

## ***Mahindra Quality Way II - Revised Guidebook Released***

The revised guidebook for the Mahindra Quality Way – the Group wide integrated approach for promoting excellence – was released at a meeting attended by close to 100 senior executives from the Mahindra Group companies and businesses. Similar meetings are planned at Chennai and Chandigarh to brief management of Group companies located there.

Ms. Jitisha Selarka welcomed the participants and set the tone of the meeting.



Briefing the participants, Mr. Anjanikumar Choudhari reiterated the objectives of setting up the Mahindra Quality Way (MQW) and the background for revisions which have been made based on our experience over the last three years. He highlighted some of the key changes in MQW which have been endorsed by the MQW Council consisting of Senior Executives from across the Group.



Mr. Choudhari explained that the revised MQW structure has been aligned closely to the Mahindra Annual Planning Cycle requirements, detailed guidelines have been provided for companies to understand and adopt MQW and focused training programs are planned at MIQ Nasik to support companies in this effort. Detailed parameters for internal reviews by companies as well as the formal MQW Annual Assessment have been specified in the guidebook. Involvement of Indian assessors alongside Japanese is planned from Cycle III in 2011. Companies have been categorized to reflect diversity in size and industry. The criteria for Stages have been revised to promote wider application of MQW within a company and the number of Stages has been increase from 7 to 10 to encourage companies to strive for truly global levels of excellence.



Mr. Rajinder Singh – Dean, Mahindra Institute of Quality Nasik briefed participants on programs which have been specifically designed for training for MQW and also the Mahindra Yellow Belt programs to encourage employees to take up projects in the area of continuous improvement and problems solving. Mr. Yashwant Joshi – General Manager, Business Excellence, Farm Equipment Sector shared his Sector's excellent experience with the Mahindra Yellow Belt program.

"I believe that the changes we have made will help in a faster and more complete adoption of MQW amongst our Group companies" said Mr.

Choudhari in conclusion of his briefing and offered all support from the MQW and MIQ teams to companies in their efforts.

To view the new Mahindra Quality Way guidebook, click <http://mconnect/Document%20Library/MQW%20Guidebook.pdf>



An interesting detour from the normal was the presence of Devram S. Awate, a person from the shopfloor. Devram is currently a tool setter with the Production Department of MUSCO Stampings at its Kanhe Plant. He has been with MUSCO Stampings for the past 27 years and has actively participated in bringing about quality improvement measures since the beginning of his professional career. Devram has been actively involved in SMED (Single Minute Exchange of Dies) and took the initiative of combining multiple operations in a single die setting, optimizing both time and resources. He attributes this yearning in him to his strong emotional bonding to Mahindra and his perfectionist streak. An articulate worker, he observed that an organisation can acquire and sustain the first-mover advantage in the market by continuously improving its quality processes.