



**ASHOKA AWARD
FOR
PRACTICE IN
QUALITY MANAGEMENT 2008**

**MR. K. J. DAVASIA
CITATION**

Eminent Engineer K. J. Davasia graduated in mechanical engineering from College of Engineering, Trivandrum in 1962 and immediately thereafter joined Mahindra and Mahindra Ltd. a company in the field of Multi Utility Vehicles and Tractors for the agriculture applications, as Graduate Trainee.

He was part of the team that worked on the Tractor Unit to become the leader in terms of product quality and market share in India by 1983. During this period Mr. Davasia gained all

round experience in manufacturing and operations resulting in elevation to the position of Executive Vice President responsible for manufacturing, purchasing and engineering functions.

Dynamic leadership of Davasia resulted in his appointed as a Board Member of Mahindra & Mahindra in the role of the Executive Director-Manufacturing and President for the Tractor Sector in 1991. During this period of economic liberalisation in India Mr. Davasia was given the additional responsibility as the Change Director for implementing Business Process Re-engineering in manufacturing and purchase functions of the company.

Thereafter Davasia focused his energies as Chairman of Lead Dealer development and sales effectiveness projects to re-engineering the distribution process. He led the company for productivity improvement leading to a National Award given by the President of India.

Davasias always in search of new challenges decided to challenge the Deming Application Prize with the intent of becoming amongst the top 3 manufacturers of tractors in the world in volume terms. He led the entire team operating from

3 locations with a focus on customer satisfaction, quality, new product development and employee involvement in the entire organisation. He demonstrated substantial improvement in business performance reinforcing leadership in the India market and strengthening the position in the world market by developing new products and expanding the market to USA and Australia while taking up manufacturing facilities in China.

The Trator Unit was awarded the Deming Application Prize for its consistently improving performance in 2003 with effective utilization of TQM approaches. Committed Mr. Davasia after his retirement took up the daunting task of sharing his enthusiasm and experience of quality and productivity improvement through TQM to many industries within M&M and even outside M&M.

He was responsible for setting - up Mahindra Institute of Quality (MIQ) with the mission of spreading TQM knowledge and practices. MIQ supported by many Japanese professors, Japanese Industry, experts, Indian Quality Professionals has done pioneering work in training and enabling TQM practices amongst many organisations. In partnership with Prof. Hitoshi Kume Mr. Davasia has developed the Mahindra Quality way as a quality approach to be adopted by all

Mahindra Group Companies. As a President of Tractor Manufacturers' Association, he initiated major steps to improve industry practices.

Ashoka Award is given to management professionals who led the organisations they work for and many other organisations making exceptional contribution through practice and promotion of quality management as a way of life for sustainable results with humility, industry and sincerity.

The Governing Council of ISQ is pleased to honour Mr. K. J. Davasia with Ashoka Award for outstanding role in promoting Quality Management Practices in Mahindra Group Companies and many other companies affiliated to Tractor Manufacturers' Association.