, security, clean ambience and value for their money. If they are not use to such kind of environment, they get upset. It is very essential to keep the tourist spots clean. As a measure ITDC does carry out several initiatives under their CSR (Corporate Social Responsibility) activities. But as you know monuments, heritage buildings comes under ASI (Archaeological Survey of India), so it becomes their responsibility to take care of the historic sites and they are doing it as per their capability.

In hospitality industry, quality is of most priority and it is taken in concern. Do you think the Indian hospitality industry needs to pay more attention on quality?

Yes quality needs more attention because people are quiet conscious for their health, their safety, for their taste. Everyone wants value for their money. Price does not matter today quality matters.

What are the various verticals that you are involved in?

There are numbers of verticals that I am involved in such as Ashok Tours and Travels, Ashok Events-full fledged event management company sponsored by Government of India, the Engineering Conslutancy Divison, Ashok International Trade Division, Sea Ports, Ashok Tourism and Hospitality, Ashok creative's and many more.

Any other information you would like to share.

Ashok Group of hotels has a brilliant legacy but recently there is a stiff competition in the market. We are working on improving the property and improving the quality service. We are also organising market survey and are trying to understand consumer perception so that we can improve the quality as per consumer's requirement.

NIFTEM understands all facets of food sciences, technology and management



NIFTEM (National Institute of Food Technology Entrepreneurship and Management) is the brainchild of the Ministry of Food Processing Industries (MoFPI), GoI. MoFPI, in its vision document 2015, envisaged creation of a world-class institution to cater to the various stakeholders such as entrepreneurs, food processing industry, exporters, policy makers, government and existing institution. NIFTEM will work actively for assisting in setting up food standards, businesses incubation and can also include knowledge sharing. NIFTEM is an apex institution in the field of food technology and management, networking and co-ordinating with other institution in the same field in India and abroad. **Dr. Ajit Kumar**, Vice-Chancellor, NIFTEM shares why consciousness on quality is important from the farmers to the industrialists.

By | **Sudipta Saha**

Do you think quality plays an important role and is quality maintained these days including in food sector?

Quality is very important in food as the life of each one of us depends on it. But if you ask me that is quality maintained you have to look at different part of supply chain whether quality is maintained in some part or not maintained in some part.

Consciousness of quality on the part of who grow the food-the farmers, people who handle it-the transporters, the people who sell it-the retailers, people who process it-the industries. Ultimately people who make it available to the consumer such as the retailers or food sellers, outlets etc. The awareness regarding quality on all the level in the country is very low. It has started picking up but the problem in our country when we become

independent was the question of feeding everybody, it was the question of quantity, food to be made available to everybody. Once we became self dependent and when nobody is going hungry these days, the question of quality comes. The quality maintenance and awareness at the farmer's level is must to be desired and same is the case with all players of supply chain.

If you look at the big business such as big producer, big factory, big food industry, big chain which handles food, the awareness of quality is little better in them. But the lower level have less awareness because of lack of proper food law which could give a frame for enforcing quality issues. In 2006-2007 came the integrated food law which we have now. Earlier we had 16 laws which governed the food industry, all of them were amalgamated and one integrated food law was passed by the parliament of our country under which the food safety was passed. The basic issue is if the consumer start demanding quality food, the industry or the handlers have to resource things otherwise their sells would go down and they may not be able to be in the market. At the same time, there is also necessity that robust system of reinforcement of the regulation should be there. Regulation and standard should be formulated, notified and enforced properly. We are in the process of formulating standards but as enforcement is concerned we need to do a lot more, mainly because we started late. For enforcing the regulation you need to have people all over the country who knows about standards. Infrastructure are to be put in, people who have to do the reinforcement needs to be trained and the consumers has to become aware and demand more and more quality.

Do you think quantity has taken over quality?

No, it is not that. Those days are gone where quantity only worked. Now quantity as well as quality both is important. Consumers are ready to pay little more if he or she gets a good quality.

What measures you follow to maintain quality?

It is mainly an academic institution. Main thing we have to look at are quality of education, quality of infrastructure we put in, quality of programme we run, quality of research we do, quality of awareness programme that we carry out and quality of outreach programme where we go to the villages and educate the farmers about the condition. We try to connect the farmer to the industries and make them aware of value addition, reduction of wastages, etc. that will add quality to the food processing sector. We try to take care in all facets of ours.

What influence does your previous position have on your current role?

I won't call it an influence. It has empowered me in a big way because when you are in a ministry you know a macro position of the whole country, you know the problem of the whole country as day in and day out, you are interacting with the stakeholders. You look at everybody, you know the problem and talking to stakeholders you also have some idea of what would be the solution. So you are on a better solution to sit here and try to create a large number of groups of educated aware people who can run the food industry tomorrow in a fantastic manner.

What kind of latest technology do you have here at NIFTEM?

If you are talking about teaching laboratory we have the latest, the most modern state-of-art labs. We are only two years old. We aim at small enterprises, micro enterprises and especially to the problem of farmers and for that we run B-Tech and M-Tech and PhD course in food technology. This course itself is a unique course in its ownself because here the same student can study management and technology at the same time.

Can you please throw some light on the Village adaptation program run by NIFTEM?

Village adaptation is unique programs conceptualised by NIFTEM for its students with a view to sensitize and educate them of the problems and practices of the farmers at the grass root level. The aim is to help the Indian Food Processing sector accomplish its objective of all-inclusive growth and facilitate the process of integrating the underprivileged sections of our population with the main stream economy.

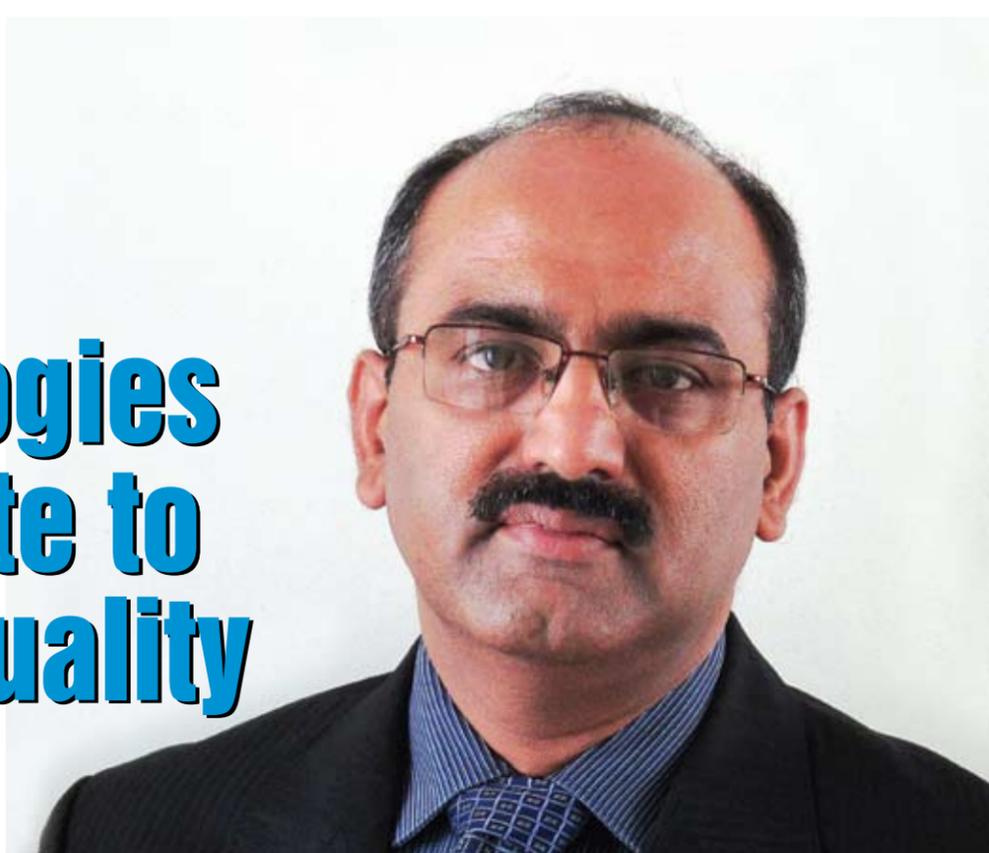
The 21st century is an era of knowledge management for accelerated socio-economic development. The issues of food security, food safety, food quality and their linkages with poverty, as defined in the Millennium Development Goals will become more challenging as demand for food increases in national and international markets. In this program, the students are divided in groups and a mentor is designated to each group. Each group has to choose a village where the students stay for certain month and educate the local farmers.

Any other information you would like to share with us.

Yes. NIFTEM is an institution setup to conduct cutting edge research and impart world-class education in innovative and market oriented areas related to Food Processing Industries. So in order to cater the needs of the Food Industry (large scale, medium and micro scale enterprises) we are in process of setting up five Pilot Plants within its campus covering sectors such as fruits and vegetable products, meat and poultry products, milk and dairy products, cereal, grain and bakery products, ready to eat Indian traditional food products. With this Pilot Plants NIFTEM would meet the objectives of providing a vital source for food companies that are just starting up or evaluating new process or product lines, provide processing vessels, product and process lines of varying capacities to cater to the needs of the different sectors of the food industry, provide research facilities to the food industry for development of novel and innovative products and processes and modification of existing products and processes, to make available the facilities for the evaluation of new ingredients, formulations and processes on a small and medium scale production and demonstration. The effort would be towards developing new technologies and ultimately to commercialise them.

The institute has also created Corporate Resource Division to facilitate corporate resources in order to have a strong Corporate Connect. In addition, people from academic, eminent speakers from corporate also share their vision for application of research into industries. NIFTEM envisages to further expand its relations with corporate and channelise Food Processing Knowledge for mutual benefit.

NIIT Technologies contribute to up the Quality quotient



By | Nidhi Koul

Responsible for the overall growth of the TTL vertical in terms of revenue, margins, brand presence and quality Vinod Pisharoti, Head - Travel, Transportation and Logistics, NIIT Technologies shares more about the latest technologies introduced and how NIIT Technologies is contributing to increase and maintain the quality of technologies in an interaction with QCI.

NIIT Technologies is a leading IT solutions organisation, servicing customers in America, Europe, Asia and Australia. It offers services in Application Development and Maintenance, Enterprise Solutions including Managed Services and Business Process Outsourcing to enterprise in the Financial Services, Travel and Transportation, Manufacturing/ Distribution, and Government sectors. Their domain strengths, new approaches to customer experience management robust outsourcing capabilities, and dual-shore delivery model, have made it a preferred IT partner to over 220 clients across 16 countries in these selected verticals. With a talent pool of about 8000 professionals, NIIT Technologies follows global standards of software development processes. "Our vision is to be the 'First Choice' of customers in its chosen verticals. We implement the philosophy of 'Focus and Differentiate' that enables us to compete on the strength of our specialisation. Our path breaking innovations and tailored made solutions help customers improve time-to market and realise quick Return on Investment (ROI) from their IT implementations", said Vinod Pisharoti, Head - Travel, Transportation and Logistics.

Being the Head of TTL vertical, he has defined and built IP based frameworks and solutions. He has built and Manage Alliance Partnerships with Product companies. He is internationally experienced senior IT executive with strong practice management experience; he has been responsible for delivering significant top and bottom line growth for top Indian IT service providers.

How MONALISA and WOS contribute to increase the quality level respectively?

Monalisa a fully integrated smart airline solution suite that ensures accurate, timely verification of interline billing, which addresses the potential problem of revenue gaps. We provide unmatched flexibility in our platform-independent Revenue Accounting services, drawing on our domain expertise. The Monalisa suite of solutions offers end-to-end strategic planning focused on improving revenues and a streamlining internal business process that helps in quicken up the delivery cycles. WOS (Warehouse Operating System), an integrated cargo management solution, is tailor made to manage cargo handling operations. It helps in providing an efficient, secure and reliable system that delivers maximum efficiency eliminates unnecessary duplicate handling and focuses on those areas that add tangible value to the customer and the airport.

What are the latest technologies that NIIT Technologies is working on in the cargo handling and logistic segment? How helpful can it be in global perspective?

NIIT Technologies, in strategic partnership with SATS has developed COSYS – an innovative cargo operations system. COSYS automates and simplifies cargo ground handling, reducing your cost, improving service quality and increasing profitability. It

- Increases cargo handling capacity
- Reduces cargo mishandling and loss

- Optimises unit loading
- Innovative and tested technology
- Uniquely flexible and configurable
- Mission critical and highly stable for 24 x 7 operation
- Offers real time process monitoring
- Easy to use, versatile and user-friendly
- Reduces dwell time
- Ensures high system availability
- Boosts operational efficiency and ROI

COSYS is proven and is active in a number of airports around the globe including Singapore, Taiwan, Vietnam, Hong Kong, Beijing, Indonesia, Delhi, GRU Brazil, Bengaluru and Mumbai.

Like your partnership with GRU Aeroporto Internacional de São Paulo, are there any National partnership opportunities in process?

We always look for new partnership opportunities.

What are your solutions for the global airline industry? How do you contribute to level up the quality quotient?

Airline is one of the strongest sub- vertical at NIIT Technologies with over 50+ active customers. Our solutions and services cover different business areas as depicted below:

Sales Marketing	Revenue Accounting	Airline Operations	Crew Management	Loyalty	Inflight Catering
eCommerce (IBE)	MonaLisa	Route Profit Analyser	Crew Wings	QLAS	QOSMOS
Digital Services	Miscellaneous Billing	IRROPS	Training Management System		iCater
PSS Migration					
TravelMate					
NDC					
Travel Platforms					
SABRE		AMADEUS		NAVITARE	
Services					
Application	Testing	Analytics	Mobility	Infrastructure	BPO

How do you cater to the needs of the surface transportation sector?

At NIIT Technologies, we develop innovative IT solutions for Surface Transportation enterprises. We help the Companies enhance competitiveness and address core business challenges. We draw on our business processes expertise to deliver

unmatched value to some of the world's leading Surface Transport companies, in areas including:

- Fleet Management
- Train Delay Monitoring
- Duty Rostering
- Production Planning
- ERP Implementation

In addition to this we offer our technology services to such as managing the IT infrastructure, application development and maintenance, testing, BPO and in emerging areas such as SMAC.

What are your future plans for the growth of TTL vertical?

Currently the travel segment accounts for 37 per cent of our total revenue and we would continue to drive this growth from the front in the future. Our key focus is to continue growing our customer base and growing within existing accounts. In order to focus and differentiate we continue to strengthen our offerings that will enable our customers deliver measurable business impact.

Our GTM strategy takes a cohesive approach of the following:

- Consulting Engagements such as digital services, application portfolio rationalisation NDC
- Products and IPs created to address business pain points via industry specific solutions

- Six Point Partnership Framework (Co-Creation, System Integrator, Large Program Partner, IP Partner, Partner Ecosystem, CGI Partner)
- Solutions and Frameworks
- Technology Services.

Go green in the bathroom



Want to bring environment friendly values to your bathroom? Luckily for you, it's not difficult. Going green in the bathroom doesn't require an expensive redesign or a drastic change in habits but altering some basic habits.

By | Sudipta Saha

Did you know...? About 40 per cent of all water consumed in the home is used in the bathroom. A quarter of that water is flushed down the toilet! As many of us try to make our home eco-friendly, the attention ultimately turns to bathroom and its accessories. Multitudes of bathrooms are full of plastic, towels made of synthetic, oil-based fibers, and on top of that, there's the constant use of paper products of various kinds. But there are surely many more environmentally helpful bathroom accessories

out there making the bathroom environment friendly.

People use and waste more water in the bathroom than in any other room in the house. Add all that water used with polluting soaps, shampoos, the energy used to heat the water, and more—and your bathroom could be doing damage to the environment. The water usage in the bathroom and cleaning chemicals found in most bathrooms are the easiest tasks to tackle in an effort to make the bathroom green.

Most of us know we can save water if we turn off the tap while brushing our teeth (as much as 3,000 gallons per year!), but did you know that there are products that will help to save water when you turn on the tap too?

While remodeling your bathroom making it eco-friendly, you can proudly choose sustainable bathroom accessories with high performing water-saving technologies, this will not only safeguard our planet and its resources, while some can save you money in the long term through lower water usage.



toilet, the old toilets use around 9-12 litres every time. The time has come to make a move from your traditional bathroom WC to new modern toilets that use only seven or eight litres of water every time you flush. Replace your toilet with a dual-flush model; dual-flush toilets have one flush for water waste, and another for solids.

Well we have much more talked about the bathroom accessories, in the meanwhile how could we forget the interior of the bathroom. Well if you are remodeling or redesigning your bathroom prefer choosing a recyclable material. Reclaimed glass tiles are a great ecological choice for the bathroom walls, flooring as it is completely water resistant. Glass accounts for about 6 per cent of all landfill waste and saves energy to run a 100-watt bulb for about four hours. Besides all these, cut down on harmful chemicals and gasses released into your home by using low- or no-VOC paints when giving the bath, or any other room, a fresh colour.

At present day we are using approx 55 per cent of more water that we were using a decade ago. This has undoubtedly bought serious consequences for our planet and its natural resources. Now when we have come across some top tips on how our bathrooms can be made water efficient. It's the perfect time to reduce water wastage around the home and particularly where significant water savings can be made. Create a water-efficient bathroom and do a bit for the planet.

Easy ways to save water in bathroom

- Save water: A lot of water gets wasted in the shower, bath and toilet. Use faucet, shower head or toilet that uses less water.
- Lighten up: Choose bright white energy-saver bulbs, fluorescent bulbs are 90 per cent more energy efficient.
- Green cleaners: Choose environment-conscious brands of cleaning supplies and clean your bathroom without the toxins.
- Say no to toxic products: Items such as shampoos, toothpaste, and soap are not exactly environmentally friendly. So choose green and natural soaps and shampoos in recyclable containers.
- Save trees: Buy recycled paper products that are of high-quality and better for the environment.
- Invest in organic shower curtain: Replace the vinyl shower curtains and try an organic cotton or hemp shower or curtain with a nylon liner.

With each single drop of water you waste millions litres of water in a year. So while choosing the bathroom accessories remember to choose faucets that conserve water because faucets account for more than 15 per cent of indoor household water uses—more than 1 trillion gallons of water used each year. It's time for you to replace your old faucets with self-closing taps this reduces sink's water flow by 30 per cent or more without sacrificing performance and ensures you that your water isn't left on while you brush your teeth or shave. Now save billions of gallons each year by retrofitting bathroom sink faucets.

Shower is the largest single user in the bathroom and we waste a great deal of water and massive amounts of energy to heat the water we waste. If you want to save a great deal of water along with the planet, install a low-flow showerhead. Cutting down the shower time can also help in reducing water usage.

Another major way to an eco-friendly bathroom is to choose the right products. Most of us make a bad choice while buying a water heater. Instead most of us buy a large storage tank. Don't make the same mistake as you deed earlier, this time pick up a truly efficient hot water heater such as a tankless heater or solar heater. Although these two costs more to install but they will cost less to run.

However, we know that we don't need much water to flush a



Organisational context – ISO/DIS 9001:2014

Q. What is context of an organisation?

A. Context is organisation's business environment. Understandably, there are a number of internal and external factors and conditions that can affect an organisation. Amongst these the DIS says that we should be particularly interested in those factors and conditions that can affect an organisation's products, services, investments and its interested parties. Examples of external context are issues arising from social, technological, environmental, ethical, political, legal and economic environment of an organisation. And examples of internal context are issues related to values, culture, knowledge, structure, governance, performance of an organisation.

Q. How does one understand the context?

A. Simple steps that an organisation can follow to understand the context are to:

1. identify the internal and external factors and conditions that can affect organisation's products, services, investments and interested parties.
2. identify who are the interested parties that can affect the organisation and what are their requirements.
3. institute a system for monitoring and review of information related to these internal and external issues, as well as about these interested parties and their requirements.
Information thus gathered provides an organisation details on context of the organisation.

Q. Is there a prescribed way of determining the context?

A. No, there is no prescribed way of determining the context of an organisation, as per the DIS. However, there are certain methods that are being widely used in the marketplace – such as STEEPLE analysis for external context analysis, SWOT analysis for external as well as internal context analysis.

Q. This means an organisation also needs to address requirements of various interested parties. Is that right?

A. Yes, of course.

Q. There are several interested parties for any organisation. Who, out of these, we need to focus upon?

A. For a quality management system, an organization needs to consider only those interested parties that can affect:

- organisation's ability to consistently provide product or service that meets customer and applicable statutory and regulatory requirements,
- organisation's aim to enhance customer satisfaction through effective application of the system,
- organisation's continual improvement processes,
- process of assurance of conformity to customer and applicable statutory and regulatory requirements.

Q. Does this mean that we are shifting focus from quality management to business management?

A. There is a business focus in the DIS. However, focus on quality management system is the key. Though the requirements related to 'understanding the organisation and its context', 'understanding the needs and expectation of interested parties' may suggest otherwise, the DIS is very clear that:
For quality management system, organisation needs to only consider those factors and conditions and those interested parties that can affect an organisation's:

- ability to consistently provide product or service that meets customer and applicable statutory and regulatory requirements,
- aim to enhance customer satisfaction through effective application of the system,
- processes for continual improvement of the system,
- process of assurance of conformity to customer and applicable statutory and regulatory requirements.

So, though we are now required to consider a wider variety of issues, for 9001 only those issues that is within the boundaries of a quality management system remain relevant.

Authors:

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Lean Manufacturing: Concept and Relevance

By | **Ratan Pal**
Advisor, NABET, QCI

Lean is a very basic concept of economics. Our ancient Indian sages and saints have taught us to utilise our resources in a very optimal manner so that our precious natural resources and environments (God endowed nature) are preserved for our own survival and benefit. It is truly an Indian concept if we really look back at our own roots as Panchantra Teachings.

Lean principles can be applied in all aspects of our life. In our day-to-day life, we maintain our health by doing some kind of exercises/yogas/workout so that we live long without any diseases. This can be termed as Lean exercise for trimming our extra fat (waste matter which is harmful for health) from the body in order to remain healthy and live longer. In the same manner Lean Manufacturing is a technique/way to produce goods/products or deliver services so that the organisations remain competitive and sustain profitable for a Longer Period of time.

Lean concept has been developed based on five basic principles.

1. For any goods produced or services delivered, specify value of each product/service from customer standpoint (what customer is willing to pay gladly).
2. Define all processes for manufacturing the product/services and specify processes which are Value Added (VA) and also specify other processes which are Non Value Added (NVA). This can be termed as Value Stream Mapping (VSM) for the purpose of eliminating/minimising Non Value Added (NVA) processes which are also called Wastages for which Customer is not willing to pay.
3. Organise and set your processes in a tight and integrated manner so that your product/services will have a very smooth flow from first operation to Last operation.
4. Let the customer in Downstream Process have a Pull system from Upstream Value adding Process. This is done for reducing excess inventories at



intermediate stages of processes in WIP (Work-In-Process).

5. Let the managers/executives think and implement for continuous improvement for perfection.

In simple term Lean manufacturing is an operation technique by which we identify all wastages in our processes and eliminate or minimise these wastages without sacrificing in value or quality. The end result is very dramatic improvement in productivity, quality and profitability.

Although the above concept appears so simple, the execution and implementation of Lean calls for a very determined dedicated and focussed approach starting from CEO level to lowermost level in the organisation. In other words, we can say for any running organisation, Lean requires Total

Transformation to align three important elements in the organisation:

1. Process
2. People
3. Purpose

For a successful total transformation in the organisation, the foremost requirement is Total Commitment from the Owner/CEO of the organisation to such an extent that he should have this as an agenda point as a 'Daily Monitoring Checklist' for the organisation.



Assuring of quality patient care in an unorganised industry

Medical tourism or medical value travel is an industry in very nascent stage. As in any industry that is taking shape, the whole scenario remains in a stage of flux till the time one player comes up and starts shaping the whole universe. High Beam Global or HBG as it is most popularly is known as is exactly doing the same. HBG is putting up processes not only in handling the patient when they are in India but is also setting up norms on how to promote the Indian health care abroad.

Most of the private hospitals in the business of International selling are lining up to the need and are whole heartedly supporting HBG in their initiative. When asked on the long term vision Abhik Moitra, the founder and president of the company comments with ease which is a Mammoth vision 'we want to be to healthcare what Visa is to banking. We are trying to bring each and every player involved in the game on to a platform which gives standardised practice and a standardised return. And we are not limiting ourselves only to current set of people. We are trying to bring large corporates to the industry. As these people will join the industry, they will bring with them their experience of largeness and the concept of standard operating procedures. As the large players will become consistent, the dependence of

Hospitals from unorganized players will reduce'.

Quite a herculean task though, but it seems his plans are working. Lately in Kenya, in an event, Dr James Njugna, who runs a financial consulting firm agreed to shake hands with High Beam Global. High Beam Global brings the concept of distribution in the Health Care Business. This is something we are familiar with and will be happy to get involved into said Dr James.

High Beam Global is developing products around the surgeries and making them sailable over the counter. This will smoothen joining of large Travel Agents who are afraid of joining simply because the concept of surgery and medicines are alien to these Travel Houses who have comfortably selling Holiday Packages.

Nandita Gupta, Co- Founder and Vice President at High Beam Global admit that training these people take time and that time is a necessary investment. But if you look at a country such as Thailand which has a huge Medical Tourism Industry larges on selling dental Packages, health check ups and ophthalmology procedures through the travel industry.

And travel agents is just one of the segments, we still need to tap into international insurance, multinationals who operate out of multiple countries and associations which provide for underprivileged segments of society. There is a long way to



travel, comments Nandita.

HBG team unanimously states that more challenges are on the domestic front where it is difficult to sell the concept of Standard Operating Procedures. Starting from answering a query from the patient to giving quotations, from regular updates to honouring the given prices, everything needs regular intervention. Given the continuous attrition at Hospitals where they keep losing the trained and well settled team members to new Hospitals Players and to Hospitals with large expansion plans quite often, the established players have to undergo the pain of training new manpower every day.

It is not just the hospital, but the quantum of ancillary businesses involved is also phenomenal. Transportation, Hotels, guest houses, language experts, food and even banking are involved in medical travel business. My Chartered Accountant fails sometimes to understand what I do, laughs Abhik. HBG is training a whole universe of people. They have in house language experts trained in patient care and hospitality, they have trained transporters who know what to do in an emergency and they have tie ups with restaurants who understand the need of these medical travels. It has been four years of continuous inputs.

More important is the recognition. Nandita says with smile. "Earlier we were considered middleman. Now, the hospitals take us as their brand partners. Previously, our importance was limited to providing a patient to the needy hospital. But now we are known to enhance the Brand Value". The pride on her face is visible. She continues, "it gives us enormous satisfaction when now hospitals offer to do co branded promotions, when people approach to me for employment because industry refers to us as the best place to learn the business and when we hear from our industry colleagues that handling HBG account

is a matter of pride".

As you discuss, further, even after achieving the success, complacency is nowhere to be seen. They still are visibly hungry to do better. Abhik continues, "Each person in patient care departments has been given budgets which he can spend at will to make the patient he/she is handling smile a little more. We want the experience of each patient unforgettable. So that when he reports back home, they will miss us. They will refer to us whenever, their friend or relative is in need. That is why we get into planning in details for each arriving patient. We speak to coordinate the pickup, we speak to doctor and detail them the needs and we inform even the food and beverages departments of hospitals on the likes and dislikes of the visiting patient".

There is no doubt that the treatment of the patient is primary but HBG is not taking the secondary needs lightly. Even the doctors agree. Doctor Arun Saroha, Neuro Surgeon says, "When you have serious and aware people referring patients to you, we have to reciprocate. Apart from treating the patients with best of your skills which we do for every patient, we need update HBG on their patients on daily basis. Though it adds additional work but we enjoy being teams with them. At the end of the day, we see value in what they do and we understand that these people are trying to do well to Indian Health care."

In past we have seen that one single good and organized player has been able to change the market into an industry. We have seen Infosys doing it to Indian IT industry, we have seen this done by Make My trip to travel industry, today we are witnessing the same to Indian Medical Travel Industry where HBG is trying to change the landscape, earning respect for themselves and earning the respect for the industry.

Let's learn the tricks of Robust Quality Engineering

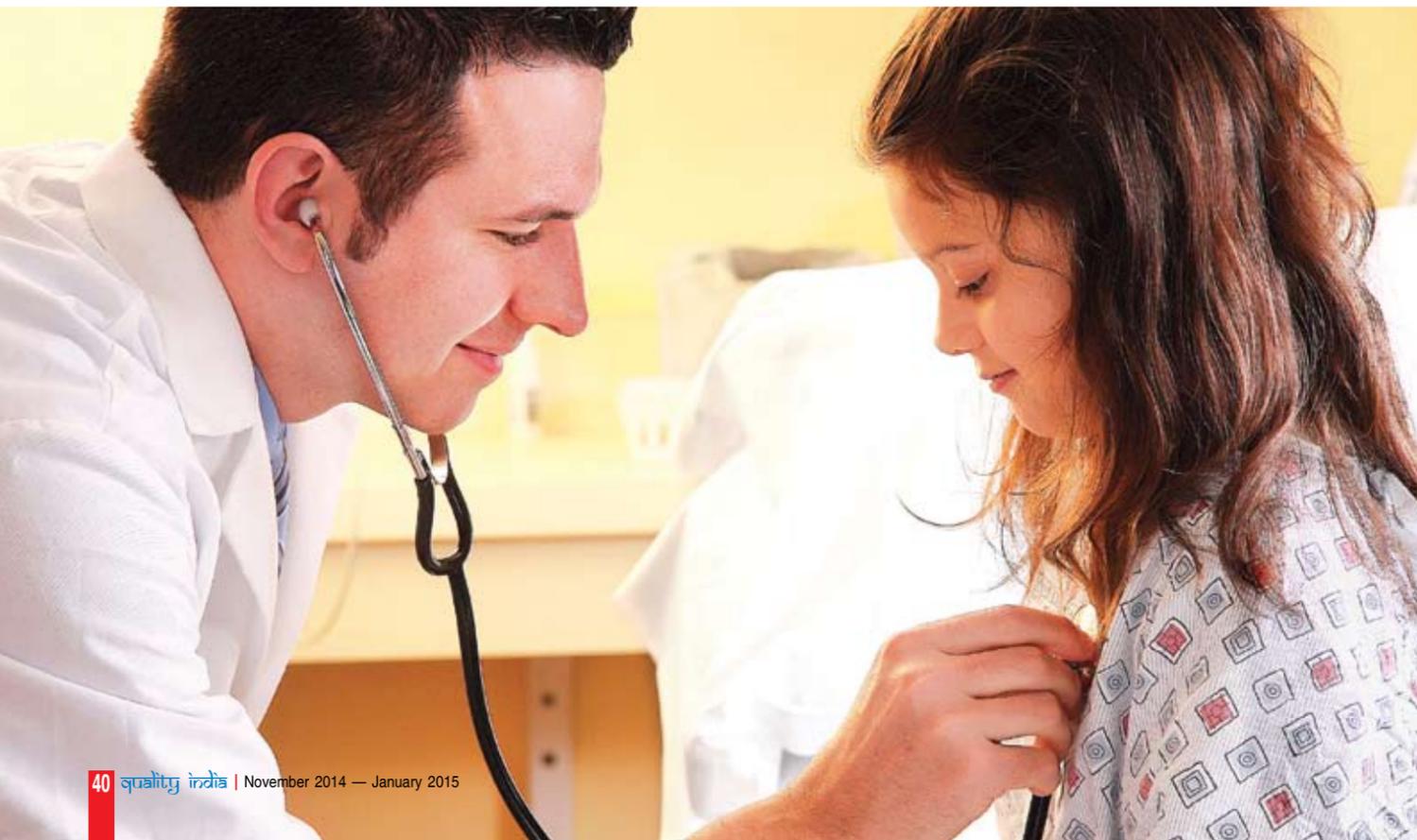
The National Board for Quality Promotion had organised a workshop on Robust Quality Engineering on November 3, 2014 at India Habitat Centre, New Delhi. This workshop was organised under National Quality Campaign.

The legendary Dr. Genichi Taguchi's comprehensive system of quality engineering is one of the great engineering achievements of the 20th century. In this pioneering work, Dr. Taguchi uses easy to understand examples to show engineers and managers how to bring the immense power of his quality engineering methods upstream to develop the robust technologies that are essential for rapidly creating new product, refining existing ones, and manufacturing higher quality products at significantly lower cost. The robust quality engineering approach represents one of the most significant breakthroughs in product and process design. Understanding this approach is essential to reach the target of Zero Defect. The workshop provided an up-to-date understanding of robust quality engineering from basic ideas and procedures to some practical applications of the same.

The workshop was conducted by Professor A.K Chaudhuri, an acknowledged expert in the field of six sigma, robust quality engineering and quality management. He was a close associate of Dr. Genichi Taguchi. The workshop received a very good response and was attended by more than 60 participants from various sectors of industry especially from manufacturing sector.

There are two main types of quality in product. These are (1) customer quality and (2) engineered quality. Robust quality engineering is associated with engineered quality to meet customer requirement. It is the kind of quality that ensures that the product will produce acceptable performance throughout the intended lifespan of the product. The robust quality engineering approach represents one of the most significant breakthroughs in product and process design. Understanding this approach is essential to reach the target of Zero Defect.

This workshop provided an up-to-date understanding of robust quality engineering from basic ideas and procedures to some practical applications of the same.



Northern Region Pipeline (NRPL) maintains good standards for safety of the people

Indian Oil Pipeline Division has established and maintained good standards for safety of the people, the processes and the assets. It is committed to operate and maintain all petroleum products, crude and gas pipeline in an environmentally responsible manner with continual improvement in environmental performance and pollution prevention. P Ojha, Executive Director, Northern Region Pipeline Panipat shares on the quality measures and its commitment towards environment.

What quality measures do you follow in your organisation?

There are different issues of quality measures in the pipeline division of Indian oil. Our basic job is transportation of petroleum product and since they are all multi-product pipelines. Multi-product pipeline means you have same pipeline for petrol, diesel etc. So, we have to maintain the parameters in particular limit because they are all inter-mixed. This intermixing has to be controlled as all these are hydro-carbons. They are generated out of core oil by fractional distillation method. We have the best parameters for pipeline transportation so that two components don't get mixed. We have to maintain our operational such as the quality of maintenance, the pressure has to be checked, and the pipeline has to be checked so that intermixing is avoided at particular limit. There are limits of intermixing.

Quality as per as transportation is concern-first in terms of product mixing in the pipeline secondly the maintenance of the pipeline and its quality. Quality in maintenance and quality in operations is very necessary. Operations, equipments, motors, pumps are to be maintained. These are operational quality. While maintain the quality of pipeline it is necessary to save the pipes from corrosion internally and externally. We maintain quality in terms of

- product intermixing,
- equipment and
- instrumental installation.

Quality in operational and maintenance are of more important.

We also carry surveys on the health of the pipeline and its maintenance. This survey helps us to keep a check on the leakage because once the leakage happens corrosion will happen. My

main concern is the quality of the product that we are pumping out.

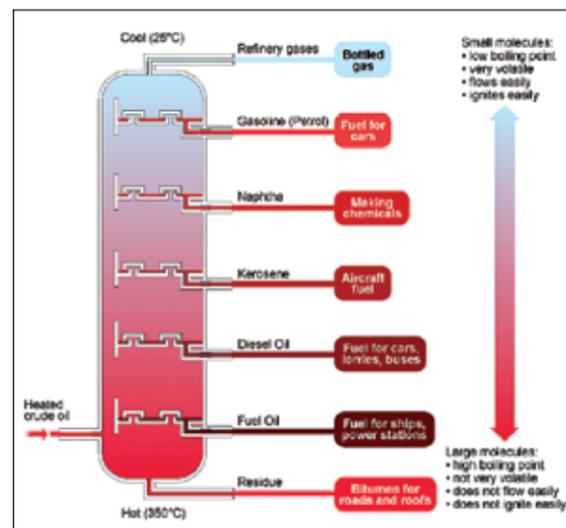
The government is coming out with many challenging schemes such as Swachacha Abhiyan, Adarsh Gram, Make in India, etc. What role is Indian oil playing under its CSR activity?

As an organisation we are actively participating and are carrying out several CSR activities. Earlier under CSR we use to intervene in the rural areas which were identified by our own people and also approached by the local people to our people. Say if a villager comes to us and say that they facing water related problem then we will work on it. Earlier there was no such budget problem but now huge amount is allotted. At present we are working on several initiatives such as water supply, setting up bio-toilets in rural areas. We actually pick up few villages and work on the issues they are facing. Recently we have set up a health camp and eye camp in some village in Meerut. The eye-camp has received fantastic response. We received around 400

people for check-up and around 25-27 people were diagnosed with cataract and the operation was organised in some hospital. We are also doing a regular follow up for medicine and other necessary amenities.

Do you feel that overseas investment rules for companies will boost up the economy?

Obviously yes. Whether it's NRI investment or FDI, all is going to boost up the economy. It is very necessary to understand that why do people invest obviously because they want to earn profit out of it. Nobody wants to do charity; everyone wants the outcome of their investment. NRI investment



is very much necessary for the country. It is profitable for the country as well for the investors.

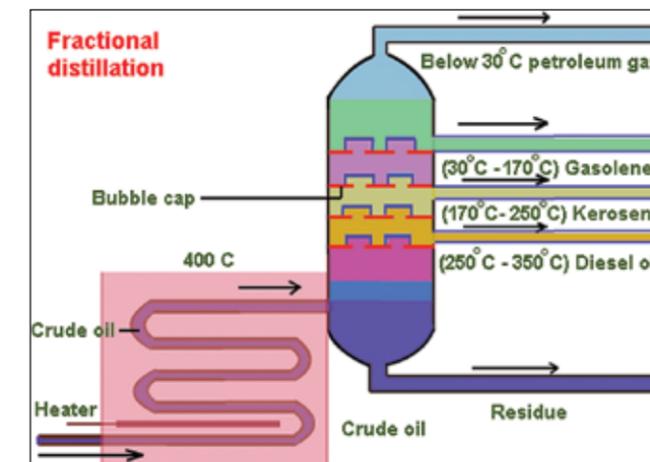
Northern Region Pipelines (NRPL), an ISO 9001, ISO 14001, OSHAS 18005 and ISO 50001 accredited units. Can you please give us some detailed information on it?

Yes, Northern Region Pipelines (NRPL), an ISO 9001, ISO 14001, OSHAS 18005 and ISO 50001 accredited units is one of the Region of Pipeline Division of Indian Oil Corporation Limited. This caters the demand of Petroleum products to the industrially and agriculturally rich regions of Haryana, Punjab, Delhi, Uttar Pradesh, Uttarakhand and Rajasthan.

NRPL has two bases i.e. Panipat and Bijwasan and 20 operating stations with Head Quarter at Panipat. It operates 2320 kilometre length of different sizes of pipelines for transporting Crude, Petroleum Product, LPG and Natural Gas. It mainly deals with transportation of Crude to Panipat and Mathura Refinery and then finished product from Panipat and Mathura Refinery to various Marketing Locations. It also delivers R-LNG from Dadri (Uttar Pradesh) to Panipat Refinery.

What are your commitments towards environment, health and society?

Northern Region Pipeline is committed to conduct business with strong environment conscience ensuring sustainable development, safe workplaces and enrichment of quality of life



of employee. We have established and maintained good standards for safety of the people, the processes and the assets. We have facilities for effective Fire Prevention and Protection with regular mock drills, training and personnel are trained for handling such eventualities. We keep our attention always focused to remain trained, equipped and ready for effective and prompt response to accidents and emergencies if at all they arise. Internal Safety Audit and External Safety Audit are part of pipeline

culture to ensure health of the system and to identify deviations/short comings, if any. We adopt and promote industry best practices to avert accidents and improve our HSE performance. We are committed to operate and maintain all Petroleum products, Crude and Gas Pipeline in an environmentally responsible manner with continual improvement in environmental performance and pollution prevention. We comply with all requisite statutory norms and legislative requirement. We undertake conservation of natural resources through optimum utilisation of energy and sustainable development. For environmental quality improvements regular tree plantation is carried out and we also endeavour to operate in a carbon neutral manner. For improving ground water, rain water harvesting is being done at all locations. We have also initiated action for use of clean energy by installation of 25 Kwh solar power generation units at some locations and plans have been made to enhance the station lighting system by solar lamps. We operate all our system in safe, reliable and environment friendly manner.

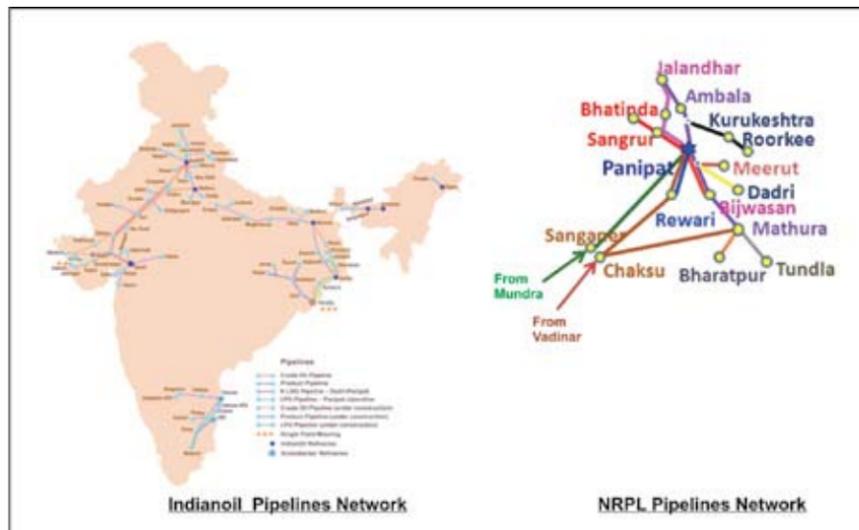


NRPL Panipat

An Introduction

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Health, Safety and Environment Commitment of NRPL

- Northern Region Pipeline is committed to conduct business with strong environment conscience ensuring sustainable development, safe workplaces and enrichment of quality of life of employee.

- We have established and maintained good standards for safety of the people, the processes and the assets.
- We have facilities for effective Fire Prevention and Protection with regular mock drills, training and personnel are trained for handling such eventualities.
- We keep our attention always focused to remain trained, equipped and ready for effective and prompt response to accidents and emergencies if at all they arise.
- Internal Safety Audit and External Safety Audit are part of pipeline culture to ensure health of the system and to identify deviations/short comings, if any.
- We adopt and promote industry best practices to avert accidents and improve our HSE performance.
- We are committed to operate and maintain all Petroleum products, Crude and Gas Pipeline in an environmentally responsible manner with continual improvement in environmental performance and pollution prevention.
- We comply with all requisite statutory norms and legislative requirement.
- We undertake conservation of natural resources through optimum utilisation of energy and sustainable development.
- No effluent is discharged without proper treatment and all effluent conforms to the statutory norms.
- For environmental quality improvements regular tree plantation is carried out and we also endeavour to operate in a carbon neutral manner.
- For improving ground water, rain water harvesting is being done at all locations.
- We have also initiated action for use of clean energy by installation of 25 Kwh solar power generation units at some locations and plans have been made to enhance the station lighting system by solar lamps.
- We operate all our system in safe, reliable and environment friendly manner.



Quality of Education to contribute towards making India educated and employable

Kamini Prasad

Under the purview of Indian Constitution, free and compulsory education is a Fundamental right children aged 6 to 14 years. In India, Education is provided by both public sector and private sector jointly wherein funds flow in from all the three levels – central, state and local level.

By 2011, Indian has made a remarkable progress in terms of increasing the primary education attendance rate and contributing to bandwagon of Literate India. India's improved education system can be attributed to its economic development.

In the field of Higher education – Institutes such as Indian Institutes of Technology (IITs), Indian Institute of Science and University of Mumbai with respect to their standards of undergraduate education, have been globally acclaimed in the field of engineering. Besides these some of the global accomplishments awarded to Indian Institutes include: Indian Institutes of Technology, Indian Institutes of Management, and Jawaharlal Nehru University in 2005 and 2006 appeared in the Times Higher Education List among the world's top 200 universities; The Indian School of Business, Hyderabad as per the rankings by the Financial Times of London, was ranked number 12 in 2010, in the medical line, All India Institute of Medical Sciences has been recognised as a global leader in medical research and treatment.

Quality of Education

In recent years, a lot of emphasis has been laid down on improving the Education quality. It is well understood by all that the Quality needs are to be improved. However the question arises on what does the Improvement in quality of Education actually mean and what steps would contribute towards its

improvement?

- A.** If we talk about quality aspects in schools, the factors that can bring in real change in the overall school environment would include: Managing the class size; child enabled teaching-learning practices, relevant teaching learning materials, regular assessments, teacher training and upgradation of domain knowledge, overall professional development of teachers, leadership among the school heads/administrators, parents counselling, availability of basic and healthy school amenities and evaluation mechanism for measuring development of students, teachers and overall school system. By addressing these school-level factors can make a significant difference to the quality of school environment in terms of student attendance and retention, managing gender issues, adopting different learner cycles and ensuring community participation.
- B.** In terms of higher education, there are challenges with respect to faculty not being trained, gaps in taking pace with rapidly changing technology, outdated syllabus with few modifications, gaps in linkages with the employment market, lack of imparting training on employability skills. For instance let us consider a student who undergoes four year Graduation course- B.Tech, at the end of four years he/she acquires the knowledge in every subject however is that sufficient to work as per the requirements of the industry? Is that student job ready? The answer is definitely no. This is the problem with our current education system. We are moving towards educated but unemployed India. As per the industry Report, there are more than 487 million workers in India. However over two-third employers complain that their people don't possess the right kind of skill. The real challenge is how to get best out of its people through amalgamation of education and training. In the World's Economic Forum, India ranks 78th out of 122 countries. It is being observed as per the Industry Report that most people who join the workforces either hold the certificate or degree but don't have the right training that is needed to succeed in

the Industry. This accounts for one of the major concerns for our country where in as high as 80 percent people join the workforce every year with lack of skill related training.

The Institutions fall short in delivering these Skills in terms of 'Application of Theoretical principles'. Unless Learning is 'Practiced', the impact would not be as desired. For instance till the time we practice driving we would not be able to drive confidently on roads and highways merely by reading a driving book or by mugging up traffic rules.

- C.** Vocational Education - Even in case of students passing out of vocational education streams/ ITIs don't possess the employability skills that are in sync with the Industry needs. This increases the challenge of being sustained in the jobs for the larger period of time. There is huge instability in the jobs that leads to unemployment. This mainly arises out of the fact that companies can train new recruits on the technical knowledge but the soft skills and employability skills are those that one needs to possess for performing suitably on the job.

Steps taken in this direction

- A.** To improve the Quality of Education, it is important to develop soft skills that leads to personality development, from the initially years of life at home and at school. It should be developed as a habit that is practiced over years to make it a person's integral part of life. Though there are institutes offering short term personality development courses for shorter duration, however such course would have limited effect if the foundation is not strong enough. It is for this reason that soft skills training impacts in differing degrees, depending upon the educational and social background of the candidate. It is with this understanding that vocational skills are now being introduced in class IX with Level-1 under NSQF and goes up to Level-10.
- B.** In continuation with skill based education, based on a research there are nine core skills which helps an individual to be successful both at work place and in personal life. They are
 1. Communication Skills
 2. Team Work
 3. Problem Solving
 4. Self Management
 5. Planning and Organising
 6. Technology
 7. Ability to Learn
 8. Initiative and Enterprise
 9. Life Skills

The focus of skill education should be on imparting training on developing these skills along with the domain knowledge. The true essence of education lies in performing effectively at work and in personal life and being able to deal well with others in society.
- C.** Train the Master Trainers- As estimated by the Industry Trends by 2020, 25 per cent of the total international manpower employed will be Indian, and hence, there is immense requirement in bringing in developing vocational training in India to an International standard for higher mobility. To improve the quality of output churning from these trainings requires enhanced trainer and assessor courses that would support the Education and deliver quality results. Hence there is requirement for Training of Trainer Courses w.r.t Training Delivery, Student Management, Student Counselling,

- Industry Awareness and Technology Enabled learning aspects.
- D.** Increase in Public Private Partnerships: With respect to the Industry data that only 10 per cent of the workforce has any vocational training, formal or informal, steps are being taken to address this. Plans are in place to develop Skill Development Centers through Public Private Partnerships, revamping the existing ITIs / polytechnics. In the Year 2013 itself, the number of ITIs have increased from 2,000 to approx 10,000. But what holds true is that with the rising capacity of these Institutes, the quality also suffers, there have been complaints from the industry with regards to the quality of the trainees, there is limited capacity to regulate Private ITIs. With objective of training 50 million people every year in order to meet the target of training above 500 million people by 2022 (NSDC and Govt of India Mandate), requires a paradigm shift from a government-driven approach to a private sector-driven one.
- E.** Adoption of International Best Practices: Few Sector Skills Councils promoted by CII have shown keenness to learn and adapt best practices from Australian Industry Skills Council. Germany and China represent best and successful examples of vocational education training systems of the World. For instance under the Chinese Vocational Education Model – more than half of the children completing nine years of Compulsory School education enter the vocational education in Senior Secondary level. They emerge highly employable at the end of three years as out of these, one year is spent in Practical Training in Industry. In this manner they train their human responses for skilled and semi skilled task.
- F.** Steps are being taken by the New Government in line with the New goal of 'Make in India' initiative wherein the labour ministry has decided to set up 12 Advanced Training Institutes (ATIs) across the country in the first phase at a cost of ₹200 crore to train vocational instructors. The plan is part of the 'Make in India' programme which aims to transform the country into a best-in-class manufacturing hub and places strong emphasis on skill development.

As India progressively moves toward becoming a 'knowledge economy', it has become imperative for its work force to acquire and upgrade skills that are relevant in the emerging Economic Environment.

Today only 25 per cent of the Graduates are considered 'employable' by Employers. Hence this is a huge task for our Education System to bring in the transition in the role from 'Student' to 'Worker' and preparing the candidates for the new working world. The major component during this transition phase is 'Application and Adaptation' of theoretical learning in the real world. The need of the hour is deeper connect between the Academia and the Industry. The Products of the Education Systems are employed by the Industry. Hence it is in the mutual interest of both the parties to contribute effectively and jointly in development of market ready 'Employees'.

Lastly, Education and Training has to be from the Learner's perspective. The shift needs to take place from 'Teacher oriented learning styles to Learner oriented learning styles'. This calls in for change in the teaching/training pedagogies that suit the student's requirements, their preferences and backgrounds.

These are the steps that would improve the Quality of Education and contribute towards making India Educated and Employable.

India's first Personal Genomics Clinic launched

Positive Bioscience has partnered with Medanta - The Medicity to launch India's first personal genomics clinic, which offers state-of-the-art facilities and services in preventive healthcare and personalized medicine within the country. This partnership seeks to offer comprehensive personal genomics services to the customers along with advice from leading experts associated with the Medanta - The Medicity under one roof. Genomics has been defined as the future in healthcare practices and is crucial as it drives preventive healthcare. While personal genomics is being established in western countries, it is at a nascent stage in India. With the increasing number of diabetics, stroke and cancer patients, there is an increasing need for individuals to receive a complete health risk assessment. The services of the clinic will include pre-empting interventions for disease prevention, pre-test genetic counselling and DNA sequencing to post-test genetic counselling. The aim is to provide comprehensive genomic services for preventive medication so as to accelerate preventive healthcare work towards disease burden reduction and improve patient care in India. Understanding the importance of personalised treatment and patient care, positive bio-science will offer five free cases for underprivileged cancer patients to The Times Foundation.



Max Bupa recognised as 'Model Insurer Asia of the Year'

Max Bupa Health Insurance has been recognised as the Celent Model Insurer of Asia for 2014, one of the most coveted honour in APAC region, for effective technology usage in insurance. With a strong focus on utilising technology to deliver the best-in-class service, Max Bupa is creating a benchmark in the industry through innovative IT practices. Max Bupa's focus from the time of inception has been to evolve and transform customer experience by offering exceptional customer service through smart and hassle-free processes. Max Bupa implemented Newgen Software Technologies' BPM solution to automate core processes such as new business, claims, healthcare provider enrolment, agent licensing and renewals. These solutions together enhanced customer experience through improved interactions, and reduced customer response timelines.



Bangalore's first 'Swachh Bharat' CSR drive initiated by Yatragenie.com

Yatragenie.com, a bus-ticketing portal from Paxterra Software Solutions, believes in celebrating their success by sharing it with all those around and committed to Corporate Social Responsibility. To support the 'Clean India' initiative of our Prime Minister Shri Narendra Modi ji, Paxterra employees have volunteered to clean Bengaluru Outer Ring Road, Sarjapur intersection to Marathahalli junction on September 18 from 7 am to 12 noon. About 800 employees of the company participated in the event in the presence of honourable guests - Shanthakumari (Mayor of Bengaluru City), Arvind Limbavali (Mahadevapura MLA) and Varalakshmi J (Councilour - Ward No 86).

SPAR International and Max Hypermarkets announce new partnership for India

SPAR International (SPAR) and Max Hypermarkets recently announced a new partnership agreement which will see over 30 SPAR Hypermarkets operational across India by 2019. The new agreement builds on the previous successful partnership between the two companies which saw the launch of SPAR-branded hypermarkets across six states in India. Today's announcement will result in 13 of those stores reconvertng to the SPAR brand in the coming months and a further 20 stores opening nationwide over the next five years. The plan foresees retail sales exceeding €300 million by 2019.



Proudly announces the launch of its business magazine

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Standard of Living Vs Quality of Life

Standard of living and quality of life are often referred to in discussions about the economic and social well-being of countries and their residents, but what is the difference between the two? The definitions of these terms can be difficult to tease apart and may overlap in some areas, depending on whom you ask. It's more than just a matter of semantics; in fact knowing the difference can affect how you evaluate a country where you might be looking to invest some money.

When people think about their own standard of living, the amount of money they bring in might be the first thing that comes to mind. If their income decreases, through job loss, for example, they might consider their standard of living to be decreasing along with it, however is this case? If you consider the other factors that make up standard of living, then chances are your overall standard of living is still quite good, despite your present lack of income. For example, if you have a good chance of securing another quality job, your country's economy is generally strong, you still have access to health care, and if the cost of goods and services is reasonable enough that you can more or less get by in the meantime, until you find a new job, then you're doing all right. (To reduce health care expenditures, read fighting the High Costs of Health care and 20 Ways to save on Medical Bills.)

Standard of living is somewhat of a flawed indicator, however. Looking at our earlier list, while the United States, for example, might be considered to rank highly in all of these areas, most people would agree that for some segments of the population, the standard of living in the United States is actually quite low. In East St. Louis, Ill., for example, the quality and availability of employment has historically been poor; environmental quality is below average for the U.S., the incidence of disease is high and life expectancy is also below average. According to the U.S. Census Bureau's 2000 census, the number of families living below the federal poverty level in East St. Louis was 35.1 per cent, compared to a national average of 12.4 per cent.

Similar to standard of living, what would be considered a good quality of life by one person, may not be considered as such by another. The earlier list of quality of life factors might also be considered to be a list of things the United States offers. 'The Economist', for example, produces an index that attempts to rate the quality of life in various countries. Predictably, developed nations like Norway, Australia and Luxembourg come out on top and less-developed countries such as Iraq, Afghanistan and Sudan come out on the bottom, according to 'The Economist's' quality-of-life index. That said, there are certainly segments of the population, in countries such as the United States, in which people don't have the right to marry whomever they choose, are discriminated against, are treated as guilty until proven innocent, do not have access to a meaningful and useful education and/or do not get equal pay for equal work.

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