

Annual Business Excellence Convention (BEC), Chennai, December 7, 2013

The annual event on the Tata group's excellence calendar brings together Tata leaders, employees and experts from various fields to discuss ways for companies to look beyond short-term profits



Business Excellence Convention focuses on long-term value creation

Creating long-term value was the theme of the annual Business Excellence Convention (BEC), which concluded in Chennai on December 7, 2013. The two-day event saw senior Tata leaders, the group's business excellence community, and experts from various fields discuss how, in a changing business environment, companies needed to look beyond short-term profits and preoccupations to focus on strategies that will help build longevity for their business and their brands.

Group Chairman Cyrus P Mistry also attended the convention, participating in the deliberations, both as part of the audience and during an interaction with Group Executive Council member Dr Nirmalya Kumar. "Every time I meet a new company and people within our existing companies, I see the opportunities unfold continuously. We have a huge amount of depth and breadth within the group and each of the Tata companies has grown further and each of our smaller companies has new avenues to open up," he told Dr Kumar, when asked about the opportunities ahead for the Tata group. Mr Mistry also answered questions from members of the audience, sharing his views on topics such as globalisation, employee engagement and diversity.

Earlier, delivering the opening remarks at the convention, Prasad Menon, chairman of Tata Quality Management Services (TQMS), thanked the Chairman for his commitment to the business excellence (BE) movement and for showing a new direction in the form of the recently-introduced presentations by assessing teams to the boards of the companies they had assessed.

Sunil Sinha, chief, Group Quality Management Services, presented an overview of the excellence journey in 2013 and also summed up the way forward. Mr Sinha also informed the audience about some key changes to the Tata Network Forums (TNFs).

On December 6, the convention recognised companies for the progress achieved in their respective journeys towards excellence; three companies each were recognised in three categories:

- For crossing the 450 band through basic assessment. The awards were handed out by Dr Mukund Rajan, brand custodian, chief ethics officer and GEC member.
- For serious adoption; companies that broke into the 450 score band through rigorous assessment. Awards handed out by NS Rajan, GEC member and head of Group HR.
- For active promotion; companies that broke into the 500+ band in standard assessment. Awards handed out by Ravi Kant, VC, Tata Motors.
- At a special event by the sea at Vivanta by Taj Fisherman's Cove, Chennai, on December 5, the convention recognised the contribution of assessors to the BE movement: the six best assessor teams, top 10 assessors, 10 long-serving team leaders, and 10 long-serving mentors.

The two-day event had an impressive list of speakers and panellists from fields such as business, economics, history, environment, sports and the performing arts. Historian RamchandraGuha, Prof Jean-Philippe Deschamps of IMD, Lausanne, Arvind Subramanian of the Peterson Institution for International Economics, environment and social activist Dr Shekhar Singh, eminent Bharatanatyam dancer MalavikaSarukkai, and former badminton champion Prakash Padukone added depth and texture to the deliberations by sharing their own ideas and experience. Unilever chairman Paul Polman also addressed the convention via telepresence.

Top 10 assessors	Company
Behram R. Sabawala	DIESL
Ramakrishnan Venkataraman	TCS
Vivek Talwar	Tata Power
Jayant Balan	Voltas
Narayanan Ayipuzha	TCS
Sonal Ramrakhiani	TCS
C. Srivatsan	Tata Steel Wires
K K Mahajan	Tinplate
Shyam Sunder	Tata Steel

Long-serving mentors	Company
Jamshed Daboo	Trent Hypermarkets
Anil Sardana	Tata Power
Bhaskar Bhat	Titan
Phiroz Vandrevala	Diligenta UK
Homi Khusrokhhan	Tata Capital
PK Ghose	Tata Chemicals
Sanjaya Sharma	Tata Interactive
Patrick Mcgoldrick	Tata Technologies
Sandipan Chakravorty	TSPDL
Ajoy Misra	TGB

Best performing assessor teams (companies assessed)

1. JLR
2. Tata Communications
3. Tata AIA Life Insurance
4. Tata Ficoso
5. Tata Business Support Services
6. TCS

Company recognitions:

450+ score band for the first time, through basic assessments

- Tata Capital
- Tata Business Support Services
- Tata Pigments

'Serious Adoption' - 450 points in standard assessments

- - Mjunction
- The Indian Steel and Wire Products
- Tata Toyo Radiator

'Active Promotion' - 500 points in standard assessments

- Tata Housing Development Company
- CMC
- Jamipol

Source: http://tataworld.com/news/inside/Business-Excellence-Convention-focuses-on-long-term-value-creation#Top_10_assessors