

Bangladesh Society for Total Quality Management

SEL Centre (6th Floor), 29 West Panthapath, Dhaka-1205, Bangladesh

Guidelines on KANO-BSTQM-Quality Award

(QUALITY AWARD FOR ENTERPRISES)

1. Background

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.

2. 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.

3. Nature of the Award

KBQA will be the highest national quality award. The award will include

- i. a plaque as a symbolic representation of Quality having name of the organisation inscribed,
- ii. a certificate,
- iii. publicized through BSTQM website, print and social media

4. 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.

5. KBQA Examination Organisation: National Steering Committee (NSC):

BSTQM will establish a “**National Steering Committee**” (NSC) to administer the **KANO-BSTQM- Quality Award (KBQA)**. Eight senior and reputed personnel nominated by the Executive Committee of BSTQM will constitute the committee in the following manner.

Chairman	: A reputed person like that of a National Professor/ Vice Chancellor etc having high reputation
Vice Chairman	: A reputed person like that of a National Professor/ Vice Chancellor etc having high reputation
Members	: Six members like professors/ reputed quality professionals/ President of Chambers of Business & Industry/ Associations etc.
Member Secretary	: President, BSTQM by virtue of post

NSC will be an independent body to administer the award. BSTQM shall provide full support to NSC. All decisions in matters of the award will be placed before the National Steering Committee for its approval.

National Steering Committee will form Assessment Team and other committees as deemed fit to run the award system.

NSC will constitute Assessment Committee and appoint Coordinator who will carry out assessment.

As long as Prof. Dr. Noriaki Kano is available he will be kept informed about the progress of the activities of the National Steering Committee. Prof. Dr. Noriaki Kano will be invited in all award ceremonies.

6. 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.

7. Eligibility

An organisation securing at least 700 score point out of 1000 score points in aggregate and not less than 50% in any item will be eligible for Quality Award.

8. Promotion of the award

NSC with the support of BSTQM will organize focused seminar and publicize through media to promote the award.

9. 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
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Fundamental Categories:

Management policies and deployment	50
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Maintenance and improvement of product And production System	50
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Establishment of systems for managing quality, Quantity, delivery, costs, safety, environment, etc.	50
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Human Resources Development	100
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Total	250
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Understanding Total Quality Management (TQM):

Top Management's vision and business strategies	100
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Remarkable improvement of organizational performance	50
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Establishment of the management foundation	100
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Total	250
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Role of Top Management:

Understanding of and enthusiasm toward TQM	100
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Top Management's leadership, visions, strategic policies and insights into environmental changes	100
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Total	200
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Miscellaneous:

Engagement of People	100
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Handling customer complains	100
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Customer focus	100
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Total	300
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Passing point: 70% on average	1000
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10. Consistent to these guidelines, National Steering Committee (NSC) may form necessary committees, rules and bye-laws to administer various activities regarding the award.

11. NSC and Executive Committee of BSTQM will review and update these guidelines from time to time.