

RAJIV GANDHI NATIONAL QUALITY AWARD 2011

Rajiv Gandhi National Quality Award was instituted by the Bureau of Indian Standards in 1991, with a view to encouraging Indian manufacturing and service organizations to strive for excellence and giving special recognition to those who are considered to be the leaders of quality movement in India. This award is intended to generate interest and involvement of Indian Industry in quality programmes, drive our products and services to higher levels of quality and equip our Industry to meet the challenges of domestic and International markets.

The award has been named after our Late Prime Minister Rajiv Gandhi, recognizing the new thrust he had given to the quality movement in India so that India could move into 21st Century with pride.

Rajiv Gandhi National Quality Award would help Indian Industry to improve quality by:

- a) Encouraging Indian Industry to make significant improvements in quality for maximizing consumer satisfaction and for successfully facing competition in the global market as well;
- b) Recognizing the achievements of those organizations which have improved the quality of their products and services and thereby set an example for others;
- c) Establishing guidelines and criteria that can be used by industry in evaluating their own quality improvement efforts; and
- d) Providing specific guidance to other organizations that wish to learn how to achieve excellence in quality, by making available detailed information on the 'Quality Management Approach' adopted by award winning organizations to change their culture and achieve eminence.

The award has been designed in line with similar awards in other developed countries, like Malcolm Baldrige National Quality Award in USA, Deming Prize in Japan and European Quality Award.

FREQUENCY

Rajiv Gandhi National Quality Award is an annual feature on the basis of financial year. The 2011 award will be considered for results achieved by the organization from 1 April 2010 to 31 March 2011.

BENEFITS TO THE APPLICANT ORGANIZATIONS

- ★ It will enable the organization to assess its own level of commitment to quality. It will also indicate the extent to which this commitment is being deployed through every level of the organization and in all areas of activities.
- ★ Further, after the process of self assessment is completed, the organization will be in a position to analyze its strengths and weaknesses.

BENEFITS TO THE AWARD WINNERS

- ★ Award winning organization(s) will be reckoned as champions of quality movement in India.
- ★ Award winners can publicize their achievements on their printed and publicity material. However, if a unit of an organization is selected for the award, it will be permitted to publicize its achievements on the printed and publicity material of that unit only, and not that of entire corporate body.
- ★ Awards will be presented in a glittering ceremony in presence of top ranking personalities from government, professional bodies, industry, and consumer associations.

- ★ Award winners may have leverage in business on being recognized as the best.
- ★ Financial incentives
 - Organizations winning the BEST OF ALL Award would be given cash award of Rs. 500 000.
 - Organizations winning the other awards would be given cash award of Rs. 100 000.
 - Organization receiving the commendation certificates would be given cash award of Rs 50 000.

AWARDS AND COMMENDATION CERTIFICATES

There are five awards consisting of one for large scale manufacturing organizations, one for small scale manufacturing organizations, one for large scale service sector organizations, one for small scale service sector organizations and one for BEST OF ALL. In addition, there are eight commendation certificates each for large scale and small scale manufacturing organizations as per industrial sectors given below:

- a) Bio-technology;
- b) Chemical industry;
- c) Electrical and electronic industry;
- d) Food and drug industry;
- e) Gems, jewellery and allied industry;
- f) Metallurgical industry;
- g) Textile industry; and
- h) Engineering industry and others.

Further, there are six commendation certificates each for large scale and small scale service organizations in the following sectors:

- a) Education;
- b) Finance;
- c) Health Care;
- d) Information Technology;
- e) Utilities; and
- f) Others.

NOTE – *Medium and micro Scale organizations will be considered in the category of large and small scale organizations respectively.*

The number of awards/commendation certificates indicated above is maximum. In the event of non-availability of suitable applicants as per assessment criteria decided by the National Awards Committee (NAC), any of the above awards/commendation certificates may not be given.

The BEST OF ALL award consists of a certificate and a plaque, gold plated silver salver of 25 cm diameter. The plaque will be inscribed with logo 'Q' in oval shape containing a line profile of late Rajiv Gandhi. It will also bear the inscriptions 'Rajiv Gandhi National Quality Award, 2011 - BEST OF ALL' and the name of the winning organization. In addition, the winner will also be given financial incentive in the form of a cash award of Rs. 500 000.

The other awards will consist of a certificate and a plaque, silver salver of 20 cm diameter. The plaque will be inscribed with logo 'Q' in oval shape containing a line profile of late Rajiv Gandhi. It will also bear the inscriptions 'Rajiv Gandhi National Quality Award, 2011 - Category' and the name of the winning organization. In addition, the winners will also be given financial incentive in the form of a cash award of Rs. 100 000 each.

The commendation certificate will consist of a certificate and a plaque, silver salver of 15 cm diameter. The plaque will be inscribed with logo 'Q' in oval shape containing a line profile of late Rajiv Gandhi. It will also bear the inscriptions 'Rajiv Gandhi National Quality Award, 2011 – Commendation (Industrial Sector)' and the name of the winning organization. In addition, the recipients of commendation certificates will also be given financial incentive in the form of a cash award of Rs. 50 000 each.

ELIGIBILITY TO COMPETE FOR THE AWARD

An organization is eligible to compete for the award, if it satisfies all the following conditions:

- a) Applicant organization is located in India.
- b) Applicant organization has been in existence for at least three years as on last date of the application.
- c) Applicant organization is situated at one place or a unit of an organization housed at one location.
- d) Applicant organization has not been convicted by any court for deficiency in product or service and/or found guilty of financial irregularities by any regulatory authority or court for the period 01 April 2007 to 31 March 2011. An undertaking to this effect will have to be submitted.
- e) Applicant organization is not manufacturing products, like tobacco and liquor etc which are injurious to health.

A Sub-unit which performs only support functions for the parent organization such as, sales, marketing, distribution, finance, human resources and health are not eligible. [A Sub-unit is a Unit or Division of a larger organization (Parent organization) which owns or has organizational and/ or financial control of sub-unit]

Further, if an applicant organization has earlier received an award, it is not eligible to apply for an award for next three awards. However, this condition will not apply to those applicant organizations which have received commendation certificate.

FEE

Application Fee

For large scale organizations (manufacturing or service) Rs. 10 000	} Plus applicable service tax
For small scale organizations (manufacturing or service) Rs. 5 000	

The application fee includes the cost of preliminary screening of the application, and shall be payable along with the application form. In case application form, downloaded from BIS website, is used for applying for the award, an additional amount of Rs 200/- is required to be submitted along with the application fee.

Assessment Fee

The applicant organization, which after preliminary screening is selected for fact-finding and evaluation visits (Shortlisted organization), will have to pay the assessment fee as under:

For large scale organizations (manufacturing or service) (two-days visit) Rs. 85 000	} Plus applicable service tax
For small scale organizations (manufacturing or service) (one-day visit) Rs. 25 000	

BIS would incur the expenditure on account of air travel of the members of the Evaluation Committees from their place of stay to the nearest airport of the applicant organization.

In addition to the above assessment fee, the shortlisted organizations will also have to bear the costs towards to-and-fro transportation from the nearest Airport, and boarding and lodging of evaluation committee members visiting their organizations.

Application fee and Assessment fee (Plus applicable service tax) are non-refundable and shall be paid by Demand Draft in favour of Bureau of Indian Standards payable at New Delhi.

ASSESSMENT CRITERIA

The assessment for large scale organization will be made on the basis of nine parameters, namely, Leadership; Policies, Objectives and strategies; Human resource management; Resources; Processes; Customer focused results; Employees' satisfaction, Impact on environment and society; and Business results.

The assessment for small scale organization will be made on the basis of six parameters, namely, Leadership; Human resource management; Processes; Customer focused results; Impact on environment and society; and Business results.

Emphasis will be placed on quality achievement and quality improvement as demonstrated through the information provided by applicant organization.

ASSESSMENT PROCESS

All the applications received shall be screened as per the criteria laid down on the basis of information provided by the applicant organization. Applicants selected in preliminary screening will become eligible for fact-finding and evaluation visits. A team of experts appointed for this purpose would visit the applicant organization for on-the-spot study and evaluation.

APPLICATION FORMS

Interested organizations may obtain the application form in person against the payment of Rs 200/- by cash or Demand Draft in favour of 'Bureau of Indian Standards' payable at New Delhi, from Sales Counter, Bureau of Indian Standards (BIS), 9, Bahadur Shah Zafar Marg, New Delhi 110002. Those interested in obtaining the same by post may send a Demand Draft of Rs 250/- in favour of 'Bureau of Indian Standards' payable at New Delhi, to 'The Head (Management & Systems), Bureau of Indian Standards' at the above address, superscribing the envelope as 'Rajiv Gandhi National Quality Award 2011 - Application Form Request'. The application form will be sent by Speed post/Courier/Registered Post.

The completed application form along with the prescribed fee should reach the Head (Management & Systems), Bureau of Indian Standards, Manak Bhavan, 9, Bahadur Shah Zafar Marg, New Delhi 110002 latest by 15 June 2012.

The application form may also be downloaded from the following BIS website:

<http://www.bis.org.in>

In case downloaded application form is used for applying for the award, an additional amount of Rs 200/- is required to be submitted along with the application fee.

For any further information, please contact 'Head (Management and Systems)' (Phone No. 011-2323 1106, Fax No. 011- 2323 1106, E-mail: msd@bis.org.in) at the address given below:

BUREAU OF INDIAN STANDARDS
Manak Bhavan, 9 Bahadur Shah Zafar Marg,
New Delhi 110002