



**ASHOKA AWARD FOR PRACTICE IN QUALITY MANAGEMENT**  
**MR R SRINIVASAN**  
**CITATION**

Eminent Engineer R. Srinivasan graduated in mechanical engineering from College of Engineering, Guindy (Then part of the Madras University) with honours. After undergoing training at Buckau Wolf in Germany he joined Krupp Widia in Germany in 1964 as a part of the team to set up a manufacturing base in India. After gaining experience in various functions Srinivasan returned to India in 1966 to set up a green field manufacturing facility. Starting as Works Engineer he soon rose to the position of a Works Manager, and then as Executive director in 1974 before assuming responsibility of the entire operation as the Managing Director in 1981 until his retirement in 1994.

He laid down the foundation to make Widia as a customer focused organisation producing what the customer wanted instead of limiting its range of products to industry standards only, thereby delivering value to the customers much before the Quality wave hit India in the mid eighties.

Srinivasan's passion for quality led him to be the founding member of the TQM Division formed by Confederation of Indian Industry (CII) in 1988. He led the CII TQM Study Mission from India to JUSE in 1990. Widia went on to get the then ISO 9001 certification as one of early adopters of Quality Management systems, the First Winner of the Rajiv Gandhi Award for quality, Awards from NPC for significant achievements in productivity improvement, and recognition for Business Excellence from CII.

Self effacing Srinivasan quietly shared his experience and contributed to the development of other industries through his leadership as Chairman of Governing Council of the Central Manufacturing Technology Institute, President of Indian Machine Tool Manufacturers Association, Chairman of the Karnataka State Committee of CII and President of Bangalore Chamber of Commerce and Industry.

He guided number of manufacturing organisations to get them on the path of TQM and become competitive players globally in their respective Industry segments.

He along with two other senior members of the Machine Tool Association anchored and organised the Annual Vision Programmes for the CEOs of the Machine Tools Industry from 1994 to 2007.

Dynamic Srinivasan played a leading role in the development of a World Class Exhibition and Conference Centre in Bangalore for Machine Tool Association that serves the needs of large cross section of industry for National and International events.

Another contribution from him has been the initiative to establish a competitive format for Productivity Improvements in the form of the Productivity Championship and Summit which has



now been held successfully for the past 3 years and has attracted participation from leading manufacturing industries and small scale industries around the country.

He is also a member of the Board of Directors of over ten companies in varied fields encompassing Industrial products, machine tools, consumer durables, software and even General Insurance

Ashoka Award is given to management professionals who led the organizations they work for and many other organizations **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 R. Srinivasan with Ashoka Award for outstanding role in promoting Quality Management practices in Widia India Ltd. and many other companies particularly machine tool manufacturing companies.