

The logo features the letters 'K3QA' in a bold, sans-serif font. The 'K' and 'Q' are white, while the '3' and 'A' are a vibrant yellow. The background is a dark, textured field of golden particles, framed by two sweeping, glowing golden arcs that create a sense of depth and elegance.

**K3QA**

**Kano-BSTQM-Quality Award**

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## **Bangladesh Society for Total Quality Management**

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# The KANO-BSTQM-Quality Award

## Promoting Business Excellence and Competitive Advantage in the Global Market

### Background

In the pursuit of business excellence, organizations worldwide strive to deliver exceptional products and services while continually improving their processes. Quality awards play a pivotal role in recognizing and promoting excellence across various industries. They have made significant contributions to the industry by driving organizations towards excellence in quality management.

Quality awards such as the Deming Prize, Malcolm Baldrige National Quality Award, EFQM Excellence Award, JIPM TPM Excellence Awards, the Shingo Prize and many others have significantly contributed to promoting business excellence. These awards recognize organizations that exhibit exceptional performance in quality management, driving them towards continuous improvement, customer focus, and operational excellence. By participating in these prestigious awards, organizations gain valuable insights, recognition, and the opportunity to enhance their reputation. The rigorous assessment processes and comprehensive frameworks associated with these awards inspire organizations to adopt best practices, optimize processes, and strive for excellence. Through their contributions, these quality awards have played a pivotal role in shaping the industry and encouraging organizations worldwide to pursue excellence in quality management.

The Deming Prize, named after Dr. W. Edwards Deming, is a prestigious recognition bestowed upon organizations that demonstrate an

unwavering commitment to quality improvement by adopting Deming's principles. The prize serves as a testament to an organization's excellence in quality management. Similarly, the Malcolm Baldrige National Quality Award, established in the United States, sets a benchmark for organizational excellence. It evaluates leadership, strategic planning, customer focus, and process management to honor organizations that excel in these areas. The European Foundation for Quality Management (EFQM) Excellence Award promotes excellence across all aspects of operations in European organizations, encouraging continuous improvement and sustainable success. The JIPM TPM Excellence Awards celebrate exceptional performance in Total Productive Maintenance practices, emphasizing efficiency, quality, and productivity. Lastly, the Shingo Prize recognizes organizations that exhibit operational excellence through the application of lean principles and continuous improvement efforts, setting them apart as leaders in their respective industries. These awards play a significant role in recognizing and promoting excellence, driving organizations towards continuous improvement, customer focus, and operational excellence.

Noriaki Kano was born in 1940 in Tokyo, Japan, and he received his doctorate in engineering from the University of Tokyo in 1970. After graduating, he worked as a lecturer and professor at the Tokyo University of Science, where he taught quality management and general management. He also served as the head of the faculty of Management Science. His research interests included customer satisfaction, quality management, and product development.

Kano is a prolific author, and has published several books and articles on quality management and customer satisfaction. He is also a frequent speaker at conferences and seminars. He was awarded the Deming Prize for Individuals in 1997, which is one of the highest honors in the field of quality management.

The Kano Model is a tool for understanding and prioritizing customer requirements. It was developed by Dr Noriaki Kano in the 1980s, and it is based on the idea that customer satisfaction is not a linear function of product features. Instead, customer satisfaction is influenced by the



degree to which a feature meets or exceeds customer expectations.  
Kano

The Kano Model is a valuable tool for product managers and other stakeholders who want to understand and prioritize customer requirements. It can help to ensure that products are designed with the needs of customers in mind, and that resources are allocated to the most important features.

The Bangladesh economy is expanding rapidly. According to the World Bank, Bangladesh's GDP growth rate in 2022 was 7.1% which is higher than the average GDP growth rate for developing countries. In order to develop industry and provide them with strong international competitive advantage Bangladesh Society for Total Quality Management partnered with Professor Dr. Noriaki has launched The KANO-BSTQM-Quality Award. This Award is a testament to the dedication and achievements of organizations that prioritize customer focus and business excellence. Named after the esteemed quality scholar Professor Dr. Noriaki Kano, recipient of the Deming Prize for Individuals and proposer of the Kano Model, this award recognizes organizations that have attained international competitiveness through exceptional quality management. It is conferred to organizations in recognition of their outstanding achievements and meeting the required criteria.

The award not only adds prestige and value to the recipient organization but also offers global recognition, contributing to its reputation and credibility. The main objectives of the KANO-BSTQM-Quality Award is to elevate quality standards and expectations, establish approaches to continual improvement and transform organizations towards excellence in quality. By participating in the award's assessment system, organizations can strengthen their management systems and capabilities, ultimately enhancing their competitiveness on a global scale. Organizations participating in the KANO-BSTQM-Quality Award are driven to adopt customer-centric practices, fostering a culture of innovation and unlocking the full potential of their employees. The award encourages organizations to strive for customer loyalty, deliver competitive quality products and services, and ensure defect-free



offerings. By focusing on these aspects, organizations can establish strong cultures, foster dedicated and committed employees, and continually improve their operations.

The KANO-BSTQM-Quality Award would operate under the independent administration of the National Steering Committee (NSC) established by BSTQM. The NSC consists of reputable individuals from academia, quality professionals, and industry associations. The committee would oversee the award process, including the formation of assessment teams and the appointment of coordinators responsible for carrying out assessments. The award's application procedure involves organizations submitting the necessary documents and undergoing a rigorous assessment process. The assessment includes initial assessment, midterm assessment, and final assessment, where organizations demonstrate their preparedness and provide evidence of their quality management practices. To be eligible for the KANO-BSTQM-Quality Award, organizations must secure a minimum score of 700 out of 1000 in aggregate, with no item scoring below 50%. The award process ensures strict confidentiality regarding the applicant's information and charges application and assessment fees determined by the NSC. The assessment reports are shared with the applicant organizations. The comprehensive reports from these quality awards facilitates organizations to gain a holistic understanding of their operations and performance. They provide detailed analyses with valuable insights into their strengths and areas for improvement.

The KANO-BSTQM-Quality Award will play a vital role in promoting business excellence by raising the bar for quality standards and expectations. It will foster a culture of continuous improvement, customer focus, and innovation within organizations. The Award holds significant potential for Bangladesh companies seeking a competitive advantage in the global market. By attaining this prestigious award, organizations can showcase their commitment to quality management, customer satisfaction, and continuous improvement. The recognition and reputation associated with the KANO-BSTQM-Quality Award can position Bangladesh companies as industry leaders, distinguishing them from competitors and instilling confidence among global customers.



Furthermore, the rigorous assessment process of the award helps organizations identify areas for improvement, enabling them to enhance their operational efficiency, product quality, and overall competitiveness. As a result, receiving the KANO-BSTQM-Quality Award can provide Bangladesh companies with a compelling edge in the global marketplace, attracting international customers, partnerships, and investment opportunities. It serves as a powerful tool for promoting the capabilities and excellence of Bangladesh companies on a global scale, ultimately contributing to the country's economic growth and success in international trade.

The Quality Award is the highest accolade given to organisations for business excellence through customer focus. The award is conferred to the qualifying organisation in recognition to their attainment of international competitiveness intended for export promotion. This is the most prestigious award to recognise outstanding achievement in Quality Management. An organisation may achieve this prestigious award on fulfilling the required criteria.

This award is named after world's most acclaimed quality scholar great Professor Dr. Noriaki Kano. Taking the opportunity of good intention of Professor Dr. Noriaki Kano, recipient of the Deming Prize for Individuals specially his love and affection for Quality, BSTQM and Bangladesh and in recognition to his immense contribution in the field of quality through his theory of Kano Model, attractive quality," and dissemination of knowledge worldwide, and establishment of Quality News Letter of BSTQM, Asian Network for Quality (ANQ), henceforth to add prestige and value Executive Committee named it "KANO-BSTQM- QUALITY AWARD (KBQA)".

Receiving this award will be helpful to be appreciated worldwide.

## Objectives

The main purpose of this award is to develop organizations with strong international competitive advantage ensuring high performance standard. Recipient organizations after going through the Quality Award assessment system will be able to strengthen their management systems and capabilities to enhance their competitiveness. Some specific objectives are

- i. to help organisations elevate quality standards and expectations,
- ii. to help organisations establish approaches to continual improvement,
- iii. to transform the organisation towards excellence in quality.

## Benefits

An organisation pursuing for quality award will need to undertake activities that will lead to effective understanding of TQM. The organisational process will be focused towards quality and dedicated to customers. A good culture will be established leading to innovation and harnessing full potential of all its employees'. Some specific benefits will be

- i. achieving customer loyalty,
- ii. competitive quality product and services,
- iii. defect free product and services
- iv. good cultures
- v. dedicated and committed employees,
- vi. Continually improving organisation.

## Search/ Application procedure

The procedure for administering the quality award is as follows.

- i. Interested organisations will apply in the prescribed form purchased in the name of the organisation from the secretariat of the National Steering Committee.
- ii. Necessary documents as outlined in the form have to be submitted with the application. Assessors will review the modus



- operandi of the organisation. A review report will be prepared and submitted.
- iii. The quality assessors will make an initial assessment within 2 months of the application and a report outlining the strength and shortcomings if any will be submitted.
  - iv. Assessors will carry out a midterm assessment maximum within 6 months of initial assessment on a mutually agreed date. The assessors will submit a report after assessment. An organisation may take additional optional assessment in which case a token additional auditing fee will be charged.
  - v. Assessors will carry out final assessment when the organisation communicates its preparedness along with evidence. The assessors will submit a report after assessment.
  - vi. All reports will be placed before the National Steering Committee along with appropriate recommendation for decision of the award.
  - vii. Copies of the reports of initial assessment, midterm assessment, additional assessment and final assessment will be made available to the applicant organisation immediately after submission by the assessment team in order to help them to take corrective action. The report contains scoring details, and detailed strengths and areas for improvement related to quality criteria.
  - viii. The applicant organisation will bear travel and local hospitality of the assessors.
  - ix. Any organisation failed in the final assessment may be audited again within 4 months at the request of the applicant. Failing in this audit will close the application. However if the organisation wants to contest again a new application has to be submitted.
  - x. Strict confidentiality will be maintained about applicant's information.
  - xi. The applicant organization will pay application fee and assessment fee fixed by the National Steering Committee from time to time. Initially, tk. 10,000/- will be the application fee and tk. 5,00,000/- as assessment fees per plant.

## Assessment

Assessment will be carried out against 1000 score points for any organisation. However the assessment team will modify the title of the items considering the nature of the organisation which will be informed to the applicant. National Steering Committee will select the assessors. Assessors will be trained on assessment procedure. Assessment team will include senior professional personnel to interview and observe corporate leaders.

### Evaluation Criteria for Quality Award Points

#### Fundamental Categories:

Management policies and deployment	50
Maintenance and improvement of product And production System	50
Establishment of systems for managing quality, Quantity, delivery, costs, safety, environment, etc.	50
Human Resources Development	100
<b>Total</b>	<b>250</b>

#### Understanding Total Quality Management (TQM):

Top Management's vision and business strategies	100
Remarkable improvement of organizational performance	50
Establishment of the management foundation	100
<b>Total</b>	<b>250</b>

#### Role of Top Management:

Understanding of and enthusiasm toward TQM	100
Top Management's leadership, visions, strategic policies and insights into environmental changes	100
<b>Total</b>	<b>200</b>



**Miscellaneous:**

Engagement of People	100
Handling customer complains	100
Customer focus	100
<b>Total</b>	<b>300</b>

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<b>Grand Total</b>	<b>1000</b>
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**Passing point: 70% on average**

**N.B.:**

- i. Consistent to these guidelines, National Steering Committee (NSC) may form necessary committees, rules and bye-laws to administer various activities regarding the award.
- ii. NSC and Executive Committee of BSTQM will review and update these guidelines from time to time.



**BSTQM**

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