

QUALITY HERALD



The Voice of Excellence | QGS Group

THIS INTERNATIONAL WORLD BIOFUEL DAY, WOMEN'S
EQUALITY DAY & INDIGENEOUS PEOPLE DAY



**Anti Bribery ISO
37001**

**The Challenge :
Carbon emission
from steel**

**Sustainability at
work**

**A Journey towards
Quality and
Growth**

August 2024

Vol No- 1 | Issue No - 3

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From the Editor



Dear Readers

Welcome to the third issue of Quality Herald – The voice of excellence!

In this edition, we are excited to focus on a theme that is not only timely but also critical for the future of business: integrity and sustainability.

As we navigate the complexities of the modern business landscape, the principles of integrity and sustainability stand out as essential pillars for long-term success and resilience. This edition brings together a diverse array of insights, stories, and expert perspectives to explore how businesses can embed these values into their core operations and strategies. Integrity in business is more than just a buzzword; it is the foundation of trust, credibility, and ethical conduct. Our contributors delve into real-world examples of companies that have built their reputations on honesty and transparency, demonstrating that doing the right thing is not only moral but also profitable in the long run. Sustainability, on the other hand, challenges us to rethink how we use resources and interact with our environment. In a world grappling with climate change and environmental degradation, businesses have a crucial role to play in fostering sustainable practices. This edition highlights innovative approaches and success stories from leaders who are paving the way towards a more sustainable future.

We are honoured to feature articles from experts who are making significant strides in this corporate world. Their journeys provide valuable lessons and inspiration for all of us striving to make a positive impact.

As always, "Quality Herald" is committed to being your trusted source of knowledge and inspiration in the quest for excellence. We hope this edition ignites new ideas, sparks meaningful conversations, and encourages you to take bold steps towards building a future that is not only prosperous but also ethical and sustainable.

Thank you for being part of our community. Together, let's champion the cause of integrity and sustainability in business.

Warm regards,

Dr. Sumit Shandilya

Chief Editor

Editorial team



Dr Sumit Shandilya
Chief Editor



Mr Prafull Moulekhi
Editor



Prathamesh Shukla
Editorial Assistant



Mitali Bhatia
Editorial Assistant



Shruti Gupta
Editorial Assistant



Chanchal Massand
Editorial Assistant

The Evolution of IT - A Journey Toward Quality and Growth



Vishal Shukla
Data Scientist

Over the past two decades, the IT landscape has undergone a remarkable transformation, with advancements in software development technologies and methodologies redefining the industry. From the dominance of waterfall methodologies in 2004 to today's cutting-edge practices, this journey has been marked by a relentless pursuit of quality and growth.

In 2004, the IT industry was largely characterized by waterfall methodologies. This linear, sequential approach to software development often led to long development cycles and delayed responses to market changes. Programming languages such as Java, C++, and PHP were prevalent, and monolithic architecture was the standard for software design. These methodologies, while structured, often lacked the flexibility needed to adapt to the rapidly changing technological landscape.

The mid-2000s marked a paradigm shift with the rise of Agile methodologies. Agile introduced iterative development and continuous feedback loops, significantly enhancing flexibility and responsiveness.

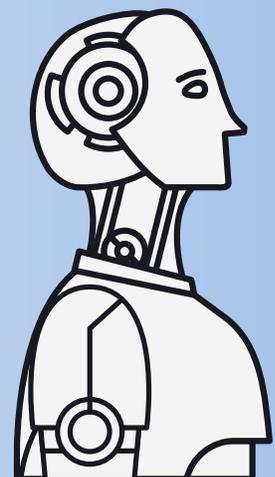
IT Frameworks like Scrum and Kanban gained popularity, emphasizing cross-functional collaboration, adaptive planning, and frequent delivery of small, incremental updates. This shift allowed development teams to respond more swiftly to changing requirements and customer feedback, setting a new standard for quality and growth.

The emergence of open-source platforms like GitHub revolutionized collaborative coding and version control. Developers worldwide could now contribute to projects, share code, and collaborate more efficiently, fostering a global community dedicated to innovation and quality.

The integration of artificial intelligence (AI) and machine learning (ML) into software development has automated tasks, provided advanced analytics, and enabled predictive maintenance, enhanced security, and personalized user experiences. The rise of low-code and no-code platforms has further democratized software development, allowing non-developers to create applications through intuitive visual interfaces.

Blockchain has become a disruptive technology, offering decentralized and secure solutions across industries. IoT and edge computing have enhanced connectivity and data processing, enabling real-time analytics and decision-making at the network's edge.

The IT landscape today is shaped by advanced technologies like AI, ML, blockchain, IoT, and edge computing, alongside Agile and DevOps practices. The focus is on building adaptive, secure, and intelligent systems, highlighting technology's vital role in our interconnected world.



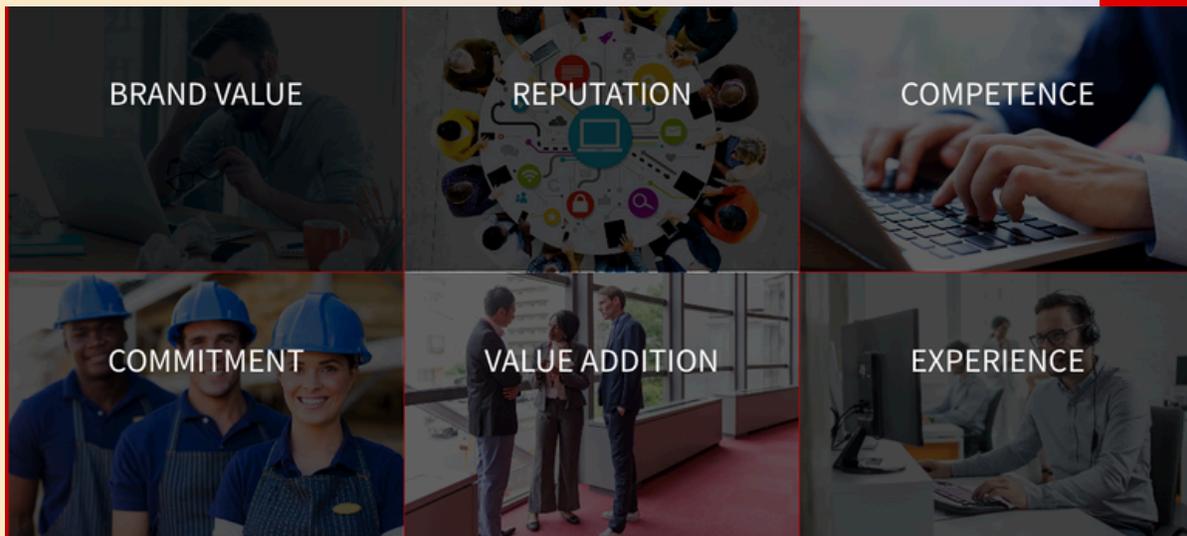
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ANTI BRIBERY MANAGEMENT SYSTEM STANDARD – ISO 37001:2016



T. Venkataraman
Director, QGS

Bribery is one of the world's most destructive and complex problems of our times. With the World Bank estimates of over US\$ 1 trillion paid in bribes each year, the consequences are catastrophic, reducing quality of life, increasing poverty, and eroding public trust. Bribery is one of the most destructive, and despite national and international efforts to combat it, it remains widespread. No sector is immune to bribery and corruption.

Yet despite efforts on national and international levels to tackle bribery, it remains a significant issue. Bribery is widespread globally. EY's 14th Global Fraud Survey 2016 showed that 39% of respondents consider bribery and corruption to happen widely in their country.

According to a Transparency International study in 2022, 27% of the 3,016-business people surveyed across 30 countries reported that they had lost business due to bribery by their competitors. The Corruption Perceptions Index (CPI) is an index published annually by Transparency International since 1995 which ranks countries "by their perceived levels of public sector corruption, as determined by expert assessments



and opinion surveys. The CPI generally defines corruption as "the misuse of public power for private benefit". The 2023 CPI, published in January of 2023, currently ranks 180 countries "on a scale from 100 (very clean) to 0 (highly corrupt)". Denmark, New Zealand and Finland are perceived as the least corrupt nations in the world, ranking consistently high among international financial transparency, while the most perceived corrupt country in the world is Somalia, scoring 8-11 out of 100 since 2012. India is in 93rd rank scoring 39 out of 100.

Recognizing this, International Organization for Standardization (ISO) has developed a new

“ ISO 37001 is designed to prevent, detect, respond to bribery and to comply with laws, regulations, and other voluntarily commitments”



Standard to help organizations fight bribery and promote an ethical business culture. It is designed to help an organization implement an anti-bribery management system, or enhance the controls it currently has. It helps to reduce the risk of bribery occurring and can demonstrate to stakeholders that the organization has put in place internationally recognized good-practice anti-bribery controls.

ISO has published the ISO 37001:2016 anti-bribery management system standard, which upon implementation will ensure consumer and public confidence in capabilities and competence of an organization. It is designed to help an organization establish, implement, maintain, and improve an anti-bribery compliance program. It includes a series of measures and controls that represent global anti-bribery good practices.

The new standard provides multiple benefits such as transparency, and compliance thus

enhancing the quality of product, services, and operations. The standard includes clauses for risk assessment and management, leadership, due diligence of personnel and continuous monitoring for improvement regardless of an organization’s industry, size, or nature of activity.

ISO 37001 can be used by any organization, large or small, whether it be in the public, private or voluntary sector, and in any country. It is a flexible tool, which can be adapted according to the size and nature of the organization and the bribery risk it faces. ISO 37001 Anti Bribery Management System is designed to guide organization to prevent, detect, respond to bribery and to comply with laws, regulations, and other voluntarily commitments. It provides the requirements and guidance for establishing, implementing, maintaining, and improving an an anti-bribery management system.

REQUIREMENTS OF ISO 37001:2016

ISO 37001 is based on the ISO High-Level Structure for Management System Standards.

1. Scope
2. Normative References
3. Terms & Definitions
4. Context of the Organization
5. Leadership
6. Planning
7. Support
8. Operation
9. Performance Evaluation
10. Improvement

The organization must implement a series of measures and controls in a reasonable and proportionate manner to help prevent, detect, and deal with bribery, including:

- Anti-bribery policy
- Management leadership, commitment, and responsibility
- Personnel controls and training
- Risk assessments
- Due diligence on projects and business associates
- Financial, commercial, and contractual controls
- Reporting, monitoring, investigation, and review

BENEFITS OF IMPLEMENTING ABMS AS PER ISO 37001 STANDARD

- Reduce bribery risks by implementing financial controls in early stages
- Perform continuous improvement of anti-bribery practices
- Monitors and manages risk throughout your business
- Gain competitive advantage
- Ensure that business associates and customers are devoted to positive anti-bribery processes
- Increase international recognition
- Opportunities to improve efficiency across working practices
- Promote an anti-bribery culture
- Assurance to management, investors, employees, customers, and other stakeholders that an organization is taking reasonable steps to prevent bribery
- Evidence in the event of an investigation that an organization has taken reasonable steps to prevent bribery.
- ISO 37001 being a requirements standard, third parties will be able to certify an organization's compliance with the Standard.

KEY COMPONENTS OF ANTI BRIBERY MANAGEMENT SYSTEM

SR	ELEMENTS	STANDARD REQUIREMENT
1	Anti bribery policy	Provides the framework for ABMS objectives
2	Bribery risk assessment	Essential to form a solid foundation before developing the system to focus on risk mitigation.

SR	ELEMENTS	STANDARD REQUIREMENT
3	Pre-employment diligence	Due diligence procedures to be carried out by organizations to protect against bribery risks by/on-behalf of the organization
4	Whistle blowing mechanism	Developing an anonymous whistle-blower largely helps organizations react quickly to bribery and corruption risk
5	Segregation of duties	Controls to ensure that a single person cannot both initiate and approve a payment
6	Tendering process of awarding contracts	Developing a transparent and competitive tender process, where possible and reasonable
7	Anti bribery compliance function	Standard requires the appointment of an anti-bribery compliance function with appropriate competence, authority and independence Ongoing training campaign
8	Ongoing Training campaigns	Organizations to have provision of training and coaching of personnel as well as business associates towards ABMS awareness
9	Rotation of auditors	Rotation of auditors and conducting independent investigations is key for organizations to continuously evaluate and strengthen the ABMS



Upcoming Training Programmes

August 05-09, 2024
EMS Lead Auditor

August 09-10, 2024
IMS Internal Auditor

August 19-23, 2024
QMS Lead Auditor

August 23-24
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August 27-31
OHSMS Lead Auditor

August 23-24, 30-31,
Sept 1, 2024
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Building a Future of Integrity and Sustainability in Business by raising awareness and protecting rights of the world's indigenous population



THIS WORLD BIOFUEL DAY ON 10 AUGUST

Lets understand significance of non-fossil fuels as a substitute for traditional fossil fuels and spotlight the government's various initiatives in the biofuel sector.

WOMEN'S EQUALITY DAY ON AUGUST 26

Reflect on the steps that have been taken to advance gender equality in all aspects of society with QGS



SUSTAINABILITY AT WORK



Sustainability is not just a **Buzzword!!** it's a powerful tool for enhancing employee well-being.

As climate change and corporate responsibility is gaining prominence, organizations are increasingly prioritizing workplace sustainability. This commitment will align with organizational goals but also safeguards community health and the environment. By adopting sustainable practices, organizations can reduce their ecological footprint, enhance employee satisfaction, and contribute to a healthier planet.

Sustainability within an organization involves vigilant monitoring of its societal and environmental impacts. The overarching objective is to achieve profitability and exceptional customer service while also nurturing the wellbeing of local communities and the natural environment. By embracing these values, organizations can enhance employee health, champion social causes, and ultimately elevate overall customer satisfaction.

Below are some ways we can practice sustainability in our workplaces.

1. Composting of Food waste
2. Replace notepads with electronic pads
3. Recycle old electronics
4. Carry out periodic energy audit to replace low energy efficient equipment's
5. Convert all documents into e-documents and 100% move to online storage
6. Upgrade product packaging by using less materials ending in landfill / incinerator
7. Install water efficient taps, sinks and toilets
8. Change all lights into energy efficient lamps such as LED's etc.
9. Invest in Rain sensors and drip irrigation system for watering plants
10. Invest in renewable energy such as Solar, Wind etc.
11. Install motion sensors / automatic lights in areas seldom used
12. Switch to Digital Invoices
13. Promote Carpooling / use of public transport
14. Create Green Spaces across the offices
15. Use of EV cars / transportation vehicles to reduce carbon emissions
16. Purchase of ecofriendly products
17. Sourcing higher quality products having better life and least wastage
18. Donation drives for overstock materials
19. Host sustainability contest amongst employees, suppliers and customers
20. Eliminate single use of plastic across all functions and departments

By adopting sustainable work practices, organizations can achieve the following benefits:

- 1. Reducing Stress:** Sustainable practices create a healthier work environment, reducing stress among employees. Prioritizing eco-friendly initiatives connects employees to a purpose beyond profit.
- 2. Improving Work-Life Balance:** Sustainability involves flexible work arrangements, remote options, and wellness programs. These contribute to a better balance between work and personal life.
- 3. Boosting Employee well-being:** Ergonomic workstations, green spaces, and healthy food positively impact employee well-being, leading to increased productivity and fewer absences.
- 4. Fostering Engagement:** Employees aligned with sustainability goals actively participate in initiatives, enhancing workplace culture.
- 5. Promoting Environmental Consciousness:** Sustainable practices encourage mindful ecological behaviour, from waste reduction to supporting local communities. Employees become environmental advocates.

Sustainability is a collective responsibility, and each of us can contribute to a greener, more sustainable world. Whether it's reducing waste, conserving energy, supporting eco-friendly products, or advocating for policies that protect our environment, every small action matters.



THINKING ABOUT COMPLIANCE WITH REGULATIONS ??

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The Challenge: Carbon Emissions from Steel

Sachin Grover
Executive Director
QGS Group



Steel is a fundamental material in our modern world, used in everything from buildings and machinery to household items. However, approximately 75% of global steel production still relies on coal-fired blast furnaces, which emit substantial amounts of carbon dioxide (CO₂) into the atmosphere. In fact, steel manufacturing accounts for around 8% of total global emissions.

The Urgency: Climate Goals and Net Zero

To combat climate change effectively, emissions from steel must be significantly reduced. The International Energy Agency (IEA) recommends a 50% reduction by 2050, with continued decreases thereafter. Achieving this goal is crucial for meeting global climate targets.

The Solution: Green Steel

Green steel represents a transformative shift away from fossil fuels in steel production. Here are two key approaches:

- 1. Hydrogen-Powered Steel:** Green hydrogen, produced via electrolysis using renewable electricity, emits only water when burned. This process eliminates CO₂ emissions. Alternatively, “blue hydrogen” can be produced using fossil fuels with carbon capture technology.
- 2. Electric Arc Furnaces:** These furnaces, which gradually replace traditional ones, operate using electricity. While not always powered by renewables, they offer a more sustainable alternative to coal-fired furnaces

Challenges and Opportunities

While green steel is promising, challenges remain:

- **Cost:** Producing green steel is expensive, necessitating rapid industry-scale adoption.
- **Policy Mechanisms:** Demand-side and supply-side policies are essential to support green steel production and avoid unintended consequences.
- **Market Development:** Balancing competition between green and traditional steel, as well as with other materials, is critical.



Indian Steel Industry facing another Challenge: CBAM

The Carbon Border Adjustment Mechanism (CBAM) has significant implications for the Indian steel industry. Let's explore how it impacts steelmakers and what green measures are being considered:

The EU introduced CBAM to tax emissions-heavy goods like steel, cement, and fertilizers based on their carbon content.

The goal is to encourage cleaner industrial production globally and level the playing field for European producers. CBAM came into effect on October 1, 2023, with the first reporting period for importers ending on January 31, 2024.

Indian Steel Emissions:

India emits 2.6 tonnes (average) of carbon per tonne of steel produced (global average: 1.85 tonnes). The steel sector contributes about 12% of India's total CO₂ emissions. CBAM gives Europe a reason to impose higher duties on Indian steel products.

Impact on Exports:

CBAM could affect 15% to 40% of India's annual steel exports to Europe. Failure to reduce the carbon footprint may lead to lower profits in EU markets and loss of market share for Indian mills.

We believe the transitioning to green steel is a vital step toward a sustainable future. By reducing emissions and embracing innovative technologies, the Indian steel industry can play a pivotal role in achieving net-zero targets.

Impact on Consumers:

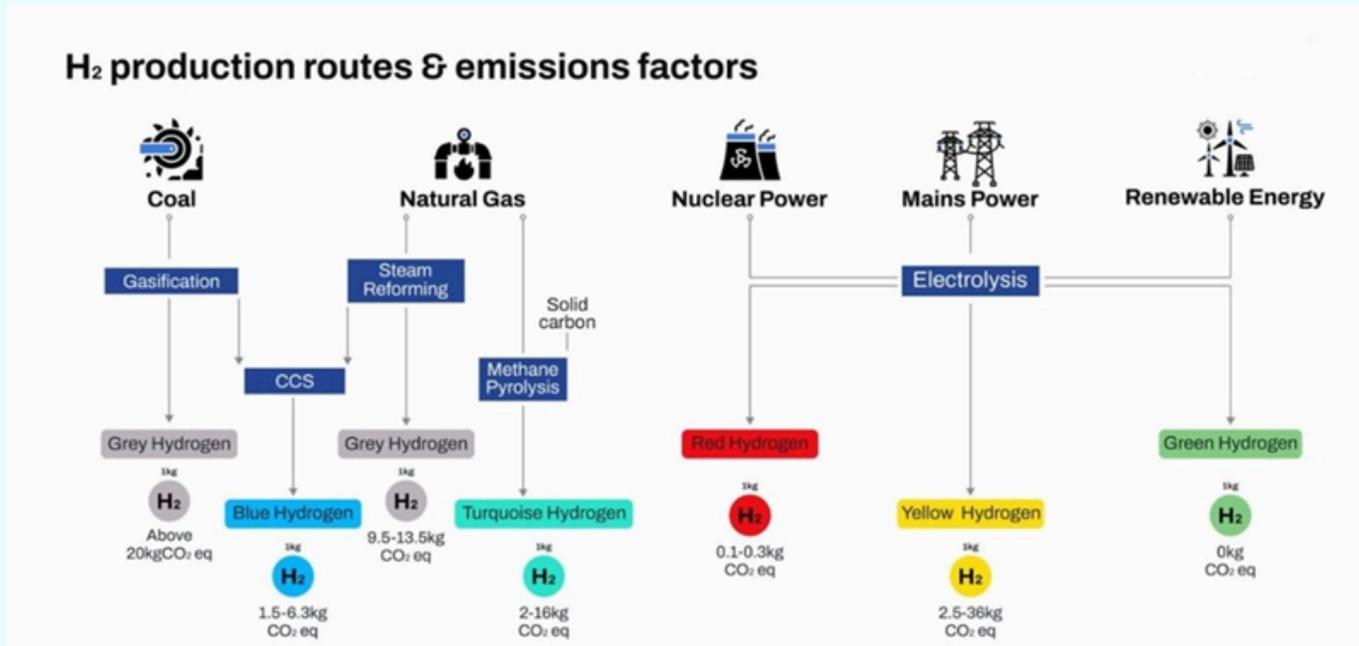
- **Higher Prices:** European consumers will face higher prices for imported goods. As CBAM gradually reduces the allocation of free allowances to domestic sectors, costs for EU producers will rise. These increased costs are eventually borne by consumers.
- **Reporting Obligations:** CBAM also imposes reporting obligations related to carbon emissions. Compliance with these requirements adds to the overall costs, which may indirectly impact consumers through higher prices.

Readers, is levying of taxes by the EU union and probably in the next 6 months the UK, Australia, Canada etc. will follow and levy a Green tax on all Import and Domestic products. Is it justifiable? Send in your thoughts at info@qgspl.com.

Hydrogen Energy Source Demystified



Mr. Ramesh C. Grover,
Director - QGS



Grey Hydrogen -

- **Production:** Grey hydrogen is the most common form and is generated from natural gas (methane) through a process called “steam reforming.”
- **Emissions:** Emissions are ranging from 10 KgCO₂e to 20+ KgCO₂e.
- **Environmental Impact:** The CO₂ generated during the process is not captured.

Blue Hydrogen -

- **Production:** Blue hydrogen is produced using the same steam reforming process as grey hydrogen.
- **Carbon Capture:** However, the carbon emissions are captured and stored underground through industrial carbon capture and storage (CSS).
- **Environmental Benefit:** It reduces emissions compared to grey hydrogen.

Green Hydrogen (Clean Hydrogen) -

- **Production:** Green hydrogen is produced using clean energy from surplus renewable sources (such as solar or wind power) through electrolysis, which splits water into hydrogen and oxygen.
- **Climate-Neutral:** It's the only type produced in a climate-neutral manner.
- **Role in Emission Reduction:** Green hydrogen could play a vital role in global efforts to reduce emissions to net zero by 2050.

Red Hydrogen -

- **Production:** Red hydrogen, also known as purple hydrogen, is produced through electrolysis powered by nuclear energy. Unlike fossil fuel-based methods, red hydrogen generation emits zero greenhouse gases during the process.
- **Climate Impact:** Red hydrogen contributes significantly to reducing greenhouse gas emissions. Its clean-burning nature makes it an exciting technology for a greener future.
- **Role in Emission Reduction:** Red hydrogen alone could reduce approximately 80 gigatonnes of CO₂ emissions by 2050.

Yellow hydrogen -

- **Production:** Yellow hydrogen is a form of renewable energy produced through electrolysis powered solely by Solar Energy.
- **Climate Impact:** Yellow hydrogen, being produced using renewable energy, emits very less greenhouse gases during its production.
- **Role in Emission Reduction:** Yellow hydrogen contributes to reducing emissions and achieving net-zero targets.

Turquoise hydrogen -

- **Production:** Turquoise hydrogen (also known as TDM hydrogen) is produced through methane pyrolysis. It involves breaking down natural gas (methane) into hydrogen and solid carbon.
- **Climate Impact:** Turquoise hydrogen has an 84% lower CO₂ footprint than grey hydrogen.
- **Role in Emission Reduction:** Turquoise hydrogen contributes to reducing greenhouse gas emissions. Its low carbon footprint makes it a promising option for a cleaner energy transition.

SUSTAINABLE

SUPPLY CHAINS: A IMPERATIVE FOR BUSINESS SURVIVAL

Sustainability is no longer a buzzword; it's a business imperative. The pressure to reduce environmental impact, ensure ethical sourcing, and build resilient supply chains has never been greater. Companies that can successfully integrate sustainability into their core operations will not only enhance their reputation but also gain a competitive advantage. A circular economy approach, focusing on reducing waste, reusing materials, and regenerating natural systems, is gaining traction. By adopting this model, businesses can mitigate risks, reduce costs, and create new revenue streams. Additionally, investing in supply chain visibility and transparency is crucial for identifying and addressing sustainability challenges. While the transition to a sustainable supply chain can be complex and costly, the long-term benefits are substantial.

Consumers are increasingly demanding products and services from companies with strong sustainability credentials. By embracing sustainability, businesses can not only contribute to a healthier planet but also drive growth and profitability.

Key Insights:

- Sustainable businesses tend to outperform their peers by 5-20% (Morgan Stanley, 2021)
- Companies with strong sustainability ratings experience a 2-3% higher stock price valuation (MSCI, 2022)
- The global market for sustainable products and services is expected to reach \$150 trillion by 2030 (ReportLinker, 2023)



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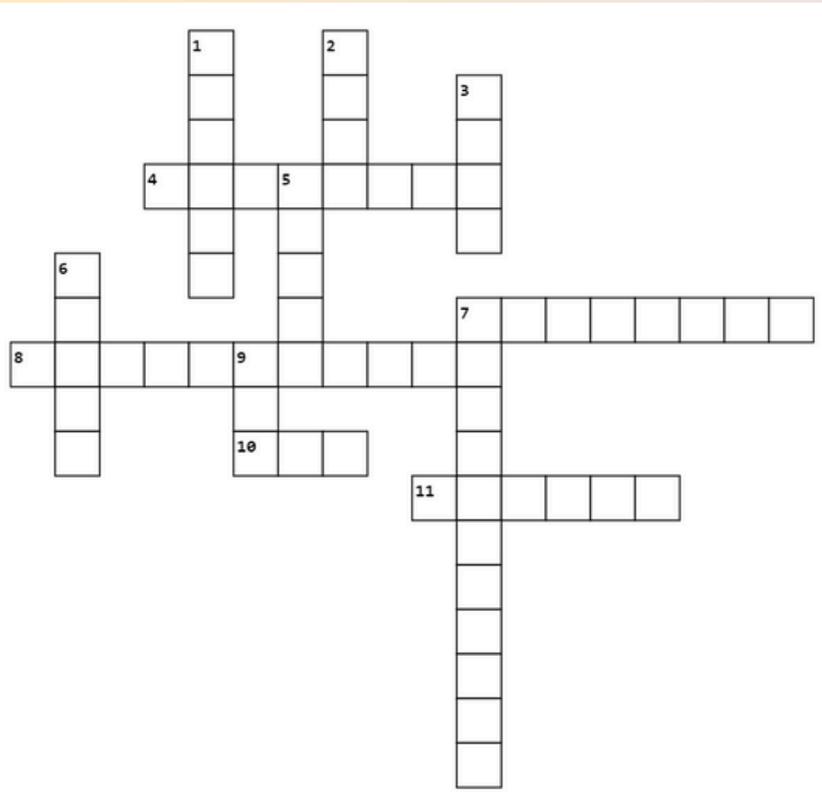
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QUALITY & MANAGEMENT SYSTEM CROSSWORD



ACROSS -

4. Lean method for mistake-proofing processes
7. ISO standard related to the management of risk in organizations
8. Visual management tool for mapping out the current and future states of a process
10. Methodology for managing a company's interactions with current and potential customers
11. Strategic planning methodology in Lean

DOWN -

1. Philosophy that emphasizes the importance of process standardization and continuous improvement
2. Tool used to identify and resolve the root causes of problems (
3. Technique for analyzing potential failure modes within a process
5. Practice of monitoring the entire value stream to identify areas of waste and opportunities for improvement
6. A structured approach to problem-solving and quality improvement, often involving a team effort
7. Framework for systematically improving business processes and operations
9. Statistical technique used for monitoring and controlling a process

WANT TO GET FEATURED ?

Send in your answers at info@qgspl.com
The First 5 correct answers will be featured in the next issue

(Issue 2 mentions - 1. S.S Singh 2. Aditya Kaushik 3. Dheerendra Rawat 4. Amitesh Kumar 5. Balwant Rana)

(Issue 2 Answers) Across - 3. ISO 22000, 5. Kaizen, 9. Six Sigma, 10. EFQM

Down - 1. TPM, 2. Kanban, 4. Preventive Maintenance, 6. ISO, 7. ISO 9001, 8. Black belt

TALKS AROUND THE INDUSTRY



Generative AI: The New Frontier of Business

Generative AI, once confined to the realm of science fiction, is rapidly becoming a cornerstone of business strategy. Its capacity to create novel content, from text to images, video, and even code, is reshaping industries. From marketing to drug discovery, the applications are vast and profound.

For instance, in marketing, AI-driven tools are crafting compelling ad copy, designing captivating visuals, and personalizing customer experiences at an unprecedented scale. This has led to increased efficiency and effectiveness in campaigns. In the realm of product development, generative AI is accelerating the design process by generating multiple design options, simulating product performance, and even predicting consumer preferences.

However, the journey is not without its challenges. Issues such as data privacy, bias, and the ethical implications of AI-generated content need careful consideration. Despite these hurdles, the potential benefits of generative AI are too significant to ignore. As technology continues to advance, businesses that embrace this transformative force will undoubtedly gain a competitive edge.

Key Insights:

- Generative AI has the potential to increase marketing campaign effectiveness by 20-30% (McKinsey, 2023)
- Companies using generative AI in product design have seen a 30% reduction in time-to-market (Deloitte, 2022)
- The global generative AI market is projected to reach \$111 billion by 2028 (Grand View Research, 2023)

Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction, and skillful execution.
-Henry Ford



THE METAVERSE: BEYOND GAMING, INTO ENTERPRISE

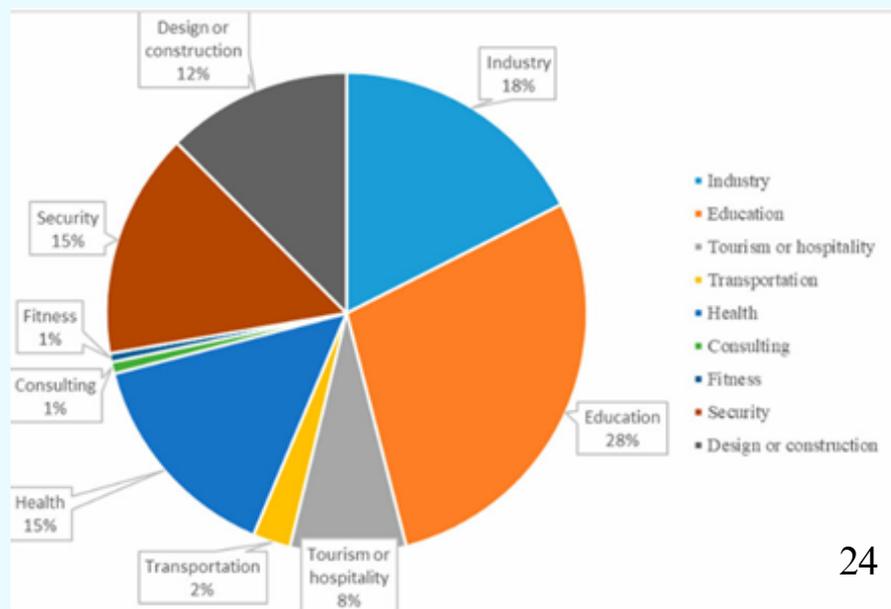
The metaverse, often associated with virtual worlds and gaming, is rapidly evolving into a powerful platform for businesses. Its potential to create immersive experiences, facilitate remote collaboration, and optimize operations is immense.

Imagine a future where employees collaborate on complex projects in virtual spaces, as if they were in the same room. Or consider the possibility of training employees in hazardous environments without the risks, using realistic simulations. The metaverse can bring these scenarios to life.

Moreover, in the realm of customer experience, the metaverse offers unprecedented opportunities. Virtual showrooms, product demonstrations, and personalized shopping experiences can be created to enhance customer engagement and satisfaction. While challenges such as infrastructure, user experience, and data privacy need to be addressed, the metaverse holds the promise of transforming industries and creating new business models.

Key Insights:

- Companies that adopt metaverse technologies could see a 10-15% increase in revenue by 2025 (Gartner, 2023)
- The global metaverse market is expected to reach \$800 billion by 2024 (Citigroup, 2022)
- A study by PwC found that 61% of consumers are interested in using the metaverse for shopping experiences.



Digital twins, virtual replicas of physical assets, are revolutionizing the way industries operate. By creating a digital representation of a product or process, companies can gain unprecedented insights into performance, predict failures, and optimize operations.

In manufacturing, digital twins can be used to simulate product design, identify potential defects, and improve production efficiency. In the energy sector, they can optimize power grid operations, reduce energy consumption, and enhance grid reliability. Moreover, in the realm of maintenance, digital twins enable predictive maintenance, reducing downtime and increasing equipment lifespan.

While the creation and maintenance of digital twins require significant investment, the potential returns are substantial. As technology continues to advance, digital twins will become increasingly sophisticated and accessible, transforming industries and driving innovation.



DIGITAL TWINS

THE FUTURE OF INDUSTRIAL OPERATIONS



Key Insights:

- Companies using digital twins have reported a 10-20% reduction in maintenance costs (GE Digital, 2022)
- The global market for digital twin technology is expected to reach \$48 billion by 2026 (MarketsandMarkets, 2023)
- Digital twin adoption can lead to a 5-10% increase in overall equipment effectiveness (OEE) (McKinsey, 2021)

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- Certified Lean Leader
- Certified Design Engineer
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CONTACT US

Head office:

Quality Growth Services
H-13, Kirti Nagar, New Delhi -110015

Corporate office: Institute for Industrial Performance & Engagement 1421,
Second Floor, Sector-21D, Faridabad,
Haryana - 121001

Email: info@iipeindia.com
Telephone : +91-129-3541092
Whatsapp/Call: +91-7042333220

THE FUTURE OF INDUSTRIAL OPERATIONS

RETENTION IN THE AGE OF ARTIFICIAL INTELLIGENCE



The war for talent is intensifying, and companies are facing unprecedented challenges in attracting and retaining top talent. Rapid technological advancements, changing workforce demographics, and economic uncertainty are reshaping the job market.

To thrive in this competitive landscape, organizations must focus on creating a strong employer brand, offering competitive compensation and benefits, and investing in employee development. Additionally, embracing flexible work arrangements and fostering a culture of innovation and employee well-being are crucial.

Leveraging AI and data analytics can help identify talent gaps, optimize recruitment processes, and enhance employee engagement. By understanding the evolving needs and expectations of the workforce, companies can build high-performing teams and achieve long-term success.

Key Insights:

- The global talent shortage could result in a loss of \$8.4 trillion in GDP by 2030 (World Economic Forum, 2020)
- Companies with strong employer brands experience 28% higher revenue growth (LinkedIn, 2022)
- Investing in employee development can lead to a 21% increase in employee engagement (Gallup, 2023)



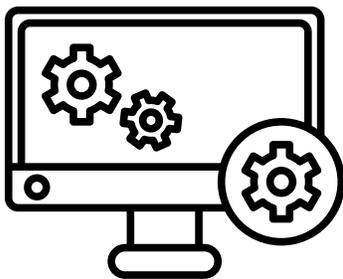
TICKLE YOUR FUNNY BONE: INDUSTRY LAUGHS & GIGGLES



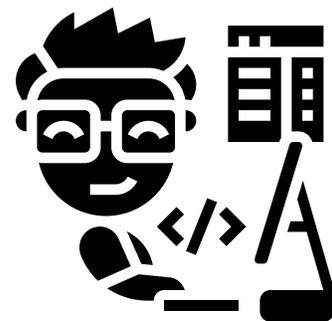
Why did the quality control inspector bring a ladder to work? To reach the high standards!



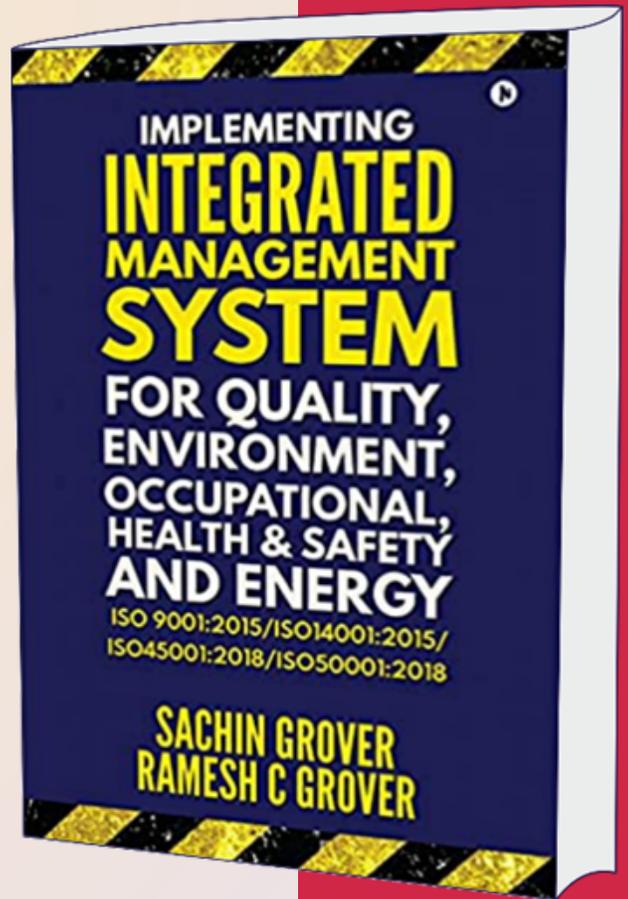
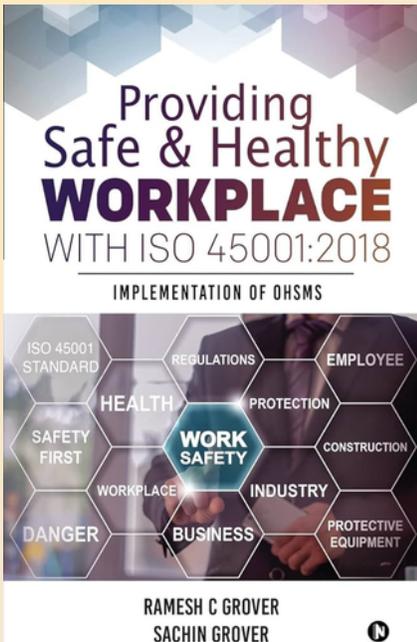
Why was the new startup always so relaxed? Because it had a lot of ‘growth potential’ to lean on!



Why did the software tester go broke? Because he lost his domain in a bad case of mistaken identity!



Why don't programmers like nature? It has too many bugs!



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Digitalization in this VUCA World

Shamik Shandilya
Consultant, Deloitte GmbH
Stuttgart, Germany



In the contemporary landscape, the acronym VUCA—Volatile, Uncertain, Complex, and Ambiguous—perfectly encapsulates the myriad challenges that businesses face. This term, originally coined by the U.S. military, has become increasingly relevant in the business world as organizations navigate rapid technological advancements, shifting market dynamics, and unpredictable global events. Amidst this backdrop, digitalization emerges as a powerful strategy to thrive in the VUCA world.



The Role of Digitalization

Digitalization, the integration of digital technologies into all areas of business, fundamentally changes how organizations operate and deliver value to customers. In a VUCA world, digitalization provides several key advantages, which can be listed as

1. Enhancing Agility and Responsiveness - Digital tools and technologies enable businesses to be more agile and responsive to changes. Cloud computing, for example, allows organizations to scale their operations up or down quickly in response to demand fluctuations. Real-time data analytics provide insights that help companies make informed decisions rapidly. This agility is crucial in a volatile environment where swift action can make the difference between seizing an opportunity and suffering a setback.

2. Improving Decision-Making with Data Analytics - In an uncertain world, access to accurate and timely information is paramount. Digitalization facilitates the collection, processing, and analysis of vast amounts of data. Advanced analytics and artificial intelligence (AI) can uncover patterns and trends that are not immediately apparent, providing businesses with a deeper understanding of their environment. This improved decision-making capability helps organizations navigate uncertainty more effectively.

3. Simplifying Complex Processes - Complexity can be overwhelming, but digitalization offers tools to simplify and streamline processes. Automation technologies, such as robotic process automation (RPA), can handle repetitive tasks, freeing up human resources to focus on more strategic activities. Digital platforms integrate various functions—such as supply chain management, customer relationship management (CRM), and enterprise resource planning (ERP)—into a cohesive system, reducing complexity and enhancing operational efficiency.

4. Navigating Ambiguity with Scenario Planning - Digitalization supports scenario planning and simulation, allowing businesses to explore different future scenarios and their potential impacts. By modeling various outcomes, organizations can better prepare for ambiguity and develop strategies that are robust under multiple possible futures. This proactive approach reduces the paralysis that often accompanies ambiguous situations.

Several companies have successfully leveraged digitalization to thrive in the VUCA world. For instance, “Amazon” uses advanced data analytics and AI to predict consumer behavior and manage its vast supply chain with incredible precision. This allows Amazon to remain responsive to market changes and customer demands. Another example is “Siemens”, which has embraced digitalization through its Digital Enterprise suite. This platform integrates data from the entire product lifecycle, enabling Siemens to innovate faster and respond to customer needs more effectively. By digitalizing its operations, Siemens has enhanced its agility and competitiveness in a complex global market.

While digitalization offers numerous benefits, it is not without challenges. Organizations must address issues such as data privacy and security, the need for a skilled workforce, and the potential for technology obsolescence. Additionally, digital transformation requires a cultural shift within the organization, fostering a mindset that embraces change and continuous learning.

In this VUCA world, digitalization is not merely an option but a necessity for businesses aiming to survive and thrive. By enhancing agility, improving decision-making, simplifying complex processes, and preparing for ambiguity, digital technologies equip organizations to navigate the challenges of volatility, uncertainty, complexity, and ambiguity. As businesses continue to embrace digitalization, they will be better positioned to turn the challenges of the VUCA world into opportunities for growth and innovation.





Whatever business or profession we may be in, unless we have clear quality standards and benchmarks, how can we achieve our goals.



QGS Group
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Quality Herald: The Voice of Excellence
H-13, Kirti Nagar, New Delhi, India 110015

Phone : +91-11-25431737/25918332/41425273

Email: qgs@qgspl.com / info@qgspl.com