

STANDARDS AND CERTIFICATION

NO STANDARD IS COMPLICATED, SAYS ASHOK SAMTANEY

The world over there are so many Standards for Certification, especially for Health Care. NABH for Hospitals; 13485 and CE Marking for Medical Devices; Good Manufacturing Practices (GMP) of different countries for the Pharmaceutical, Nutritional, Cosmetic and API Industries. Standards of US FDA, UK, Australia, Japan, EU, Germany, are the common ones.

First and foremost, Organisations should understand that these Standards are meant to protect the Customer, the Organisation and also the Situation, through Quality and Safety, the Customer, the Organisation and also the Situation. Products in the health care industry are life-saving. The focus is towards Risk Management throughout the manufacturing process. Risk Management is focused through formal Risk Analysis and Risk Evaluation to complete Risk Assessment. Thus Monitoring and Measurement Opportunities before, during and after the process is important. In case of any adverse event, how would one control and minimise the impact? Through implementation of Standards and Certification, the Organisation exhibits the extent of care taken by them to prevent adverse events. Thus Standards and Certification not only benefit customers but also the organisation in a very big way.

CERTIFIED

Organisations always wonder and question - How difficult is the Standard? OR How difficult is the Certification? No Standard is difficult or complicated. Every Standard contains just simple things that with logical reasoning are essentially important. Such requirements are merely put in a logical, sequential and formal order to make a Standard. The problem begins when organisations merely try to implement the requirements without understanding the logic, purpose and principle behind it. Has the purpose been achieved? Most common examples where organisations do not comply: Customer Feedback is a requirement for the organisation to know the voice of the customer and make improvements. Customer Feedback Forms are just filled and may be discussed in a meeting and filed without measuring and monitoring or strategising the improvement in that area. Similarly, Objectives (requirement of the Standards) are documented. They are merely wishful theoretical objectives like Zero Accidents, Eliminate/ reduce wastages, improve Customer Satisfaction, etc. They forget to have measurable objectives that can be monitored, analysed and strategy planned to achieve improvements. Is the Organisation monitoring and measuring and taking suitable and timely measures to fulfill the Objectives towards improvement? Is there an in-depth study of the budgeted v/s actual performance of men and machinery?

Every organisation adopts standards and obtains certification for a purpose, and the purpose is a benefit. Unless the organisation understands the principle and the benefit of every clause to them, merely implementing just as an exercise is futile. Hence read and re-read and focus on understanding the benefit of the Standard to you as an organisation and focus to achieve the benefit/improvements. Ask yourself a question: What are the various benefits I as an Organisation have obtained through the Standard and Certification? That will be a right attitude as you will want to get more and more benefits through the Standards and implementation.

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BRIDGING THE GAP

To bridge the gap what is really needed is attitude development and life skills training. This may not be very easy but is the only solution. Such people skills training includes: communication skills, self image, working with teams, following a leader and being a leader. A student of final year, who attended the Success Foundation Attitudinal Programs said, "My friends and me had already attended a personality development program at one of the training shops that have mushroomed all around. It was funny because it taught tricks to impress interviewers and the group discussion judge. It was only when we attended SF Programs, I felt relaxed, stress-free and confident because I know I can be myself at the interview. There were important insights on how to continuously improve and build knowledge, improve on attitude and build people skills!" We learned the true meaning of team building i.e. when you succeed, others don't necessarily have to fail! The Attitudinal Program was not just about getting a job but becoming more effective with friends and family! It prepares you for Life! It was amazing!"

SF believes in building the right mindset and attitude for all-round success in life... it is therefore not just about getting the 'job'.

THE PHILOSOPHY

Success Foundation truly believes in empowering the youth through building mindsets. SF has partnered with like-minded organisations to further its cause of youth empowerment. Achievers Zone (AZ) is one such organization and it shall be the knowledge and execution partner for all the SF programs. The project, 360° Human Transformation, which SF and AZ are implementing, recognises the effect of constant external negative influences on the mind, which infect the belief system. These influences start playing on the mind from childhood. As a kid, a person stays in the absorption mode of the entire negative. The teenage years are where the person develops more unanswered questions, insecurities, various pressures and competition. By the age of graduation, this results in unwelcome effects in the form of low self-confidence, lack of self-esteem, affecting communication skills, and lack of focus in life.

Training through 360° Human Transformation is therefore all about re-building a youth to face the life with right mindset. It is a well-researched program built on experience and knowledge which helps build success habits and

success thinking. It is a program with no short-cuts and substitutes.

THE METHODOLOGY

All 360° Human Transformation programs of Success Foundation are executed through AZ which aim to bring in long-term change. The Foundation believes that two-day, five-day formats do not do any good to the trainees. There is a need to create a long-term "controlled environment" around the trainees that will then aid in the transformation process. The foundation has the expertise to create such an environment favourable for a permanent change to take place in the youth. These programs are more "experiential in nature" rather than theoretical. These programs definitely move at the trainee's pace

the trainees, on-going trainer feedbacks taken to enable course corrections (if the need be), and of course the ground logistics that involves all the concerned parties.

Success Foundation is sensitive towards these requirements and has gone ahead in developing an in-house infrastructure in partnership with Achievers Zone. In addition to the in-house infrastructure, Success Foundation and AZ have tied up with various specialised partners in the field of publishing, designing, content

them to become better citizens. Apart from helping in improving employability, the foundation wants to achieve a much bigger goal. It feels that you are giving quality training if you are in a position to create responsible citizens first, whether you are in a position to create a human being with strong ethics and accountability, and in turn whether you are in a position to create a good and responsible son / daughter.

Success Foundation wishes to conduct mass training programs

state. SF's partner, AZ also has successfully completed a pilot in the form of training the students affiliated with the Government Technical colleges under Maharashtra State Board of Technical Education (MSBTE).

THE ROUND TABLE

It's a herculean task to take the project of youth empowerment ahead. And SF does not claim that it alone wants to take this ahead. It is urging like-minded individuals to join hands to take this daunting task ahead. At the same time it is also urging educationists and industry people to come together on a single platform to discuss the current training quality and whether it really helps having "short-term

training workshops". SF is committed to 360° Human Transformation and hence would like to bring about revolutionary changes in the training world. It strongly feels that "Success can be taught" and you can truly empower the youth.

YOUTH EMPOWERMENT

The biggest concern today is employability and entrepreneurship. SF through its execution partner, AZ would want to equip the youth with the right training tools so that they can move ahead in confidence...whether securing a job or going ahead with their own start-up. They just need someone to make them aware of the virtues that are hidden within them. Thus there may not be any need to offer them new skill sets as they are being offered currently. But someone to hold their hand and give them the right direction... thus developing that emotional bond and walking the trainees through their training programs is one more way of defining a top-class quality training as well as the training organisation.

Youth shall feel empowered if they are really given a focus in life, if they are educated well in how to exercise their choices, if they are given the right values and principles to lead a meaningful life, if they always carry the sense of societal welfare...SF feels that qualitative training is attained. But not many can claim this. The Foundation would like to change this very dynamics.

Is there anyone who claims a complete 360° Human Transformation through training? Success Foundation is keen to partner with such entities and further the cause...

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THE 360° TRANSFORMATION

rather than pre-defining the time frame. Ultimately these programs intend to teach the trainees a "way of life".

There are specialised tools that support the training programs. It is imperative to have such specialised tools that are a mix of audios, videos, and print as they complement the training programs and help prepare the right mindset.

THE INFRASTRUCTURE

If you are really committed for "360° Human Transformation" then an elaborate infrastructure is also the need of the hour. A team is required to continuously calibrate the training programs from content point of view, there are trainers who are sensitised through a TTT (train the trainer) module so that the true essence is relayed to

management, e-learning, AV Studio and IT to ensure that products and services offered to the markets are not only cutting-edge but also at the best cost.

CERTIFICATION

Quality of a training program can be further judged by the certification awarded. Success Foundation and Achievers Zone will jointly certify all Training programs. International affiliations are also on the cards.

STARTING THE MOVEMENT

SF through its knowledge and execution partner, AZ, has started training the students in Colleges and Universities so as to empower

at regular intervals.

It has the requisite infrastructure already to handle such a big scale. The Foundation's focus are B Class, C Class towns where there is an absolute need for training and is confident of creating a positive difference in the lives of these individuals. The real quality will be seen if such aspiring individuals are trained, and in turn they undergo the transformation process that would validate SF's claims that a permanent change is possible. It is needless to mention that the Dos need to be followed judiciously. But the best part is that AZ would walk the trainees through the training process at every step so that they get into the learning groove.

As a first step, Success Foundation shall be conducting around 55 empowerment workshops in Vidarbha district of Maharashtra

THE GOLD STANDARD

“Pure gold is too soft an item to withstand normal wear and tear, and it needs to be alloyed with some other metal

Gold has always been high on the list of purchases made by Indians, particularly during the festive season. According to one report, Indian demand rose in the last quarter by 9 per cent to 223.1 tonnes, reversing the trend of the previous three quarters, with pent-up consumer demand lifting the market. China is second to India as the world's biggest gold consumer, the report said.

India's fascination for gold is a deep-rooted one - it is an intrinsic part of all Indian weddings, and an asset that offers great security through the generations. According to the Bureau of Indian Standards (BIS), the National Standards Body of India, gold is considered as a commodity and not a product. "Any form of gold is

equal to any other form of gold. It is viewed to be homogenous and indistinguishable, having no brand or expiry date. As a result, gold demand is not price-elastic. Rather it is prosperity elastic - that is, increments in household income are generally matched by purchases of more gold," says BIS.

BIS figures point to the annual consumption of gold, estimated at 65 tonnes in 1982, having increased to over 500 tonnes presently.

Approximately 80% of this is used for jewellery fabrication (mainly over 22 carat purity) for domestic demand, 15% for investor demand and barely 5% for industrial use. Urban demand is for adornment jewellery rather than on investment jewellery but in rural areas gold's role is that of an investment.

formal barter economy. Here, gold remains a retail cottage industry, and therefore, it can still be said to be performing a monetary role. BIS estimates that in the near future, the annual demand will continue to be over 500 tonnes, growing at the rate of around 4% in tandem with anticipated growth in per capita real income.

Pure gold, however, is too soft an item to withstand normal wear and tear, and it needs to be alloyed with some other metal. According to BIS, this necessity has always demanded some system of control if frauds on the public are to be prevented, because adulteration of articles manufactured from the precious metals by the introduction of too much of the strengthening alloy is a type of fraud to which the public is extremely vulnerable. It is easy to perpetrate, because with both metals a considerable excess of alloy can be introduced without changing the colour, and is difficult to detect without technical tests.

It is estimated that there are 100,000 manufacturing units throughout India mostly employing up to 10 workers, although, there are above 100 large mechanised factories employing up to several hundred workers.

There is an abundance of cheap skilled labour. Because the traditional jewellery is almost totally hand-made, the workforce is large and totals about two million. Many of these artisans have been trained in jewellery making skills from the age of 10 years and they lack formal education. Many manufacturers and retailers subcontract work out to small workshops and this makes gold stock control

HALLMARKING IS THE ACCURATE DETERMINATION AND OFFICIAL RECORDING OF THE PROPORTIONATE CONTENT OF PRECIOUS METAL IN GOLD. HALLMARKS ARE THUS OFFICIAL MARKS USED IN MANY COUNTRIES AS A GUARANTEE OF PURITY OR FINENESS OF GOLD JEWELLERY

the prevention of adulteration, be it deliberate or accidental. The principle objectives of the Hallmarking Scheme are to protect the public against the fraud of adulteration and to oblige manufacturers to maintain legal standards of fineness.

Hallmarking is the accurate determination and official recording of the proportionate content of precious metal in gold. Hallmarks are thus official marks used in many countries as a guarantee of purity or fineness of gold jewellery.

Taking cognizance of these aspects the RBI Standing Committee on Gold and Precious Metals opined that introduction of a Hallmarking System would not only protect the public from fraud, but also assist exports of jewellery. While agreeing on this the Committee reckoned that compulsory certification of gold would not be implementable on account of the massive structure of trade. Recommending the pursuance of a voluntary scheme, it emphasised the deviations in purity of fine metal should invoke penalties under legislation and BIS was named as the sole agency in the country for Hallmarking of gold jewellery under the provisions of the BIS Act, 1986.

BIS, as the National Standards Body of India, is primarily engaged in the preparation and promotion of standards and operation of different quality certification schemes. In this context, the BIS Precious Metals Sectional Committee (MTD 10) has formulated and published the following Indian Standards on Gold and Gold Alloys:

- IS 1417 Grades of gold and gold alloys, Jewellery/Artefacts-Fineness and Marking
- IS 1418 Assaying of Gold in Gold Bullion, Gold alloys and Gold Jewellery/Artefacts-Cupellation (Fire Assay Method)
- IS 2790 Guidelines for manufacture of 23,22,21,18,14 and 9 carat gold alloys
- IS 3095 Gold Solders for use in manufacture of Jewellery

BIS HALLMARK

A Hallmark consists of five components i.e. BIS Mark, the Fineness number (corresponding to given caratage), Assaying and Hallmarking Centre's Mark, Jeweller's identification Mark and year of Marking denoted by a code letter and decided by BIS (e.g. code letter 'A' was approved by BIS for year 2000, 'B' being used for the year 2001 and 'C' for 2002 and 'J' for 2008). The marking is done either using punches or laser marking machine. The BIS hallmark, a mark of conformity widely accepted by consumers, is said to bestow additional confidence to the consumer on the purity of gold jewellery.

Source: Bureau of Indian Standards

