

Madura Clothing wins coveted IMC RBNQA 'Performance Excellence' trophy

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The manufacturing division of Madura Fashion & Lifestyle, Madura Clothing, is the first apparel manufacturing unit to win the 'Performance Excellence' trophy of the Ramkrishna Bajaj National Quality Awards (RBNQA), instituted by the Indian Merchants Chamber and the house of Bajaj.



The RBNQA is one of India's most prestigious

quality excellence awards, given to companies in the manufacturing, service, healthcare and education sectors. The IMC RBNQA criteria are similar to those of Malcolm Baldrige Awards of the US and follow a similar process of training and rigorous evaluation.

The award is a result of the convergence of some of the best cross industry best practices applied to apparel manufacturing by the Madura Clothing team. The World Class Manufacturing (WCM) framework of Aditya Birla Group has greatly helped in this journey, notes Ashish Dikshit, President, Madura Fashion & Lifestyle.

The four levels of IMC RBNQA awards are the IMC RBNQA trophy, the performance excellence trophy, the certificate of merit and the commendation certificate. Madura Clothing won the performance excellence trophy, competing among 44 companies; it was one of the very few cases where a first time applicant has qualified directly at level three.

This has given us immense learning experience in pursuit of achieving global excellence, remarks Lal Sudhakaran, Head of Manufacturing, Madura Clothing. To compete in the company of iconic manufacturing firms and to be a part of the select group is a matter of great pride for all of us. The ongoing Aditya Birla Group WCM initiative within Madura Clothing has served as the fundamental guideline in the attempt towards winning such a prestigious award. With the structured methodology concerning all the dimensions of business, and emphasis on achieving results, it has proved to be the key differentiator in the journey of operational excellence.

The rigorous process began in August 2010, when the application was submitted and a presentation made to the jury panel a month later.

There

were two days of on-site inspection in December during which all the facets of business were audited on extensive criteria.

The award, an annual feature, has helped Madura Clothing in showcasing

several initiatives such as lean manufacturing, core-replenishment systems and innovative people engagement programmes. It has given the company several new insights in terms of process measurements and related aspects, laying the foundation for future growth.