

# NQPCN/APQO'S

16<sup>TH</sup> INTERNATIONAL CONFERENCE ON QUALITY [ICQ 2010  
NEPAL]

## *Creating Value through Quality* *Welcome Speech*

Dinesh P. Chapagain  
Hon. Chairman, NQPCN

CHAIRMAN, ICQ 2010 NEPAL

# Heartily Welcome

- Respected Chief Guest
- APQO Officials – Respected Advisor, Chairman, President, Core Council Members
- International Academy for Quality President and respected members
- Respected KU Vice Chancellor, President FNCCI, Director General NBSM, Executive Director NTB and President NAAS
- Respected delegates from different parts of the world and colleagues from organizing, cooperating, associating and supporting institutions

# Knowledge Guru

- **Dr. James Harington:**

Interaction and dependency of five important elements of organizational success: process, project, organizational change, knowledge, and resource management.

# Theme of the Conference

*Creating Value through  
Quality*

# Opinions of respected colleagues

- **Prof. Richard Ennals, UK:** Key messages seem to include **empowerment and co-ownership**, as we seek to continue to work together. Peace on earth should indeed be for all.
- **Chor L. Yang, Malaysia:** 1) Feel good and satisfied with the changed, 2) Little changes that make the difference, 3) 5S/Kaizen making it Living Kaizen, 4) Easily implemented yet Value Add , 5) **Happiness and Peace in mind Create Value**
- **Dr. Kamran Moosa, Pakistan:** Devaluation of Quality in a society is an indicator of social unjust, lawlessness, chaos and lack of human dignity. Whereas its valuation is an indicator of uplifting a society with lawfulness, fairness, discipline, and improved human dignity. Simply said, it is a process of acquiring beautiful colors, good feelings, and strength for the social fabric of a community, society or the mankind as a whole.

# Opinions of respected colleagues

- **Kalpna Arora, India:** It means giving one's best , striving for the best and striving continuously to better the best in order to make a difference to self and others.
- **David Hutchens, UK:** A statement such as 'CREATING VALUE THROUGH QUALITY' is **actually meaningless as it stands because it contains no references.** It sounds nice admittedly but it does not tell you what to do or what to expect.
- **Prof. Syed Ali, USA:** customer value is both the input and the output of a value-creating system, which "reveals" **the bi-directional relationship between Quality and Value.**
- **Hesam Kashfi, Iran:** Both are rather the same in a sense that quality is the contracted name assigned to a set of inherent values of an entity either tangible (good or intangible (service)).
- **Dr. Dallas Blankenship, USA:** An act or a product has value and is beyond the ordinary that users and observers will likely think and often say, "wow". I use this simple test as one of the indicators of quality.

# Opinions of respected colleagues

- **Dr. Vikram Nabar, India:** Quality has: (i) Static components such as Quality of Performance and Quality of Conformance...a MINIMUM something that a customer always asks for, and which a supplier strives to give. (ii) **Dynamic components which, by definition, change.** These are Innovative by nature and CREATE & ADD VALUE (over and above the contribution of the Static components).
- **Dr. John Man, Australia:** Creating Value through Quality - Probably stands for a phrase that **will do well on a banner or as a slogan or even a motto.** Deming (1982) advocated a principle 'No Slogans' for a reason. It is the habit of leaders and managers to exhort employees with airy-fairy statements that do not specify the precise actions that define them.

# Theory of Values

## Psychology

Personal/  
Cultural Values

Quality  
in  
Individuals

## Sociology

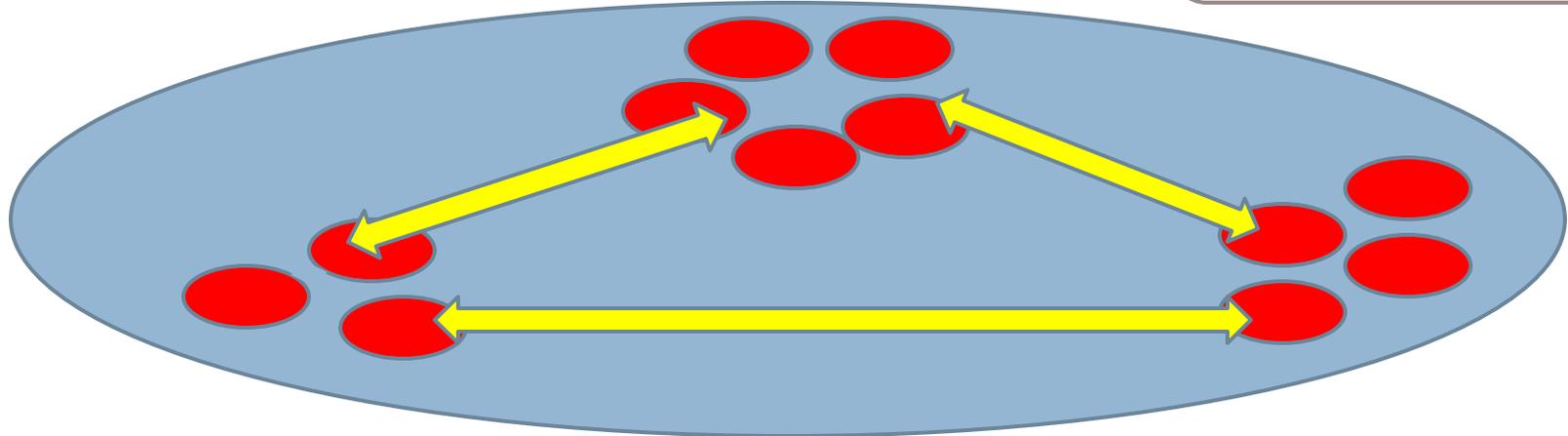
Social Values

Quality  
in  
Community

## Economics

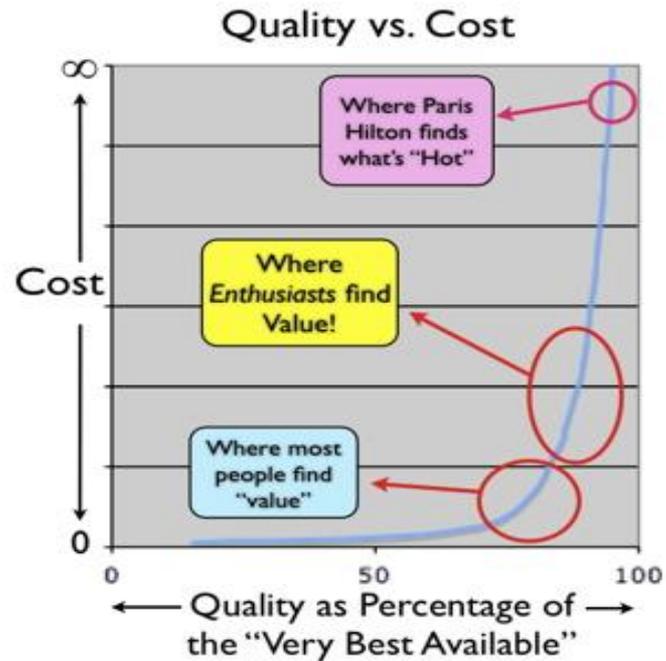
Economic Values

Quality  
in  
Transaction



# Personal Value *(Perceived Quality)*

- **Customer side:**
  - ▣ Moral reasoning
  - ▣ Value programming
- **Supplier side:**
  - ▣ Quality mindset  
(Good & Smart)



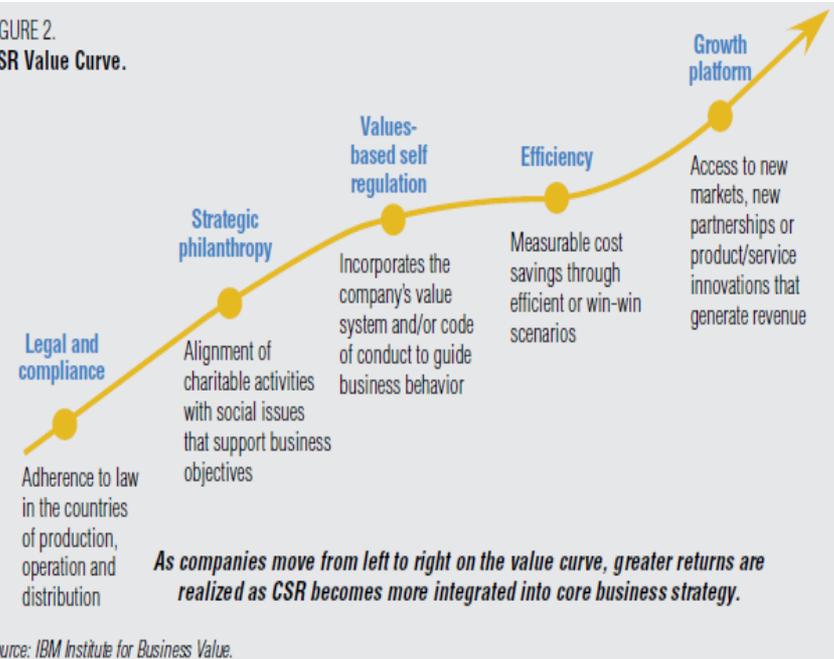
Source: Jeff Sexton, March 7, 2008:

<http://www.grokdotcom.com/2008/03/07/perceived-value/>

# Social Value (Environment & Community)

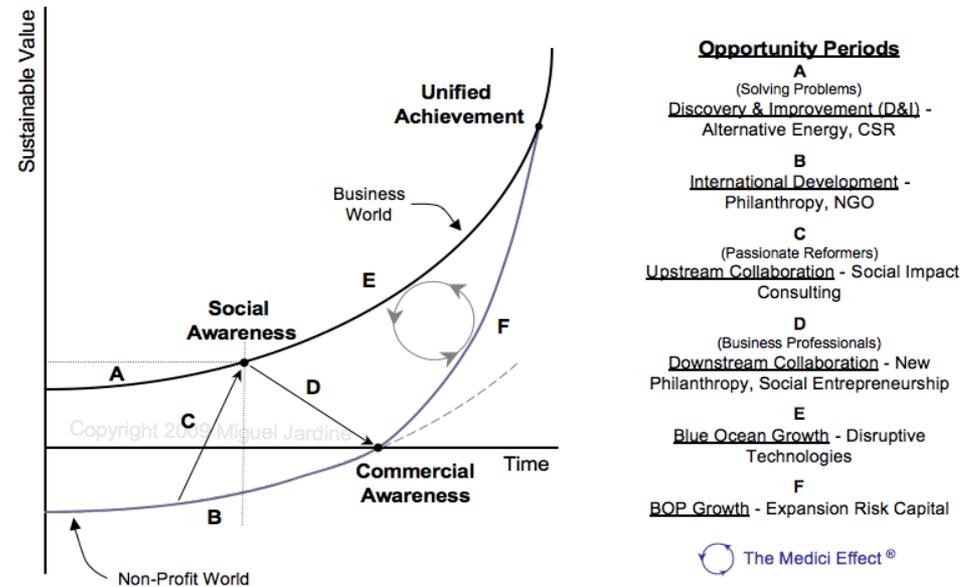
- **Customer side:**
  - ▣ Expectation extended
- **Supplier side:**
  - ▣ Environment & Community responsibility

FIGURE 2.  
CSR Value Curve.



# Economic Value(Sustainability)

- Customer side:
  - ▣ Attractive quality
- Supplier side:
  - ▣ Innovation



Source: <http://migueljardine.wordpress.com/>

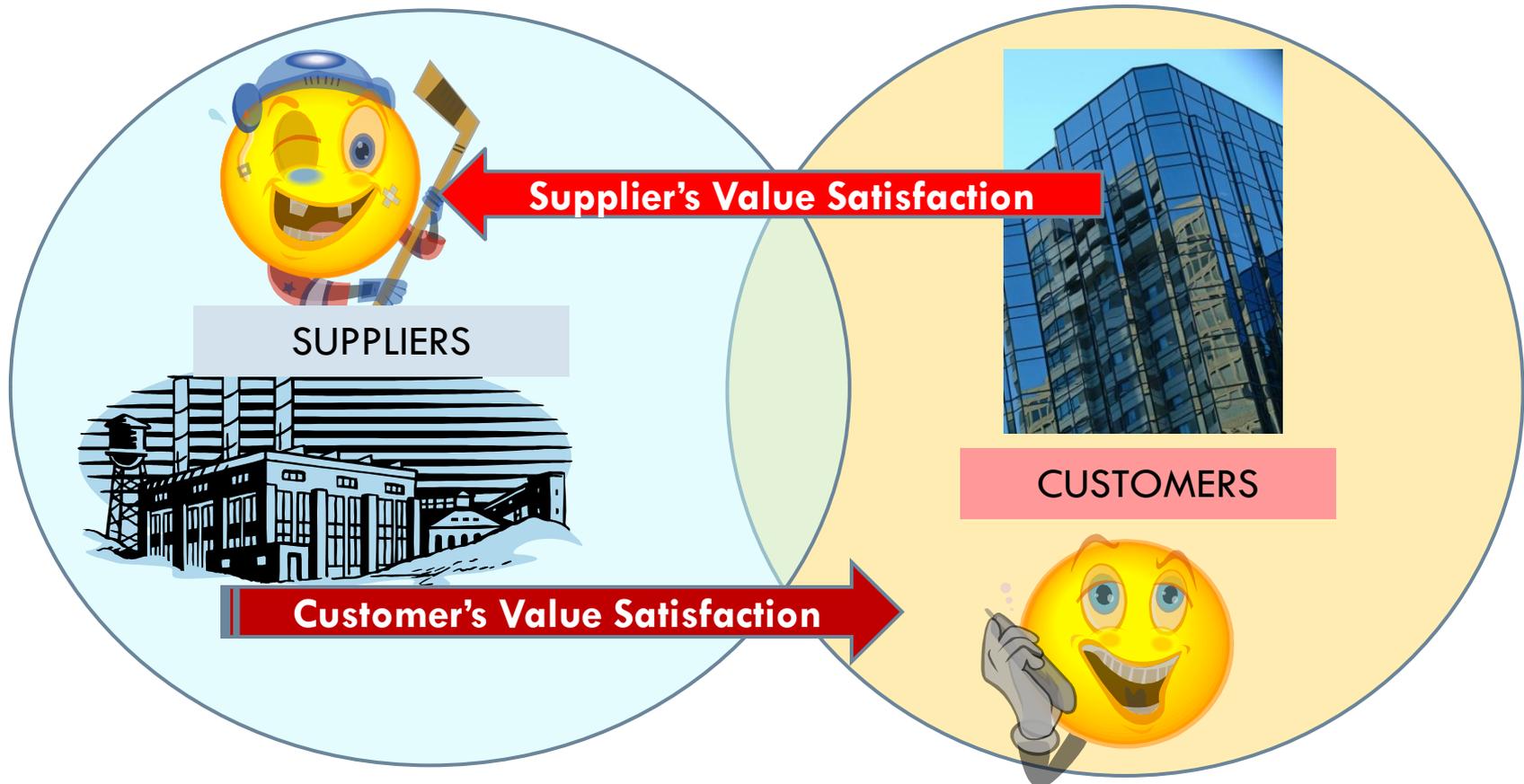
# Creating Value through Quality

## - *Supplier-Customer Trade-off*

Value	Customer	Supplier	Strategy
Personal value	Moral reasoning & Value programming	Quality mindset (Good & Smart)	Spiritual and Scientific education
Social value	Expectation extended	Environment & Community responsibility	Corporate Social Responsibility
Economic Value	Attractive quality	Innovation	Productivity & Competitiveness

# Creating Value through Quality

## - *Supplier-Customer Trade-off*



# Quality is a Journey not Destination

- Change is the only thing that does not change  
**Value appreciates over time (Value Programming)**
- Quality is the only Mantra for sustainability of Performance Excellence of all human being through satisfying all three values of customers as well as suppliers

**Share and Learn valuable knowledge  
Create Knowledge**

**Create value for sustainable performance  
excellence**

**Enjoy**

**the Conference with a Difference**

**Wishing you an enjoyable stay in  
Nepal**

**THANK YOU VERY MUCH**