

# Tokyo varsity prof urges IT, auto cos to focus on quality

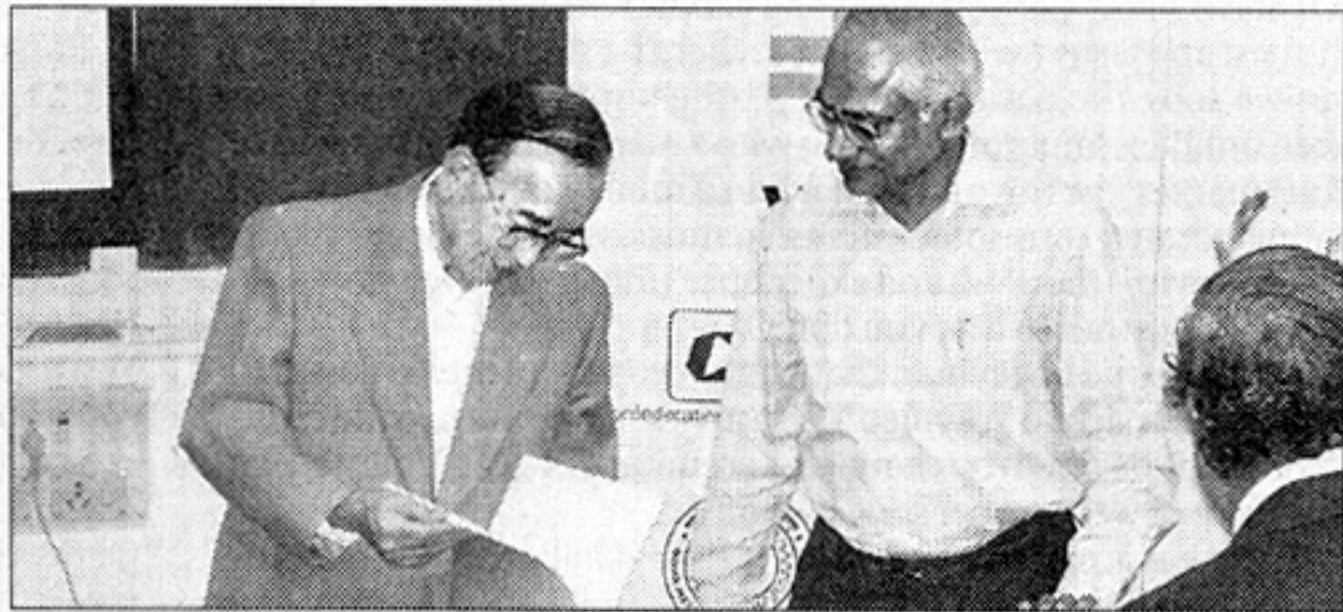
Our Bureau  
KOLKATA

INDIA needs to identify and concentrate on its strongest sectors to attain global competitiveness more effectively. This is especially true with relevance to sectors like automobile and IT, said Noriaki Kano, Professor Emeritus, Tokyo University of Science, in the city on Saturday.

"The Indian IT and automotive sectors need to work on quality control systems to gain a truly international edge," said Mr Kano. The 1997 recipient of the Individual Deming Prize and currently the chairman of the Deming Application Prize committee was speaking to the media at IIM Calcutta (IIMC), on the sidelines of a programme on Visionary Corporate Leaders for Manufacturing organised jointly by the institute and CII (Confederation of Indian Industry).

Mr Kano is best known for the product development model he developed in the 80s, popularly known as the Kano Model. It classifies customer preferences into five categories and offers insights into the product attributes perceived to be important to customers.

According to CII deputy director general Sarita Nagpal, the Visionary Corporate Leaders for Manufactur-



Prof Noriaki Kano with IIMC director, Shekhar Chaudhuri, in the city on Saturday

ing programme, targeted at executives with 10-15 years of experience, has been generating a lot of interest among organisations like the TVS Group and the Anand Group, among others, which had sent participants. "This is a modular programme spread over six months for which we have built a facility in Mumbai with support from Godrej," said Dr Nagpal.

IIMC director Shekhar Chaudhuri said the institute and CII among others, were also in the process of designing two similar programmes for creating visionary leaders in manufacturing in the SME sector, as well as one for CEOs. "These are all designed to create leaders who can

build competitiveness in the manufacturing sector, which is believed to hold the key to generating employment, increasing exports and driving the economy forward," said Dr Chaudhuri.

This apart, in August this year, the PGPEX-VLMP (post-graduate programme for executives for visionary leadership in manufacturing) was launched by IIMC, IIT Kanpur and IIT Madras under the aegis of the NMCC (National Manufacturing Competitiveness Council, Government of India) and ministry of human resources development with support of the Japanese government through the Japan International Cooperation Agency (JICA).