

IFQM presented its second 'CEO/CXO Learning Mission' to TVS Motor, Hosur. The Delegation consisted of over 40 participants from Biocon, Sun Pharma, Lupin, ITC, Bosch, ELGi, Motherson, Boeing, Tata Steel, Tata Electronics, Tata AutoComp, and Tata Ficosa. on 17th and 18th Apr 2024.

The key agenda was to learn from the institutionalized efforts taken by TVSM to inculcate Quality and Innovation in their enterprise business practices. It was a first-hand experience to understand how a large company can successfully conquer its toughest business challenges, by continually transforming the culture and mindsets of its people.

The quality journey of TVS is characterized by a unique blend of TQM principles from the east and the west, suitably customized to its own context and culture. This TVS Way has multi-pronged approaches, from Customer in-sighting to Product Development, Policy Management to Employee Engagement, Production to Customer Experience Management, and more. The company has deployed Technology and Digital across its key functions and is benefiting from business efficiencies such as superior visibility, track and trace, analytics, and prediction. Sustainability efforts include a sustained focus on rewilding the forest and biodiversity conservation, besides systematic climate change abatement. TVSM's Home Kaizen stories show how closely intertwined are its culture building and social consciousness towards a holistic community development. A visit to their Institute for Quality and Leadership (IQL) highlighted how talent, skill and involvement can be harmonised to generate both visible and intangible impact. Overall, this event was a testament to TVSM's unflinching commitment to Total Quality.

Our IFQM events are posted in our website at <https://ifqm.org.in/web/ifqm/conference-events>. Our events microsite at <https://events.ifqm.org.in/> has more details.

We are on social media at: <https://www.linkedin.com/company/ifqm>

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