

**The Context:** India is aggressively pursuing the coveted status of becoming a developed country by 2047, the centenary year of its independence. Referred to as *Amrit kaal (Elixir or Nectar)*, this journey requires the industry at large to orchestrate a surge towards high Quality in its Products, Services and Businesses. Such a movement, supported by a technologically advanced infrastructure, and a prosperity spawning economy, can enhance the social and human indices of the nation.

**The Ask:** As per NITI Aayog, India's apex public policy think tank, the country's GDP needs to move from the current level of \$3.6 trillion to about \$30 trillion by 2047, in a journey that will be both challenging and fulfilling. Some of the key imperatives to accomplish the goals include a dramatic increase in the proportion of Indian value-added exports to global trade, and per capita income, on the back of an ever-increasing push for superior infrastructure in the country.

**The Challenge:** The goals of Viksit Bharat need the economy to grow at an unprecedented rate, powered by **Global competitiveness**. This calls for the Quality of India's products and services to rise to global standards, enhancing their desirability to customers and markets world over. Only then can **Brand India** and **Made in India** emerge as attractive propositions for trans-national businesses, and be perceived as a preferred source for innovative, value adding and reliable products and services.

**The Current State:** Exceptions apart, the journey to Quality excellence is yet to be wholeheartedly embraced by the Indian industry at large. Quality has remained a subject for mid-level and shop floor executives for a long time. Therefore, there are sporadic islands of excellence, which together are unable to elevate the nation's Quality credentials to the desirable levels in international forums. The perception about 'Made in India' is yet to reach the levels other illustrious countries like Japan, Germany and Korea have achieved.

**The Role of Big Q – Total Quality:** It is a well-established fact that sustained Quality stems from a **culture that is nourished** than from a confined application of attention. The Big Q approach advocates moving from merely meeting contractual quality requirements to positioning Quality at the centre-stage of everything we do. It is about building long-term relationships with all stakeholders on a win-win basis. This demands focused efforts by **Quality Institutes** in the public & private space, supported by networks of subject matter experts and Academia; and institutionalized through forums such as cross-industry learning platforms and MSME clusters. Setting, tracking and systematically accomplishing milestones, using meaningful KPIs & KPRs, are critical to multiply impact.

**The Symposium 2024:** IFQM's first Symposium in Oct' 2024 highlighted the dire need for transformative changes in the Indian industry, with sector specific discussions in Auto, Engineering, Aero, Defense, Electronics, Pharma, and IT-ITES. It featured key central ministers and global leaders who emphasized the opportunity for India, spurred by the goals of Viksit Bharat, that can go a long way in eliciting support to make **Brand India** a global powerhouse.



**The Outcomes:** Cross-industry partnerships and leadership accountability were highlighted as catalysts for the quality movement. The role of education and skilling, starting with Academia and extending into organizations, were seen as a force multiplier, with calls for revamped learning agenda. AI & digital tools were acknowledged as transformative forces, reshaping industries and enhancing quality standards. The event concluded with a call for action to embed quality & customer satisfaction as core organizational goals, share best practices, and foster innovation thro' quality clusters & technology platforms.

#### **The Symposium 2025:**

**The Agenda:** This year's Symposium, while building on the past, will be bigger, wider and deeper in its approach. It will reinforce the crucial role of global quality and innovation in all aspects of a business enterprise. It will seek to bring forth deeper insights from global leaders with an emphasis on granular and practical ideas to speed up deployment. It will revisit and refresh the promises made so far and will take stock of accomplishments and new challenges.

**The Audience:** The Symposium will see the participation of CEOs/CXOs of the Indian Industry from diverse sectors spanning Manufacturing and Service, large companies as well as **MSME**. Besides, representations from educational institutions, who prepare the future talent pool for the industry, will also participate.

**The Format:** The event will feature Keynote Speeches, Fireside conversations and Panel discussions to explore various aspects of India's global competitiveness. Equally importantly, concurrent sessions will enable participants to absorb sector specific insights that will shape the future steps. Flash polls will elicit participant voices to enhance involvement and deepen our collective conviction.

**The Desirable Outcomes:** To establish continuity in redoubling efforts with a sense of urgency to elevate aspirations for a movement towards Big Q, on a **NATION FIRST** principle that is **Industry led** and **inclusive**.