

FICCI initiates awareness program for ‘Zero Defect Zero Effect’ (ZED) among manufacturing & service sectors

ZED is likely to be a benchmark for suppliers to PSUs and Defence Offsets

New Delhi, 26 June 2015: FICCI in association with Quality Council of India (QCI) has started a series of workshops today directed at creating awareness about the ZED (Zero Defect, Zero Effect) Maturity Assessment Model. This initiative is intended to give a major fillip to Prime Minister Modi’s vision to manufacture products with “zero defect” in terms of quality and with “zero effect” in terms of environmental impact under the ‘Make in India’ umbrella.

ZED represents a model with the ability to holistically change the concept of quality from a tool for compliance to a source of competitiveness. Operationally it is meant to evolve from a total dependency on inspection of the final product to correct defect, to a proactive process of enablers of quality like quality planning, product and process designing, optimum processes, efficient resource management, effective outsources activities and breakthrough outcomes, thereby, improving productivity. The model equally emphasizes elimination of impacts on environment through adequate planning at product and process design, pre-production (startup activities), production and maintenance activities, post production (disposal after use) and outcome of environment performance.

The scope of the Model spans across all sectors of manufacturing and service industry with a special focus on SMEs. It reflects a mechanism that will provide the Indian SMEs with a roadmap to improve from one level to the higher one along with handholding from consultants/e-learning courses and providing other infrastructure requisite to make the enterprises more competitive globally.

The ZED Rating is poised to emerge as a credible recognition of the domestic industry for International Customers and Foreign Direct Investors seeking investments in India. ZED is further likely to be made as a benchmark for suppliers to PSUs and Defence Offsets.

Mr. M. M. Singh, Chairman, FICCI Manufacturing Committee and Executive Advisor, Maruti Suzuki India Limited, emphasized ZED’s significance by saying “ZED is not a philosophy. It’s a commitment”.

.....

FICCI MEDIA DIVISION