

Creating Ecosystem for Building “Quality Trust”

Raghavendra Deolankar¹

¹ Operations Head, C-18, Deepmala, Pimple Saudagar, Pune, Maharashtra, 411027

Abstract

“Quality” as an organizational drive, even with wide scope and importance, is still not deep rooted in the entire industry value chain. It is being addressed as more of a reaction to the situation than a normal way of working, specially in the Indian Auto component Industry domain. Traditionally Quality is seen as a functional goal than organizational initiative. In last couple of decades there is a significant change in Quality approach by many organizations which has helped these organizations to create their own Quality image and identity. This movement of Quality improvement is showing a definite progress in last decade in Indian Automotive Industry however it will take a long for achieving a required maturity level which will help us building our image as “A Quality Brand” at Global scale.

Quality performance in the entire value chain can be achieved by creating a right balance of all impacting factors, as like in natural Ecosystem. “An Ecosystem is group of organisms and their physical environment that function together as one unit. It is like a community in nature where everything helps each other in some way so the whole community can be healthy” If we analyze the structure of ecosystem and correlation of factors with each other, it creates a larger picture of right balance and community benefit at large. In this research, I have tried identifying the success factors of a natural Ecosystem and then studied on the similar grounds the factors which are required for a Quality Ecosystem. The key success factor in natural Ecosystem is “Right Balance” of all factors and strong dependable correlation among these factors. When I compare this logic with Quality performance of the auto component Industry, I see examples of “Unbalance” in key factors and also missing link of correlations among the key factors, which in my view, are the major reasons for weak Quality Trust Index of Industry, at large.

This research paper elaborates the current challenges being faced which are the hurdles in building a quality image and a trust bond for quality performance, in Indian Auto component Industry. The research also identifies the key contributing aspects in the entire value chain, which forms an “Ecosystem for Quality” and propose the measures on achieving the right balance of these aspects, which will help strengthening a “Quality Trust” bond among the key stakeholders.

The research paper is a combination of my learning experience with industry, and a summary of literature review from earlier research done in this subject which also can be good insight for setting the right tone and direction for this research.

The consistency and predictability of Quality performance defines the Quality Trust Index. It is important to now what enables a consistent Quality Performance and what determines the predictable quality performance.

The research concludes on identifying these enabling factors, for which if we ensure a right balance, we can assure the Quality Performance and Build Quality Trust.

Finally, a conceptual model of “Ecosystem for Quality” will be helpful for the Industry professionals to build a comprehensive system in their respective organizations to improve the Quality Image and will also contribute in “Building Quality Trust” of Indian Auto Component Industry, at large.

Keywords: Quality Trust, Image, Ecosystem, Auto Component Industry,

