



[ASHOKA AWARD FOR OUTSTANDING PRACTICE IN
QUALITY MANAGEMENT FOR MR. ANAND SEN](#)

CITATION

Born in the year 1959, Mr. Anand Sen graduated from IIT Kharagpur as a Metallurgical Engineer and joined Tata Steel as Graduate Trainee in the year 1981. Subsequently, he completed his PGDBM (Marketing) from Indian Institute of Management (IIM, Kolkata) and Executive MBA from CEDEP INSEAD, France.

Mr. Sen has worked across various functions like Marketing, Sales, Strategy, Business Leadership, Operations and Projects in three decade long career. He led the company's foray into branded steel from India's first dedicated Steel Distribution Channel and was associated with the development of specialized steel for the automotive industry. **Under his leadership Tata Steel successfully challenged the Deming Grand Prize, the most prestigious award in the field of Quality.**

Besides serving as President, TQM & Steel Business of Tata Steel Mr. Sen chairs the Tata Steel-Tubes Profit Centre Council. In addition he is on the board of the several Tata Group companies.

He is a board member of Xavier Institute of Management (XIM), Bhubaneswar and chairs the Jamshedpur School of Arts and Jharkhand Boxing Association.

He is a member of the **Executive Council of the Indian Institute of Metals** and has served as Chairman of the Living Steel Project of World Steel Association (WSA), which is a global body to promote usage of steel in construction. He is a **Co-opted member Of Confederation of Indian Industry (CII) Eastern Regional Council** and **Co-Chairs the Affirmative Action Subcommittee in CII Eastern Regional Council**. He is the **Vice President of Association for Iron & Steel Technology**.

Mr. Sen has authored a number of papers and journals. He was awarded the ESSAR Gold Medal of the Indian Institute of Metals (IIM) in 2004 and the IIM Tata Gold Medal in 2012.

Mr. Sen has been an accomplished cricketer & continues to be an avid follower of sport. He is a public speaker & enjoys being part of discussions.

The Governing Council of ISQ is pleased to honour Mr. Anand Sen with the Ashoka Award-2014 for his outstanding role in promoting Quality Management Practices in the Tata Steel Group as also many other Indian organizations. He passionately steered TQM in Tata Steel despite the complexity and challenges of a large organization of 25,000 employees, aligning to top management policy and persistence of TQM initiative, encompassing a deep & complex value chain consisting of iron ore and coal mining; iron making; steel making and large distribution network across the country. That helped Tata Steel to win Deming Prize in 2008. His sustained efforts led not only to maintain TQM initiative but also helped the company to win the Deming Grand Prize in 2012. Notably, Tata Steel is the largest Indian and one of the largest company globally to have successfully challenged Deming and Deming Grand Prize. His strong business acumen helped in successful integration of many initiatives including TQM, Technology and TOC under one umbrella, initially for Tata Steel and then expanding it to the entire Tata Steel Group. He has played a pivotal role in promotion of Quality management by making his company a role model and then by inspiring and facilitating other organizations to start their journey in earnest and with full vigor.