

QUALITY HERALD

THE VOICE OF EXCELLENCE



Quality, Growth, and Service:

Three Pillars of Sustainable Excellence



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ABOUT THE JOURNAL

The September 2025 edition of *Quality Herald* explores the theme "**Quality, Growth, and Service: Three Pillars of Sustainable Excellence**," examining how these fundamental elements are shaping the roadmap for enduring success in modern organizations. This edition reveals how businesses are uniting exceptional quality, strategic growth, and superior service to achieve resilience, competitiveness, and long-term impact.

Through in-depth expert insights, real-world case studies, and evidence-based analysis, this issue delves into areas such as quality-led innovation, scalable growth strategies, and the transformative power of service excellence in driving customer trust and brand loyalty.

It also highlights how organizations across industries are embedding these three pillars into their culture, processes, and leadership to foster continuous improvement and future-ready operations.

This edition offers a forward-looking perspective on how organizations can achieve sustainable excellence—by not only delivering consistent results but also creating meaningful value for stakeholders and communities in an increasingly dynamic business landscape.

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Aims	The magazine intends to be leading platform for sharing practical insights, innovative ideas and thought leadership in the field of Quality, Sustainability, Operations and Business Excellence. It seeks to inspire professionals, academicians and organisations to adopt and implement the quality driven approaches that leads continuous improvement and societal value.
Scope	<p>A. Management System</p> <p>B. Sustainability and ESG practices</p> <p>C. Operational and Business Excellence</p> <p>D. Women empowerment</p> <p>E. Youth, Education and Future of Quality Leadership</p> <p>F. Industry 4.0 and Artificial Intelligence</p>
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Plagiarism Policy	Strictly zero-tolerance. All submissions must be original and appropriately cited.
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Author Guidelines	<p>Submission Format</p> <ul style="list-style-type: none"> • Title of the Article • Full Name(s) of Author(s) • Affiliation(s) and Designation(s) • Contact Email(s) • Author Bio (50–100 words) • Declaration of Originality • Main Content (with headings/subheadings) • Conclusion / Key Insights • References • Tables/Figures (if applicable – clearly labeled) <p>Word Count Guidelines</p> <ol style="list-style-type: none"> 1. Feature Articles / Case Studies: 1500–3000 words 2. Opinion / Technical Notes: 800–1500 words 3. Book Reviews / Interviews / Brief Insights: 500–1000 words 4. Longer manuscripts may be considered based on editorial merit. <p>Formatting Instructions</p> <ol style="list-style-type: none"> 1. Font: Calibri or Times New Roman, Size 11 or 12 2. Line spacing: 1.15 3. Margins: 1 inch all sides 4. Use clear sub-headings and bullet points 5. All visuals must be referenced in-text 6. No plagiarism and provide appropriate citations

Dear Readers,

It gives me great pleasure to present the ninth issue of Quality Herald – The Voice of Excellence. Each edition of this magazine reflects not only the current thinking in industry and academia but also the timeless principles that shape organizations and societies. In this issue, we turn our focus to the three interconnected pillars that ensure long-term sustainability: Quality, Growth, and Service.

Quality has always been the bedrock of organizational excellence. It is no longer confined to defect reduction or compliance with standards, but has evolved into a holistic philosophy encompassing innovation, customer delight, and continuous improvement. In today's hyper-competitive landscape, quality is not just a differentiator, it is a survival imperative.

Growth represents more than expansion in scale or numbers. True growth integrates sustainability, resilience, and inclusivity. Organizations that align growth with responsible practices contribute not only to their stakeholders but also to society at large. Growth rooted in learning, adaptability, and foresight ensures that success is both scalable and enduring.

Service forms the human face of excellence. Whether in manufacturing or services, the ability to listen, respond, and care distinguishes an organization in the eyes of customers and communities. Service excellence reflects empathy, trust, and responsibility, qualities that transform transactions into relationships and organizations into institutions.

Together, these three pillars are not isolated concepts but an interdependent framework. Quality drives sustainable growth; growth amplifies the reach of service; and service, in turn, reinforces the purpose of quality. When embraced collectively, they create a cycle of excellence that withstands time and disruption.

This issue brings you thought-provoking articles from eminent industry leaders and academic experts, who share their insights on how organizations can integrate these three pillars in practice. We have also included engaging features such as a crossword to test your knowledge, along with case studies and reflections that enrich both practitioners and learners.

As you explore the pages ahead, I invite you to reflect on how these pillars manifest in your own work and organizations. The true measure of excellence is not in temporary achievements but in building systems, cultures, and mindsets that sustain progress for generations.

I thank our contributors, editorial team, and readers for their continued support in making Quality Herald a platform for meaningful dialogue on excellence.



Chief Editor

Quality Herald – The Voice of Excellence



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The Triple Pillars of Success: Quality, Growth, and Service for Sustainable Excellence



Surajit Mukhopadhyay

Article from the Editor's Desk

In the competitive landscape of modern business, achieving sustainable excellence is a complex, yet essential goal for organizations aiming for long-term success. One framework that provides a balanced approach to this objective is the integration of three core pillars: Quality, Growth, and Service. These three elements are interconnected, and together they form the foundation upon which a company can build its reputation, profitability, and enduring success.

Quality: The Cornerstone of Trust and Reputation

Quality is not just a buzzword—it's the bedrock of any organization's credibility and customer trust. It encompasses everything from product reliability to operational consistency and adherence to standards. In a world where consumers are more informed and demanding, quality becomes a differentiator that can set a business apart from its competitors.



Why Quality Matters

Customer Satisfaction: At the heart of quality is the ability to meet or exceed customer expectations. When businesses consistently deliver high-quality products and services, they foster customer loyalty, increase repeat purchases, and create strong word-of-mouth marketing.

Brand Value: Quality is integral to brand identity. Companies known for their high standards develop reputations that can be leveraged for greater market share. On the other hand, poor quality leads to customer dissatisfaction, damaging both brand reputation and revenue potential.

Risk Management: Investing in quality control processes mitigates the risk of product recalls, legal liabilities, and damage to the company's public image. Quality assurance is as much about protecting the organization as it is about enhancing customer experience.

Growth: Scaling with Purpose

While quality serves as the foundation, growth is the engine that propels a business forward. But growth should not be approached recklessly; sustainable growth is all about scaling in alignment with both internal capabilities and external opportunities.

Sustainable Growth and Its Importance

Innovation and Adaptability: Growth requires innovation. In today's fast-paced world, businesses must be agile enough to adapt to changes in technology, customer preferences, and market dynamics. Companies that fail to innovate risk stagnation, while those that continuously evolve remain competitive.

Expansion and Market Reach: Growth also means expanding into new markets, whether geographically or through new product lines. However, this needs to be balanced with maintaining quality. Scaling without compromising quality leads to stronger market positions and a broader customer base.

Employee Development: Sustainable growth is also about nurturing talent and building a company culture that encourages continuous learning and improvement. As the business grows, the employees must evolve as well, ensuring that everyone is aligned with the company's values and vision.



Service: Creating Lasting Relationships

Service is the final pillar in the triad of sustainable excellence. While quality is about delivering a superior product, and growth is about expanding reach, service is about ensuring a holistic and positive experience for the customer throughout their journey with the brand.

The Role of Service in Business Excellence

Customer-Centric Mindset: Excellent service is built on understanding and anticipating customer needs. This requires active listening, quick problem resolution, and personalized engagement. It also involves creating a seamless experience across all touchpoints—whether online, in-person, or through customer support.

After-Sales Support: The relationship with customers doesn't end once the product or service is delivered. Providing effective after-sales support, addressing complaints, and being proactive in solving issues can transform one-time buyers into loyal customers.

Building Long-Term Relationships: Great service fosters long-term relationships, which are invaluable for a company's future. Customer loyalty driven by exceptional service is one of the most powerful tools a business has for sustainable success. In a world where the cost of acquiring a new customer is higher than retaining an existing one, excellent service pays dividends.



Integrating Quality, Growth, and Service for Sustainable Excellence

When combined, quality, growth, and service form a potent strategy for achieving sustainable excellence. However, it's important to recognize that each pillar must be in harmony with the others.

Quality ensures that the foundation is strong, with reliable products and services that attract customers.

Growth expands the business, providing new opportunities for innovation, market reach, and revenue generation.

Service ensures that the customer experience is unmatched, creating loyalty and advocacy that support continued success.

To achieve sustainable excellence, organizations must cultivate a mindset where these pillars are not seen as isolated areas of focus but as interdependent elements of a broader strategic vision. Businesses must align their operations, culture, and goals to maintain high standards across all three pillars.

Moreover, it is important to continuously evaluate and adjust strategies as the market and consumer needs evolve. Companies that understand and embrace the interconnected nature of quality, growth, and service will not only survive but thrive in the long run.

Sustainable excellence is not a one-time achievement but an ongoing commitment. By focusing on quality, growth, and service, businesses can create a dynamic and resilient foundation for success. These three pillars provide the necessary balance between ensuring customer satisfaction, expanding market presence, and adapting to change, which together form the recipe for sustained excellence. In this ever-changing business world, organizations that manage to master and integrate these elements will remain relevant, competitive, and successful for years to come.



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NEWS

Large vision models give Quality Control a Big Brotherly spin

Ever wondered how your evening snack-time cookies turn out perfectly uniform in shape and texture? Chances are they were inspected by the cameras and AI systems built by this Chennai-based startup. Jidoka Technologies' software tools and computer vision models help detect product defects in real-time across assembly lines. From biscuits to car gears to coconut oil bottles, its systems use multiple cameras and powerful vision models to flag anomalies and eject defective items in a flash as the products run through conveyors.

“Modern computer vision can transform product inspection as manufacturers aim for higher quality,” says Sekar Udayamurthy, co-founder and CEO. Typically factories engage workers for manual quality checks. But, they are subjective as individual workers cannot perform uniformly causing either higher wastage or higher defects. Also the process could be slow. The startup makes it consistent, faster and helps companies scale inspections. It can inspect 10,000 parts per minute with more than 99% accuracy, according to Udayamurthy.



It monitors manufacturing processes involving human workers in real time to prevent rework. Its tools can be used for various tasks including counting, sorting, label text verification, assessing inventory and suggesting improvements in the manufacturing process with analytical dashboards. Jidoka provides hardware tools along with its software and models.

Giving us a lowdown on this entrepreneurial journey, Udayamurthy informs us that he was working in a senior role in the US at Cognizant, building products for Fortune 500 clients while his co-founders, Dr Krishna Iyengar, Vinodh Venkatesan were both employed in an auto manufacturing facility in Chennai. They identified quality control as a key pain point in the manufacturing sector, which led to higher wastage and costly recalls. So they began building industry-specific AI models.

The startup was incubated by NSRCEL of IIM Bangalore and has so far raised 19.5 crore. It raised 11 crore in Pre-Series A round from Arali Ventures. Jidoka aims to hit the \$25 million revenue mark in five years time and bets on expanding its services to different verticals such as solar and semiconductors as well as geographic expansion in Australia, Europe and North America. They plan to build a platform for proactive monitoring for quality and throughput and building large vision models (LVM) to handle tasks in multiple domains. “The end-game is to create generic models that can work across customer bases,” explains Udayamurthy.

NEWS

India's growth story: Will soon contribute 20% to world growth, says PM Modi; third-largest economy on horizon

Prime Minister Narendra Modi on August 24, 2025 said India is the world's fastest-growing economy, powered by a decade of macroeconomic stability. He noted that the fiscal deficit is narrowing, banks are stronger than ever, and lakhs of domestic investors are consistently investing thousands of crores in the market through SIPs.

Addressing the ET World Leaders Forum 2025 in New Delhi, PM Modi said, "Today, India is the world's fastest growing major economy. We are going to become the world's third-largest economy very soon."

Citing experts, he said that India's contribution to the world's growth is going to be around 20% very soon, driven by the resilience in India's economy. The reason behind this "is the macroeconomic stability that has come to India in the last decade."



He added that despite facing a the big crisis of Covid 19 pandemic, "our fiscal deficit is expected to come down to 4.4%."

Highlighting the foundation of India's growth story, he said, "Today, our companies are raising record funds from the capital market. Today, our banks are stronger than ever. Inflation is very low, interest rates are low. Today, our current account deficit is under control. Forex reserves are also very strong. Not only this, every month lakhs of domestic investors are investing thousands of crores of rupees in the market through SIP," PM Modi said.

Turning to GST reforms, PM Modi said the next generation of changes will help bring down prices, stimulate market demand, generate jobs, and enhance both ease of living and ease of doing business. At the forum, he also spoke about the technology and semiconductor ecosystem, India's space ambitions, industry and employment opportunities, as well as defence production.

<https://timesofindia.indiatimes.com/business/india-business/indias-growth-story-will-soon-contribute-20-to-world-growth-says-pm-modi-third-largest-economy-on-horizon/articleshow/123473813.cms?>

NEWS

Indian BPO exports outpace IT services: Global market to reach \$268 billion by 2029; set to maintain lead in FY2026, says Kotak Report

NEW DELHI: Indian business process outsourcing (BPO) exports are growing faster than information technology (IT) services and are projected to keep this lead in FY2026, according to a new report by Kotak Institutional Equities. The strong performance is being driven by global companies' focus on cost optimisation, increasing outsourcing of business functions, and a growing preference for offshore delivery models.

BPO (Business Process Outsourcing) refers to outsourcing specific functions such as customer service, technical support, accounting, or HR to third-party providers. This allows global companies to reduce costs and focus on core operations.

The global BPO market is forecast to grow at a CAGR of 3.9% between 2024 and 2029, reaching \$268 billion by 2029, reported ANI, citing the report.



India's role in global BPO growth

India remains at the center of this expansion. According to the Kotak report:

- Indian BPO exports stand at USD 45 billion, making up 20% of overall outsourced spends.
- These exports have grown at a CAGR of 7.8% between FY2015–25, which is 250–300 basis points higher than global outsourced spends.
- Service providers account for about two-thirds of Indian BPO exports.

With leaner cost structures and a growing reliance on outcome-based engagement models, Indian BPO providers are improving efficiency and steadily increasing market share.

However, Kotak also warned of risks. Gen AI adoption may disrupt existing BPO business models, especially in industry-agnostic support functions. On the other hand, industry-specific BPO services which demand contextual expertise and face stricter regulatory requirements are expected to be more resilient.

While BPO exports are booming, the Indian IT services sector faces a subdued outlook. Industry reports suggest flat revenue growth in IT due to macroeconomic uncertainties and tighter client budgets across industries.

<https://timesofindia.indiatimes.com/business/india-business/indian-bpo-exports-outpace-it-services-global-market-to-reach-268-billion-by-2029-set-to-maintain-lead-in-fy2026-says-kotak-report/articleshow/123482043.cms?>



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Together, we can create a more **sustainable world** for future generations to enjoy.



Quality- The Pillar of Sustainable Excellence

Aditya Parmar, Sales and Retail Marketing Intern, Carrier Midea



Quality is the most notable pillar of the path of sustainable excellence journey as it determines the short-term consequences of business as well as its legacy. Quality is not a measurement that can be measured only in terms of production reports or satisfaction surveys of customers; quality is a culture, a mindshare, and a dedication that runs all through an organization. It provides the basis that growth is developed on and from where service prosper nickel np3 cost. Unless quality is built deep, outgrowth and service remain a transitory phenomenon, which can be easily swept aside by the changing currents of market forces as well as customer demands.

Quality that Conception beyond Conformance

Traditionally the quality was viewed as the capacity of a product or a service to conform to predefined standards or specifications. Although this is still true, in current fast-paced business world, quality goes beyond compliance with standards. It is all about delivering stable value, memorable experiences and trust among stakeholders- be it customers, employees, suppliers or the community.

What constitutes true quality is an awareness of a changing customer need, and the flexibility to change, while having integrity in delivery. It is no longer sufficient to claim that a product is free of any flaws; it must also be capable of being sustainable, ethical, and stay designed to last. Quality leadership businesses that also take this holistic view take expectations to new heights.

Quality as Strategic Driver

Quality is no longer an afterthought or a factory floor process or a go-see-see stage of inspection it is now a critical business enabler of organizational competencies. By ensuring that quality works its way through all processes a company undergoes-including ideation and design, production, distribution and after sales-companies can become better positioned to succeed even in competitive markets.

Imposing high quality standards saves money in the long run by eliminating wastes, recall and re-work. They also drive increased customer retention and brand loyalty. Look at the most envied international brands: they got to the market leadership not only because of their price policies but due to their constant pursuit of quality. The customers identify their names with reliability, longevity and an excellent experience.

The Role Quality in Sustainability

Quality and sustainability are becoming more and more entwined. A longer-lasting product, one made with environmental-friendly materials, or built to be easily repaired does not only symbolize better quality, but also helps preserve the environment. Environmentally friendly concepts such as less carbon emission in manufacturing and more recyclable packaging make organizations with such sustainability quality practices more aligned to the values of the modern consumers.

Besides, sustainability within quality covers the workforce too. A culture of quality can be achieved by ensuring that when enterprises invest in training of their employees, they create a safe environment to work in as well as promoting innovations. Employees feeling appreciated and empowered have much higher chances of performing to the best of their ability and this leads to better results in the organization and its stakeholders.

Developing a Quality Culture

Meeting high-quality standards is not something that organisations do once and then relax; it is an ongoing process requiring a change of culture. Leadership commitment is the start of such a culture. When leaders are of quality in terms of their decisions and actions, they in turn trickle down to the ranks. They establish the best practice of accountability, transparency and continuous improvement.

Measuring and Sustaining Quality

What you don't measure you can't improve. Quality management just cannot move without effective measurement. A business would have to monitor customer satisfaction indices to defect rates, and supply chain audits and employee engagement surveys are some of the indicators that are significant to their stakeholders.

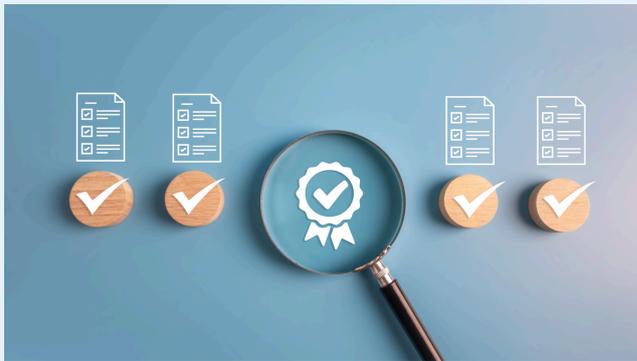
But it is not enough to measure, the identified insights should be applied to action. Outcomes of the continuous improvement models, including Total Quality Management (TQM), Six Sigma, and Lean techniques and approaches have a long history of assisting organizations in discovering inefficiencies and mitigating them before they lead to any outcomes.

No less important is resilience to growth spurts or to disruptive change in the market. Most businesses have reduced their quality when expanding to new markets or increasing their production resulting in long-term losses. Sustainable excellence must avoid this trap and make it a point that each stage of growth is supported by same standards that resulted in peaceful reputation.

Quality as a Differentiator

In an environment where competition is rife, and customer options are limitless, quality may just be one of the greatest differentiators. Pricing-based competition can deliver quick success but in the long term margins and brand value are lost. Businesses, which are quality-oriented, on the other hand, establish emotional relationships with customers. Such connections are interpreted into trust- something that cannot be bought or cost-cutting deals through aggressive advertisement.

Whether the brand is a luxury brand whose promise is the quality of craftsmanship or it is a company whose promise is a seamless user experience, quality can create a long-term brand promise. Customers re-visit not only because the product delivers but also because it delivers consistently, creates value and aligns to the values they hold dear.



Quality in the Future

With the emerging changes in artificial intelligence, automation, and data analytics industries, there is going to be a more dynamic future of quality where we will always be on our toes. Predictive forms of maintenance, real-time monitoring, and unique individual customer experience will come to set a mark of quality measures. Organizations that utilize these tools to pro-actively predict customer requirements thereby averting quality lapses will be in the vanguard.

Moreover, the focus on ethical and inclusive will transform the concept of quality. Ethical wages, responsible sourcing, community interaction are no longer secondary components of the quality story in the same line as product longevity or capability.

Conclusion

Quality alone is not the first pillar of sustainable excellence, it is the one that enlivens the other two- growth and service. Growth that is not based on good quality is unsustainable and service without quality is empty. Quality is the mother and the roots where the other two pillars take their power, thus they are formed into a triad.

Company cultures that incorporate quality as part of their genetic makeup establish an underpinning that perseveres through market fluctuations, fosters a base of loyal clients and develops a reputation that crosses borders of generations. Under sustainable excellence, quality is not defined as a destination, rather, it is a mode of business.

Concocting Growth Strategies that are Ethically Acceptable, Equitable, and Environmentally Responsible:

Realizing this reimagined growth necessitates that organizations, businesses, and governments forge strategies grounded in ethics, equity, and environmental responsibility. Elements essential to this approach span



Stakeholder Engagement: Draw communities, workers, consumers, and suppliers into the planning process for growth initiatives. A rich spectrum of perspectives enables the identification of local needs, harmonization of interests, and the avoidance of unintended harms.

Enact policy reforms that maintain equitable recruitment, advance supplier-diversity initiatives, and preserve community-investment programs. Ensure that this progress reaches marginalized communities and areas, thereby broadening the distribution of its benefits to the furthest extent possible.

Investing in human capital—Prosperity and innovation alike hinge on a workforce that is both resilient and highly skilled. When employees are in good health and the populace is highly educated, productivity goes up and creativity flourishes.



Responsible Sourcing: procure materials responsibly and hold suppliers to rigorous labor and environmental benchmarks. Ethical supply chains serve to control and curb exploitation, safeguard product integrity, and lessen risk.

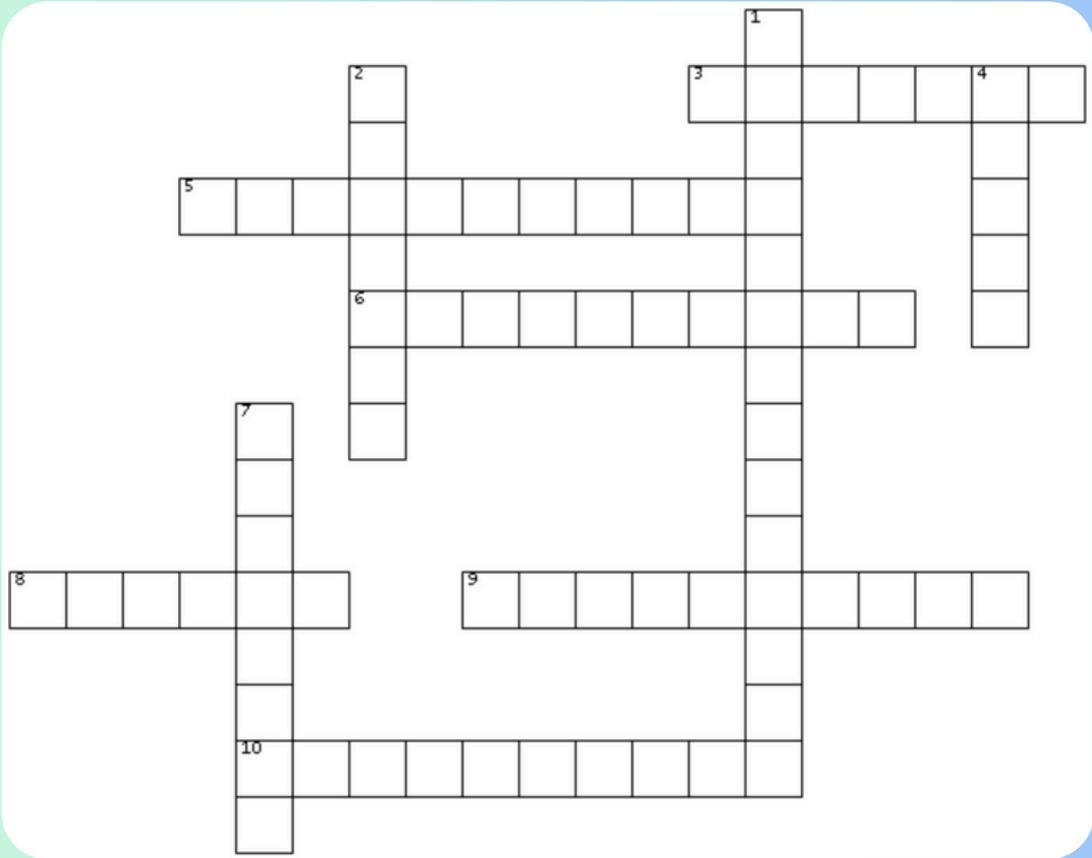
Green Innovation: channel resources into the R&D of eco-efficient products, clean-energy technologies, and waste-minimizing processes. Innovation can simultaneously drive growth and ensure sustainability: new eco-friendly products and services can cultivate new markets even as they shrink their environmental footprint.

Long-term perspective: place primary value on lasting benefits rather than on momentary gains. Shun the temptation to skim on investments in employee welfare, product quality, and environmental safeguards, and redirect those resources to those endeavors instead. By setting a long-range course, companies can sidestep costly crises and deepen the lasting trust they have with their stakeholders.

Conclusion

Imagine Environment and Trust arrayed with the sharp-edged clarity that drives enduring excellence for the benefit of all of our societies and the planet. As the foundation for economies, cultivating vibrant, adaptive systems that create steadily renews the prosperity of our societies while safeguarding the natural world that undergirds all life. An entrenched growth framework based on unchecked consumption and exploitation is yielding to a revitalized model. Within this paradigm, an organization’s performance is judged not chiefly on fiscal results, but on its influence on human well-being and ecological health to an equal degree. Through the adoption of inclusive, ethical, and regenerative growth paradigms, we can shield prosperity while ensuring the planet’s health for generations to come.

THE PILLARS OF PROGRESS: A CROSSWORD CHALLENGE



ACROSS

- 3. Consistently meeting or exceeding standards.
- 5. Continuous betterment in processes and outcomes.
- 6. Creating new and valuable ideas or methods.
- 8. Expanding in scale, revenue, or impact over time.
- 9. The hallmark of outstanding organizational performance.
- 10. Achieving maximum productivity with minimal waste.

DOWN

- 1. Commitment to long-term environmental and social balance.
- 2. The act of assisting and delivering value to clients.
- 4. Reliance built over consistent performance.
- 7. The person or entity receiving a product or service.

Answers of the Previous edition
Across: Vision, Legacy, Digitalization, Empowerment, Growth, Startups
Down: Innovation, Education, Infrastructure, Leadership



A pillar of sustainable excellence: Accenture growth.

N. Jithin Kumar, HR Business Partner, Rrayze Business Solutions



The demand to achieve sustainable excellence, which lies within the tenets of quality, growth, and service is ruddered by growth as the driving force that propels an organization and society. This redefined growth is not merely the ideal but a necessity felt the world over by the industries, governments and societies. In today's world, a growth should no longer be measured by increases in numbers; a growth must be based on higher levels of values as well as on long-term perspective.

Economic Sustainability: Inclusive, Innovation Growth, Resilient Growth

Conventional growth that is output, GDP-only driven may leave a large number of the citizens behind or may cause systemic optimism followed by pessimism booms and busts. In comparison to it, sustainable growth is a broader process that brings benefits, stimulates innovation and creates resilience. This will allow, e.g. to invest in new technologies and green infrastructure that, in addition to increasing productivity, will generate employment in new markets. Varying the economy and backing small medium-size undertakings can foster the native entrepreneurship and develop rivalrous chains. Flexible systems and supply networks with resilience plus capability on the part of community support an economy in the face of shocks and the ability to adapt. Inclusive growth is also aided through long-term investments in infrastructure, including renewable energy grids and broadband connectivity, that can also serve to connect more people to the markets and opportunities.



Social Sustainability: Growth and Equity to the Communities

The growth level also comes with the deep social level as a part of it In order to guarantee the sustainability of an economic expansion, the latter must bring specific benefits to the well-being, fairness, and human capital of a community. This will entail the generation of good jobs with reasonable wages, safe working environments, and avenues through which one can enhance his/her skills. When companies commit to investment in their employees in the form of a training programme, mentorship and diverse hiring strategies, they create a more competent and diverse pool of talent that will propel them in the future. Fair development has the ability to bridge the social and gender divides by equalizing access to education, health care, and community facilities and general quality of life. Inclusive policies like the apprenticeship programs to unable people and diversity programs are ways of supporting inclusive programs that will ensure that as the country grows, every individual in the society benefits, building social cohesion and trust.

In the end, the socially sustainable growth results in the flourishing communities. An increase in income and opportunities of people lead to a decrease in risks of poverty and inequality. The employees become more confident and civic engagement increases. Citizens can engage more in the economical lives through improved education and health. Through it, expansion is not confined to profit accumulation: it is also a cultivation of human potentialities and dignity.

Resource sustainability: sustainable growth within planetary boundaries

Environmental sustainability cannot be complete without the vision of growth. Real growth has to meet planetary limits, which are finite natural systems upon which life depends. This will mean redistribution to renewable sources of energy such as solar and wind in order to decarbonize the economy and prevent climate shocks. It also implies using circular economy to minimize waste by reusing, recycling or refurbishing materials to use them longer. A sustainable residential living example is that agricultural, forestry and fisheries are managed in a sustainable way so that the ecosystems are healthy and productive.

A corresponding dimension is climate adaptation: harnessing sustainable agriculture, sustainable building strategies, and flood-protection measures can safeguard communities and economies from extreme weather. As one illustration, precision farming can boost crop yields even as it requires less water and involves fewer chemical inputs. A sustainable forestry approach can deliver forestry products while eluding the need for deforestation. By placing biodiversity front and centre, reining in pollution and bringing restoration to life, economic growth ceases to strip the earth and instead becomes a self-replenishing force. To be brief, economic growth must achieve harmony with ecological health. By channeling investment into natural capital—funding clean-water infrastructure, restoring wetlands, cultivating green spaces in urban areas—the private and public sectors lay the foundations for enduring prosperity. Economic expansion that stays within ecological boundaries assures the planet’s enduring productivity for generations to come.

A Transition from Exploitative to Regenerative

Exploitative (unsustainable) growth and genuinely sustainable growth stand in sharp contrast to one another. In its classic form, the unsustainable paradigm proceeds through a “take-make-dispose” cycle: its unremitting resource extraction fuels pollution, while the costs to society and the environment are relegated to outside the accounts. In operation, this framework prioritizes short-term gains, relegates enduring sustainability, and widens inequality even while ecosystems are compromised. Although this paradigm can rapidly swell GDP, it leaves in its trail depleted forests, fouled air, and fractured communities.

Conversely, sustainable growth shoulders its own expenses and is committed to producing enduring shared benefits and resilience. Consider, for example, an exploitative approach that razes a forest for instant gains, while a regenerative approach conserves the forest through sustainable harvests and purposeful land restoration. The first enriches a lucky few for now, consigning the majority to deprivation down the line; the other cultivates lasting well-being by safeguarding the resources vital to the economy. In effect, regenerative growth regards nature and its inhabitants not as disposable commodities, but as actual stakeholders. Growth that renews natural capital and enhances social welfare stands as genuinely self-sustaining and fair.





September 27
World Tourism Day





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The Service Pillar: Building Long-Term Excellence

Harshvardhan Solanki, Sales Executive, Blue stone



When we talk of a sustainable excellence, grand strategies, state of the art technology and domination of the market are some of the things that would come to your mind. However, the most important thing that I have understood as a person who has worked in the core of the client connection, i.e., as a sales professional at BlueStone Jewellery is that excellence is not a boardroom phenomenon, nor is it purely a corporate creation. It is our lifeblood in the manner of which we deliver our customers. Service is no mere functional aspect, it is the life-blood of any organization that aims at flourishing on long terms.

Knowing Service Rather than as a Transaction

That is because in the jewellery retail business, there is no such thing as a non-personal sale. It never tends to simply be a ring, only a pendant, or two earrings, but a moment, memory, emotion that is to be commemorated. But in working at BlueStone, I have come to understand that service is much more than a transaction of a product or service in exchange of money. It is all about hearing what customers never say, interpreting expressions on their faces and reading their minds before they make the conscious effort to spell it out.

Empathy starts with empathy. A customer who comes in to purchase an engagement ring may be anxious about his/her selection. Someone wanting an easy gift can have an entire universe of anticipations of its reception. A true service is one that places oneself in their shoes and learns to influence by understanding their purpose in line and not sell to them. This attitude changes service delivery into something relational as opposed to being transactional.

Personalization: creating memorable service.

Personalization breeds loyalty: one of the strongest things I learned is that personalizing in any medium causes loyalty. I trained at BlueStone, where I learned to create an experience as well as show the collections. Such details as remembering when the customer has pre-ordered rose gold instead of yellow, or the memory of a reception date when the customer cites it out later on a visit are simple details that create a lasting impression. Business Sustainability Sustainable business means that the business is personal. Customers who feel that they are understood, repeat- not necessarily at the same price, but they will come back trusting the hands that feel them. This warm approach draws a connection whereby the brand will be integrated into their own life narration.

To exercise patience as a service virtue

In the retail business there is nothing more important than time and as to luxury and semi-luxury goods like jewellery, the virtue of waiting can only be described as strategy. It could take a customer hours to make a design at one day. They would inquire, they would require to view and see more, consult with family and even leave without buying something. Serving is hard work and it is more tempting to become unemotional or aggressive but genuine serving requires patience.

No interaction, whether it leads to a sale or not, is a waste of a seed. The result is that the customer came back again after weeks because he or she had remembered how relaxed, cordial, and unpushy had been the atmosphere. Service does not imply instant gratification, it is about creating an environment in which the customer feels comfortable to explore.

It is convenient to believe that growth is the result of the combination of the marketing efforts, product innovation process, or price. However, my experience on the showroom floor taught me something more- service is itself the growth engine. Given a satisfied customer a fan or brand ambassador is created The best form of marketing would be word of mouth, particularly since the segment is a very emotional one such as jewellery.

Dilemmas in The Process of Providing Excellent Service

Nevertheless, not everything is easy about service excellence. There were times of intense pressures-festive periods with long queues, customers comparing prices on the internet, or just delays in the delivery, etc. These are situations that can challenge one on his or her ability to exercise composure and consistency.

What I also understood is that service excellence is best achieved when the team is not only trained on products, but also trained in communication skills, problem solving abilities and empathy. It also needs organizational amplification organizational support clear policies on exchanges, back-end responsive teams and systems which facilities the perspective of the customer first.

Connection and Emotional Connection with the Music.

More than most products, jewellery is burdened with emotion. Be it a bride choosing her wedding jewelry, or a father shopping a gift to his graduating daughter, any purchase is an occasion to remember. I did not make a metal and stone selling business, rather it was a part of those memories.

This kind of storytelling here becomes the process of helping the customer see not what he is going to acquire, but what he will create. It is the shine of the eyes when they see that someone is the one that you are after that makes all the great work worthwhile. The association usually goes well beyond that transaction

Sustainable Excellence in the context of Service

This theme of Quality, Growth, and Service as the triple pillars of sustainable excellence appeals to me because of the reason that I feel the same and the described theme is something I apply in my life. Quality guarantees long-term enduring of the product. The growth provides that the brand is dynamic according to the dynamics of the markets. But service? Promotions will keep the brand in the minds of people.

Sustainable excellence cannot be a one off thing but a process. A product can be cloned, price can be matched, but warmth of warm service cannot be found elsewhere. It establishes loyalty that can not be easily taken away.



What I Stood Out Personally Takeaway

Working at BlueStone taught me that service has nothing to do with high and low, superiors and subordinates. Service is however an attitude, both in the sense that a salesperson on the floor may choose to care, to listen, to act with integrity, and an employee in the organization designing the organization policies may also do the same. It is regarding treating each customer at least valued, not only counted.

Now when I think of excellence, I do not just recall the perfectly formed jewellery pieces. I can recall the smiles, how grateful they were, and the bonds that were made, during conversations and sips of tea. A career, a company, a community, what could be more tangible? We can touch those things, smell them, taste them. But perhaps career, company, community stay this way longer because they are surrounded by intangibles: Our attitudes, emotions and actions all reflect what we value in career, company, community.

Conclusion

Silent force is sustainable success because of Service In the competitive world of the jewellery retail, it forms the bridge between quality and growth. It makes first time buyers into loyal customers and a company into a confidant in their most special times. At least this is so in my case, service in my mind is not a department, but what we do as an organization.



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GLIMPSES



A practical workshop on Measurement System Analysis at the world's largest two-wheeler manufacturer

A hands-on and interactive workshop designed to strengthen understanding of Measurement System Analysis (MSA). The program was conducted at the world's largest two-wheeler manufacturer, focusing on enhancing precision, accuracy, and reliability in quality measurements. Participants engaged in real-time exercises, case discussions, and practical applications to improve decision-making and reduce variability.

Two days of extensive workshop on Risk Management at a global steel manufacturing giant

A comprehensive two-day workshop aimed at equipping professionals with advanced risk management techniques. Conducted at one of the leading global steel manufacturing giants, the sessions covered risk identification, assessment, and mitigation strategies aligned with international standards. The program emphasized practical case studies, group exercises, and best practices to strengthen resilience in dynamic business environments.



Two-day QCC training for a Japanese white goods manufacturing giant on 26–27th Aug, 2025

A focused Quality Control Circle (QCC) training program conducted over two days for a renowned Japanese white goods manufacturing organization. Held on 26–27 August 2025, the training highlighted the principles of continuous improvement, problem-solving techniques, and teamwork culture. Through practical demonstrations and collaborative learning, participants were encouraged to implement QCC practices for operational excellence.



Two-day workshop on Geometric Dimensions and Tolerances at a leading automotive organization

An in-depth two-day workshop tailored to enhance technical expertise in Geometric Dimensions and Tolerances (GD&T). Organized for a leading automotive organization, the training provided clarity on design intent, tolerance analysis, and effective communication of engineering drawings. Practical exercises and industry-specific case applications helped participants apply GD&T concepts for improved product quality and reduced manufacturing errors.



Building Sustainable Excellence: The Power of Quality, Growth, and Service

Singham Mohit Reddy, Analyst, Capgemini



In the new hyper-competitive and rapidly changing business landscape, at least sustainability is no longer a sufficient goal-companies are aiming at sustainable excellence. As organizations pursue fast gains, the three timeless pillars which distinguish most organizations are Quality, Growth and Service. Coupled together, they create the platform upon which the long-term success, customer faith and market leadership is achieved.

1. Quality The Bed Rock of Trust

Quality is not only associated with products or services-it is a matter of reliability, dependability and more than expected. A brand that makes compromises in terms of quality can only achieve immediate profits but in line with gaining reputation.

Example: Toyota

The world-leading reputation of Toyota applies to its ability to focus on quality and reliability. The company was the first to introduce Toyota Production System in which continuous improvement (Kaizen) and reduction of waste are emphasized. Despite setbacks such as the 2010 recall crisis, Toyota has redoubled its efforts on quality and got back to where it was before winning the trust of many people and being a leader in the automobile industry.

Example: Apple

Design accuracy and the reliability of products is something that Apple always considers in the periphery of their ecosystem. Its customer loyalty both in terms of high iPhone retention is not only marketing related but a part of quality assurance. Apple invests to ensure every launch feels like it is a simple matter of plug and play.

Key Insight: Quality sets up the credibility. Loyalty is fostered by credibility Even in times of crises these loyal customers will make a company resilient.

2. Growth, Scaling With Purpose

Sustainable growing does not mean going after revenues but rather a strategized scale without compromising on the core values. The secret to growth lies in striking a balance between innovation, market expansion and the ability to adapt to new trends.

Example: Amazon

Amazon began as an online bookstore but grew exponentially by reinvesting earnings to move into other fields-cloud computing (AWS), logistics and digital media. Its expansion plans were not irresponsible but rather focusing on the customers by using technology to break into the markets around its current core competence. Amazon partners with AWS which in itself makes about half of the total operating profits of the company today.

Example: Infosys

In 1981 India-based IT-giant Infosys emerged as a small startup and by concentrating on innovation and financial prudence advanced to a large multinational consulting giant. It based its growth on transparency and corporate governance and employee upskilling that led to winning global clients their trust.

The growth based solely on the inattention to values is doomed to collapse. When growth is consistent with mission, vision and execution, it becomes sustainable.

3. Service The Human Differentiator

Technology and automation is what may become mainstream however service is what brings out the true human differentiator. High-priority companies are not only maintaining the customers but also making them brand supporters.

Ritz-Carlton Hotels

The Ritz-Carlton authority structures its employees by giving them a discretionary budget of 2000 dollars per guest to address a problem or improve an experience. This culture of service excellence turns customers into patrons and in the process generates tales of delight that generate organically.

Example: Zappos

Zappos, an online shoe shop, established its reputation on the service and not the prices. Its mythic customer care service, like long phone calls to help customers shop, made it stand out among the companies in congested e-business market. In the end, Amazon did not buy Zappos to sell the shoes but to get the same kind of culture and service attitude.

This is because any product can be imitated, however, outstanding service can never be replicated. It establishes an emotional connection with the consumers that cannot be easily beaten in the price wars.

The Interactions of the three pillars

Alone, each pillar is extremely powerful in its own right, but sustainable excellence is created as a result of the interaction between the pillars.

- Service without Quality is running the risk of losing customers- like having high quality products with low service.
- Service without Growth removes goodwill but does not scale in order to achieve any long-term impact.
- Growth without Quality can only give a temporary rise but will come to a depreciation in the future as it has occurred in the case of WeWork.

The Synergy of the Real World

1.Tesla – It stresses quality innovation (e.g., electric vehicles with state-of the-art technology positioning), fast expansion into new markets around the world, and service through regularly providing updates to the cars over software updates sent over the air. Though Tesla continues to grapple with service facilities as we know them, its combination of quality and disruptive growth continues to leave it on top as far as EV disruption goes.

2.Tata Group - A history of more than 150 years of existence, Tata is a good example of sustainable excellence. Tata shows how the triple pillars make a strong business empire through the attention to quality manufacturing provided by Tata Steel, the worldwide expansion by Tata Consultancy Services and the renowned customer service by Taj Hotels.

3.Starbucks – It has managed to maintain high quality coffee, high growth rate across multiple geographies and service culture that has made each customer focused on individualization (they write their names on the cups). Its capability to standardize, but at the same time localize experiences demonstrates the complementarity of these three pillars.

Lessons to Companies and Executives

- 1.Quality First: Establish go or no go standards. Customers do not mind any mistakes but they do not forgive negligence
- 2.Grow Strategically: Seek growth but, never by sacrifice of culture, ethics or customer confidence.
- 3.Focus on Service: Enable the employees to utilize the power of memorable experiences. It is technology, which can make it possible; people who create loyalty.
- 4.Think long term: companies created on fads may sell briskly, but they die much faster. Sustainable excellence is an exercise in calmed expectations and foresight.

Conclusion

It is the season of elevated discontinuity, where firms are racing to achieve innovation and expansion at alarming rates, to the sidelining of the basic functionalities. Yet the balance is also excellent. Quality breeds confidence, Growth leads to relevancy and Service enhances relationships. Collectively, they design organizations that do not only succeed, but that survive.

Important Dates in September



September 6 – Ganesh Visarjan / Anant Chaturdashi

The last day of Ganesh Chaturthi celebrations, when idols of Lord Ganesha are immersed in water bodies with chants of “Ganpati Bappa Morya.” It is also known as Anant Chaturdashi, a day dedicated to Lord Vishnu. The festival symbolizes the cycle of creation and dissolution, along with a reminder to detach from material possessions.

September 8 – International Literacy Day

September 8 marks International Literacy Day, reminding the world of the importance of literacy in creating sustainable and empowered societies. Schools and organizations conduct awareness programs and campaigns on this day.



September 21 – International Day of Peace

Known as World Peace Day, it promotes non-violence, ceasefires, and global harmony. The UN encourages governments and individuals to work towards ending conflicts. Schools and NGOs organize peace rallies, meditation sessions, and cultural programs on this day.

September 22–30 – Navratri Festival

Navratri, one of India’s most celebrated festivals, begins on September 22. It spans nine nights of worship, dance, and devotion to Goddess Durga. Regions like Gujarat witness Garba and Dandiya nights, while Bengal prepares for Durga Puja. The festival culminates with Mahasaptami (Sept 29) and Mahashtami (Sept 30), bringing grand celebrations across India.



September 29 – World Heart Day

World Heart Day is observed globally to spread awareness about cardiovascular health and encourage preventive measures. It reminds people to adopt healthy habits such as regular exercise, balanced diets, and stress management. Hospitals, NGOs, and fitness communities organize free check-ups, awareness rallies, marathons, and health camps on this day. The campaign also emphasizes reducing risks like smoking, obesity, high blood pressure, and diabetes. Overall, the day inspires individuals and nations to prioritize heart health as a collective responsibility.



QUALITY CONTROL(LED) HUMOR



When Work Gets Too Serious

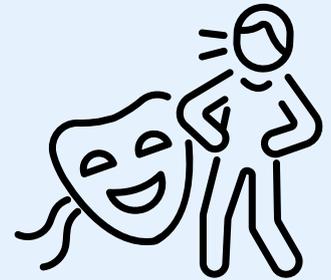
1. THE QUALITY PARADOX 🤖

Boss: "We must maintain the highest quality!"

Me: spends 3 hours aligning fonts in PowerPoint

Boss: "I meant the product quality..."

Me: "Oh. Then why did we buy the premium font pack?"



2. CUSTOMER SERVICE REALITY CHECK 📞

Customer: "Your service was so fast, I'm impressed!"

Agent: "Wow, thank you!"

Customer: "I was talking about the elevator."

Agent: googles 'How to deliver service at 2x speed'

3. SUSTAINABLE STRATEGY 🌱

CEO: "We believe in sustainable excellence."

Employee: recycles old jokes in presentation

CEO: "Not the type of recycling I had in mind..."



5. THE GROWTH PRESENTATION 📊

Manager: "Show growth trends!"

Me: adds arrows pointing upward on every slide

Manager: "But these are employee complaints..."

Me: "Still shows growth!"





Upcoming Training Programmes

6,7,13,14,27,28 of
September

**Lean Six Sigma
Green Belt**

September 22-26, 2025

**ISO 50001:2018
Lead Auditor**

September 15-19, 2025

**ISO 45001:2018
Lead Auditor**



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