

# Institute of Directors

presents

## 24th World Congress on Total Quality and Leadership

23-24 May 2014, Hotel Taj Vivanta, Trivandrum, Kerala (India)

Theme:

**Building Quality Organisations  
in 21st Century**

also presentation of



**Golden Peacock Awards**  
A Strategic Tool to Lead the Competition

### Galaxy of Speakers



H. E. Smt. Sheila Dikshit  
Hon'ble Governor of Kerala



H.E.K. Sankaranaryanan  
Hon. Gov of Maharashtra



Justice M.N. Venkatachaliah  
former C.J., Chairman  
Advisory Council, IOD



E. K. Bharat Bhushan, IAS  
Chief Secretary, Govt. of Kerala



PNC Menon  
Chairman Emeritus  
Sobha Developers



L. Radhakrishnan, IAS  
Adviser to Chief Minister  
Government of Kerala



C Padmakumar  
Chairman & MD  
Terumo Penpol Ltd.



S.B. Mainak  
MD, Life Insurance  
Cooperation of India



Dr. A. K. Balyan  
MD & CEO Petronet LNG



Prof Colin Coulson-Thomas  
International Authority on Director  
Board & Business Development  
& Transforming Performance, UK



S. Chakraborty  
Chief Executive  
Innovative Financial Advisors



Manish Pant  
MD, Luminous Power  
Technologies Pvt. Ltd.

### Topic

## Highlights

Building a Quality Paradigm for Business • The Role of Leadership in Driving Excellence and Sustainability • Board's Role in Managing Quality • Quality Strategies for Global Competitiveness  
Quality Conformance for Effectiveness

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## Invitation from the Chairman

**Justice M.N. Venkatachaliah**  
Chairman, Advisory Council Institute of Directors  
former Chief Justice of India

Dear Friend,

I have great pleasure in inviting you to the 24<sup>th</sup> World Congress on Total Quality and Leadership, to be held in Trivandrum (Kerala), on 23-24 May 2014.

Total Quality Management acts as an overarching discipline for governance, under which every department in the organization can strive for customer satisfaction, reduce costs & waste and increased efficiency of services. Since 1991, IOD has organized the World Congress on Total Quality, as a regular annual event, which has since acquired transformational value.

The Convention has come to be rightly regarded as the Mecca for business leaders, CEO's, entrepreneurs, business manager, Quality and Excellence experts, and raised the business excellence bar Year after Year. From quality of products and services, it has moved to quality of Leadership, Corporate Governance, Environment, CSR, Boardroom effectiveness, Business Excellence, and now Sustainability.

The Annual 'World Congress on Total Quality' does provide a platform of unrivalled networking opportunity. The theme for the World Congress for this year is "Building Quality Organisations in 21st Century".

The world is today experiencing immense cultural, social, political and organizational transformation. The Congress aims to delve into the requirement of Leadership and Quality for ensuring sustainability in the changing business scenario.

The famed Golden Peacock Awards for Quality, Training and Innovative Product / Service will also be presented during the Congress.

As a part of the Congress, together we can ensure leading Sustainable Organizations and make the Corporate World a better place to work in 21<sup>st</sup> century.

I hope to see you in Trivandrum

With best wishes,

**Justice M.N. Venkatachaliah**



Justice M.N. Venkatachaliah, Chairman, IOD-Advisory Council and former Chief Justice of India addressing. From left Ashok Kapur, IAS (Retd.), Director General, Institute of Directors, Ajit Rajgopal, Dean of the Indian School of Business, Li Gen J.S. Ahluwalia, PVS (Retd.), President, Institute of Directors, Rolf Enz, Consul General, Consulate General of Switzerland, Bangalore, M.N. Vidyashankar, IAS, Principal Secretary, Dept. of Industry & Commerce, Govt of Karnataka, Madhukar G. Sanghvi, Chairman & MD, Syndicate Bank, Subir Hari Singh, IAS, Chairman, Bangalore Development Authority

## Theme: "BUILDING QUALITY ORGANISATIONS IN 21<sup>ST</sup> CENTURY"

### OBJECTIVES

- Adopting TQM principles for inclusive and holistic transformation of business organizations.
- Quality of Corporate leadership required for managing change and globalization
- To ensure Business Excellence in 21st century, through Quality in an era of globalization, Quality Systems harmonization and international standards.
- Focus on human side of Quality for sustaining organizational excellence.
- Social sensitivity and Corporate Ethics – realigning the moral compass of the business organizations.

### TOPICS

#### Building a Quality Paradigm for Business

- Business Transformation through Quality Approaches
- Organizational Design for Quality & Business Transformation
- Organizational Structure and Design for Quality
- Creating a culture of high performance

#### The Role of Leadership in Driving Excellence & Sustainability

- Strategy for leading Growth in a multi-faced global economy
- Leadership for creating a World Class Organization
- Engaging stakeholders strategically, to advance organisational objectives and sustainability
- Empowering the board: board leadership and social responsibility as culture
- Role of Corporate Boards in Leading Quality and Sustainability

#### Board's Role in Managing Quality

- Transformative Leadership for change management and Inclusive and holistic Transformations
- Quality Assurance and Role of Top Management
- Total Quality – The People Issues
- Enhancing Human Capital – Role of Training

#### Quality Strategies for Global Competitiveness

- Challenges of Sustainable Excellence in the 21st Century
- Moving from Total Quality to Business Excellence
- Business Excellence Model
- Strategy for TQM Implementation to manage risk and market volatility
- Quality system harmonization and international standards
- Integrated Management System – Key to Sustainability

#### Quality Conformance for Effectiveness

- Making Quality Happen
- Increased accountability and responsibility of Independent Directors
- Creating high performance boards
- Roadmap for Business Excellence
- Balanced Scorecard for Managing key performance indicators



Hon'ble Kerala Chief Minister Oommen Chandy Addressing



Hon'ble Mrs. Sheila Dikshit, Chief Minister of Delhi receiving the Golden Peacock Award for Women Leadership from Dr. Madhav Mehra

## WHO WOULD BENEFIT

- Company Chairmen, Directors, Presidents, CEOs, CFOs, Bankers, Managers, Company Secretaries, NGOs, Investors, Brokers, Chartered
- Accountants, Management Analysts, Management Students, Financial Consultants, Academics & Students.
- Business - Corporates and Small & Medium Enterprises (SMEs)
- Policy makers, Political Leaders, Government Officials and Decision makers in emerging and developed economies.
- All stakeholders interested in quality of their ethical business governance, sustainability, the well-being of society, making profits and improving the quality of life for their organization.
- Legislators, lawyers, jurists and all those concerned with efficient and ethical conduct of Corporates and good governance.

## MARKETING OPTIONS

### (a) Sponsorship

The Congress offers a unique opportunity to project your organisation's commitment to Corporate Governance and Sustainability. The event will be attended by eminent corporate heads, environmentalists and opinion leaders. Here is your chance to advertise your commitment to good Corporate Governance and Corporate Sustainability for your company's brand image. The Sponsorship rates are:

Categories	Indian (in ₹)	International (in US\$)
Principal Sponsor	10,00,000	17,000
Platinum Sponsor	7,50,000	12,500
Gold Sponsor	5,00,000	8,500
Silver Sponsor	3,00,000	5,000
Associate Sponsor	2,00,000	3,500

### (b) Congress Souvenir

A Congress Souvenir will be released on the 24th World Congress on Total Quality & Leadership. This will be distributed to all delegates, members and associates, industry leaders, concerned govt. departments, decision makers, eminent persons, NGO's, & institutions etc. worldwide.

The tariff for A-4 size paper colour Advertisement in the Congress Souvenir is as under:

Place	Rate	
	US(\$)	Indian (₹)
Back Cover	1600	1,00,000
Inside Front Cover	1250	75,000
Inside Back Cover	1000	60,000
Full Page Color	850	50,000

\*Service Tax 12.36% will be additional for all.

## QUALEX 2014

Registration Fee: Rs 40,000 (+Service Tax)

Qualex 2014 is a rare platform to display your quality products and services and promote your distinctiveness among the world's most discerning participants. Two day rental for a shell scheme includes a fully furnished stall (approximately 2m x 2m) with lighting, fascia, two chairs and tables, and one complimentary non-residential delegate registration.



## Golden Peacock Awards

*A Strategic Tool to Lead the Competition*

Golden Peacock Awards, instituted by Institute of Directors in 1992, are now regarded as a benchmark of corporate excellence worldwide. The Award has been instituted to celebrate and honour the Best of Best as recognition of their unique achievements to build the brand. The selection is an elaborate process by a team of professional & independent Assessors. The short listed finalist and winners are then chosen by Jury of eminent personalities headed by Justice P.N. Bhagwati, Chairman Golden Peacock Awards & former Chief Justice of India and Co- chaired by Justice (Dr.) Arijit Pasayat Chairman, Authority for Advance Ruling (Customs, Central Excise & Service Tax) & former Judge, Supreme Court of India and Chairman, Competition Commission of India Appellate Tribunal Co-Chairman, Golden Peacock awards ( Institute of Directors)



Golden Peacock Awards Winners at 22<sup>nd</sup> WCTQ, Bengaluru

The Golden Peacock Awards Secretariat invites applications for the following institutional awards, for the year 2013

- (a) Golden Peacock National Quality Award (GPNQA)
- (b) Golden Peacock National Training Award (GPNTA)
- (c) Golden Peacock Innovative Product / Service Award (GPIPSA)

The application forms and self-assessment criteria can be downloaded from website [www.goldenpeacockawards.com](http://www.goldenpeacockawards.com)

**LAST DATE FOR SUBMISSION: 25th March 2014**

The above Awards will be presented during the above 24th World Congress on Total Quality and Leadership, in Kerala



Azim Premji, Chairman, Wipro Limited receiving Golden Peacock Business Leadership Award



## Registration Form

I am interested in participating in the "24th World Congress on Total Quality and Leadership 2014" programme as a Delegate / Speaker / Sponsor / Partner / Advertiser

To register, please complete this registration form in BLOCK LETTERS and return it to the Conference Secretariat at the address below by email/post/fax, together with payment of all fees. Registration will not be effective, until the payment has been received. To register by email, please fill in Registration Form and e-mail to [info@iodonline.com](mailto:info@iodonline.com). To book online, visit [www.iodonline.com](http://www.iodonline.com).

Name Dr/Mr/Ms \_\_\_\_\_ Designation \_\_\_\_\_  
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 E-mail \_\_\_\_\_

### FOR OVERSEAS PARTICIPANTS (who would need visa invitation letters)

Name (as mentioned in the passport) \_\_\_\_\_  
 Passport No. \_\_\_\_\_ Valid up to \_\_\_\_\_ Citizenship \_\_\_\_\_

Are you a member of IOD, India (Yes / No): \_\_\_\_\_

## Payment Details

The total amount for INR ₹ /US \$ \_\_\_\_\_ may be paid by either of the following (please tick appropriate payment box):

- (A) Cheque at Par or Demand Draft payable to a bank in New Delhi, India, payable to Institute of Directors, New Delhi
- (B) Bank Transfer to Corporation Bank, M 3&4, Greater Kailash Part-II, New Delhi- 48, India, Tel No. 011- 29210667  
 Account Name : Institute of Directors, A/C Type: Current A/C, 9-Digit Code No of the Bank and Branch (MICR Code) : 110017005  
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## ABOUT US

### Institute of Directors, India :

Established in 1990, Institute of Directors, India is an independent, non-profit apex association of professional corporate directors. It has since grown to associate with more than 30,000 senior executives representing prominent organisations from both the Private & Public Sectors and Govt, from India and abroad, and is now globally regarded as one of the premier organizations for development, training and networking of corporate directors to attain their leadership role.

Institute of Directors, India's, 'Masterclass for Directors', and Golden Peacock Awards in 12 different disciplines and other flagship initiatives aim to improve the competitiveness of individual Directors and their organizations. The 'Masterclass' programme prepares participants to become Independent Directors of listed companies. Both have become global benchmarks. No business award today receives the kind of recognition and adulation among peers that the Golden Peacock does.

### Registration Package (Non-Residential Convention)

Includes Lunch, Dinner, Tea / Coffee, Refreshments and Literature for Conference Proceedings & Souvenir etc.

Rate Categories	Indian (in ₹)	International (in US \$)
Delegates	10,000	250
Paper presenters	7,500	150
Spouse	6,000	100
Students	6,000	100

\*Service Tax 12.36% will be additional for all

\*For Student Registration - a Certificate from the Head / Registrar / Director indicating Studentship at the Institution / University would be required

Note: If sending more than one delegate, please fill in personal details separately (This form may be photocopied/ reproduced)

#### Registration details :

Registration fee is non-residential and non-refundable ■ Changes in nominations are acceptable ■ The fee in Indian Rupees is applicable to Indian Nationals only. ■ Confirmation of registration is possible only if the form is received with the fee and is subject to space availability. ■ 10% discount for 3 or more participants from the same organization (one billing address), and for IOD India members.



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