



BACB
CERTIFY FOR EXCELLENCE

▼ Quality Bulletin World Quality Day 2020

Issue 1 • November 2020



Bangladesh Association of Certification Bodies | **BACB** |

An Association formed under the provision of Bangladesh Accreditation Act 2006



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Bangladesh Association of Certification Bodies (BACB) - Events





Chair's welcome

Engr. M. Liaquat Ali, Vice President
Bangladesh Association of Certification Bodies(BACB)

Welcome to the first edition of the World Quality Day (WQD)-2020 e-Bulletin. This edition contains articles on what it takes to be a great team and the impact of technology on the profession. We also continue our look at key issues in managing product, process and services quality and the challenges encountered in service delivery audits. I hope you enjoy it.

Maintain good quality standards. Best wishes to you on this occasion of World Quality Day. Make your work inexpensive, maintain high standards and provide good quality of products. Wish you a very happy World Quality Day.

Bangladesh Association of Certification Bodies (BACB) celebrates World Quality Day on Thursday November 12, 2020 as a part of its awareness activities under the theme, "Creating Customer Value".

World Quality Day aims to raise awareness about the importance of quality assurance. This year's event promotes quality assurance as a tool to drive confidence and trust in customer satisfaction. It is also about sharing knowledge about accreditation, certification, inspection and the importance of quality in work and educational processes.





Md. Ahashan Habib, General Secretary
Bangladesh Association of Certification Bodies (BACB)

The BACB of Bodies brings together representatives of the certification and inspection bodies networks to discuss the development of the profession. It also offers an opportunity to hear from and provide feedback to quality & standard setters and regulators.

BACB (Bangladesh Association of Certification Bodies) is an industry association that represents accredited certification and inspection bodies (also referred to as Conformity Assessment Bodies) across a broad range of certification and inspection market in Bangladesh.

BACB members are urging for compliance practice in the operation of Certification and Inspection business in Bangladesh according to ISO/IEC 17021, ISO/IEC 17020, ISO/IEC 17024, ISO/IEC 17065 and IAF recognize accreditation. This segment highlighted the importance of membership criteria; this is the first line of defense of counterparty challenge.

“Creating Customer Value” of this year’s World Quality Day, which takes place on Thursday 12 November 2020. It is an opportunity to recognize the role that everyone in an organization plays in creating and maintaining customer value with stakeholders.

The BACB, along with stockholders and other quality infrastructure partner organizations, celebrates World Quality Day. The actions we can take, both as individuals and as members of a team, to develop more effective processes, systems and outcomes.

As longstanding supporters of quality management, BACB is proud to be a supporter of World Quality Day 2020.



WHY WORLD QUALITY DAY ?

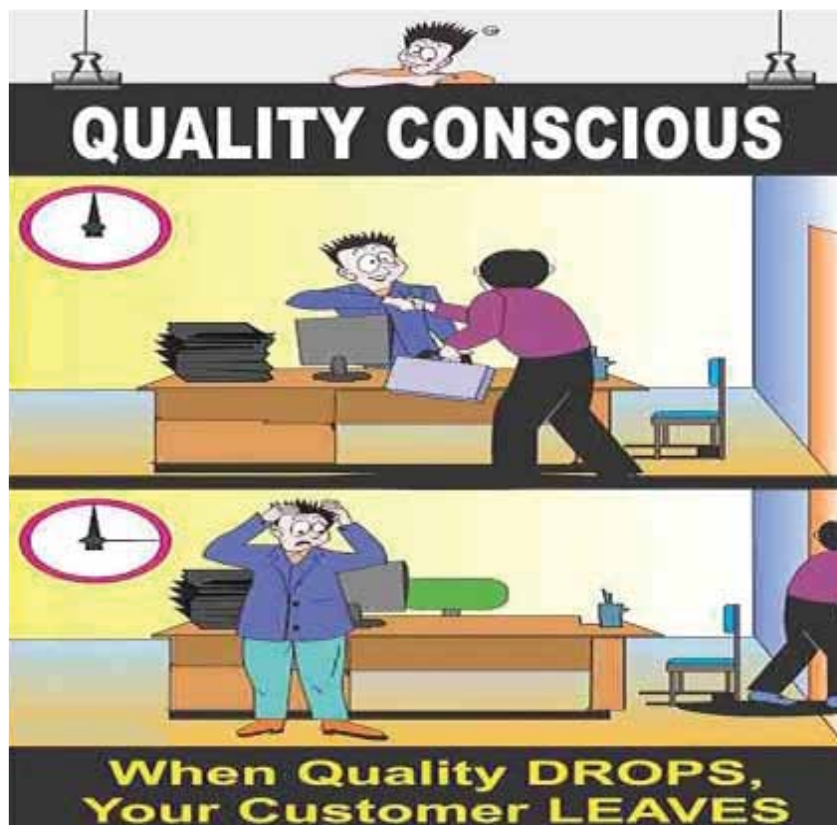
Engr. M. Liaquat Ali
Vice President, BACB

The World quality day is celebrated each year around the world. Seminars, meetings, roundtables etc. are being held to observe WQD. Interested parties/stakeholders of quality, both in public and private, usually celebrate it. Every country requires a national quality infrastructure for demonstrating its capability and capacity. Only strong capacity building can enable us to get market access to our destined countries. In Bangladesh work is being in progress to establish a National Quality Infrastructure as per international requirement – Bangladesh National Quality and Technical Regulation Council (BNQTRC). Prosperity of our country depends on fulfillment of legal and buyer's requirements in respect of quality of products and services. Let us celebrate World Quality Day in every organization dealing with quality of products and services. Interested parties / stakeholders of quality include industry, commerce, finance, food, agriculture, fisheries, animal wealth, transport, communication, utility services, training and many other areas.

Let this day give a message to all concerned in our country along with the world community that in Bangladesh we are addressing the customer satisfaction and trying to exceed the level of customer satisfaction by creating value to customers.

BACB members provide management system and product certification as per ISO/IEC 17021 and ISO/IEC 17065 respectively. Some of the MS standards are ISO 9001 for QMs, ISO 14001 for EMS, ISO 22001 for FSMS, ISO/IEC 27001 for ISMS, ISO 30000 for SRMS, ISO 37001 for ABMS, ISO 45001 for OH&SMS and many others.

BACB is one of the ambassadors of quality in Bangladesh.





Technological Innovation for Obtaining Quality Excellency

Prof. Dr. Md. Mamunur Rashid

Senior Management Counsellor and Head, Production Management Division, BIM

The concept of quality can apply to play a significant role in enhancing the country's economy and quality of work-life (QWL) for people. A comprehensive analytical framework of technological innovation management of Bangladesh can provide for obtaining global competitiveness using tools and techniques of quality. Competitors cannot match a company if it has the right set of competitive advantages. Thus, companies embark on building sustainable competitive advantages. In this case, technological innovation is a valuable tool for quality and competitive advantage. It integrates resources that deliver high customer value and satisfaction leading to high repeat purchases and high company profitability. Resources mean infrastructure, finance, technology, and processes. Processes can be a series of value creation activities, including quality, service, customization, and speed. The processes ensure market share, profit, growth, and duration. How to achieve competitive advantages is thus a critical question to answer. One of the answers is to incorporating technological innovation, mitigating potential risks, and leveraging potential opportunities. In this respect, open innovation is effective because it (open innovation) brings internal and external ideas together. The outcomes can be exchanged through licensing, joint ventures, and spin-offs. This innovation paradigm integrates all sorts of resources and facilities, including skilled humans, capital machinery, plants, raw materials, supply chains, know-hows, information technology, and virtual- and real-working facilities. From the point

mentioned above, this can provide the knowledge and competency about the modern management process system and how to deal with a competitive market by going through the legal procedures for obtaining global competitiveness. It can obtain the competency-based skill to enable and take an innovative and creative view of the organization. The fundamental theories and practices regarding technological innovation can successfully manage technological innovation and product development in organizations for obtaining competitiveness. This practice-integrated can draw on interdisciplinary theories from both the technological and managerial fields of studies. From the above discussion of quality and competitive advantage, the following objectives are to analyze the technological innovation management system; to analyze the problems and prospects of technological innovation management; to link productivity and technological innovation and to measure the impact of technological innovation. Therefore, this intensive concept focus on how technological innovation and quality management can drive enterprises' long-term competitiveness in the current global socio-economic setting through product development for the global competitive market through quality .





Quality enhance Organizational and National Growth

Md. Nozir Ahmmod Miah

Deputy Director (Int. Audit/Assessment)
Bangladesh Standards and Testing Institution

Quality is a great opportunity to create customer satisfaction, build confidence and increase market volume. Quality is a tool of Customer focus and Customer focused organisations have a culture of creating value for their customers through providing service as desire level of product/process through innovation or/and improving products, services and processes. Quality means an organisation is fit, effective and meeting its objectives. Quality is a sign of improvement & performance of all functions, departments and processes, but can't be successful unless success comes from customer end.

Normally Government determine the criteria of quality of product, service or service that meets the customer requirements and protect their health, environment and keep socio-economical balance of a country. Domestic business peoples, producers design and develop their business fulfilling or meet minimum quality criteria of their product, process, service or system.

The theme of World Quality Day 2020 and celebration is important today for enhance productivity and business all over the world. I think, worldwide awareness of the quality day will enhance growth of organisational and national GDP.

Under the conformity assessment scheme (in accordance with national and international standards) a Quality certificate means a symbol of reputation and performance of product/process/service; increase profit and meet domestic and international market compliance. Sustainable delivery of high-quality products and services requires effective systems of governance and assurance, and commitment to a culture of continuous improvement.





WHY ADOPTING RISK-BASED THINKING IS ESSENTIAL IN YOUR BUSINESS

COVID-19 has highlighted the importance of implementing a preemptive approach to risk management. In this article, we look at why risk-based thinking is vital for forward-thinking businesses.

Yeasmin Akther

Certification and Business Enhancement (CBE), Food & Life Business Manager, SGS Bangladesh Ltd.

COVID-19 has highlighted the importance of implementing a preemptive approach to risk management. In this article, we look at why risk-based thinking is vital for forward-thinking businesses.

ISO 9001 is the world's most recognizable standard for a quality management system (QMS). It enforces confidence in an organization's ability to consistently supply products and services to a uniform standard. This is achieved by controlling processes within the organization and an important aspect of that is the introduction of risk-based thinking throughout the entirety of the QMS. Adverse risk events, such as COVID-19, demonstrate the importance of adopting a risk-based way of thinking. Unpredictable, negative events can significantly reduce a company's ability to deliver consistency. Without risk-based thinking at the heart of a QMS, an organization is always reacting to an event, rather than proactively anticipating it.

Unlike previous iterations of ISO 9001, which separated preventative actions into their own clause, the latest version – ISO 9001:2015 – ensures it is part of every facet of the organization. This is because risk-based thinking is key to achieving continual improvements within the QMS.

DEFINING RISK-BASED THINKING

It is easier to start by defining what it is not. It is not: Risk management,, An implementable model, A documentable practice. Instead, risk-based thinking is a systematic and organic process for the integration of risk management thinking into an organization. It is all-encompassing and continual.

WHAT OPTIONS?

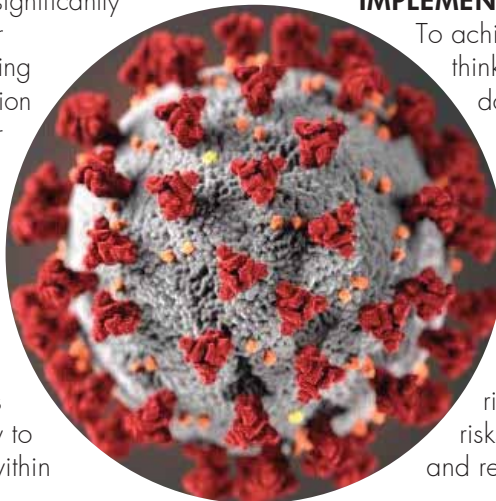
Businesses are not single, linear structures. It is therefore important for risk-based thinking to be introduced in a way that links all aspects of the organization. The level of complexity the risk-based thinking needs to encompass will depend on the size and structure of the building. An Enterprise Risk Management (ERM) structure is

pertinent for the highest levels of the organization. It must be developed and implemented at a strategic level and it must be capable of identifying risk in all aspects of the business. It must also remain focused on adding value to the business.

The ISO 31000 family of standards provide an up-to-date framework for companies wishing to implement risk management processes. They aim to create and protect value within an organization by providing a framework for managing risk, making decisions, setting objectives, and improving performance. At the simplest level, a risk matrix can be developed that incorporates a list of risks.

IMPLEMENTATION STRATEGIES

To achieve maximum efficacy, risk-based thinking must be promoted from the top down, encompassing everything from high-level strategic planning to functional processes. In theory, this should not be difficult because, as individuals, we all employ risk-based thinking all the time. The difficulty is that businesses often become stultified in their thinking and this creates reactive tendencies. A simplified strategy for implementing risk-based thinking should include: Assess risks ,Identify corrective practices, Record and report, Monitor and review



BENEFITS OF ADOPTING RISK-BASED THINKING

The way risk-based thinking is now woven throughout the framework of ISO 9001 is a demonstration of how important it is to adopt this way of working in today's business world. It not only helps the process of mitigating the impact of adverse risk events, it also:

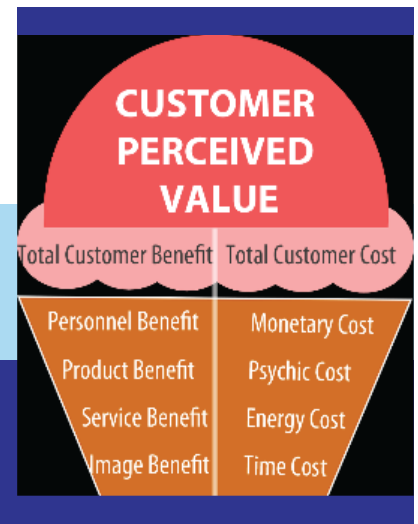
- Builds a strong knowledge base, Establishes a proactive culture of continual improvement
- Helps ensure consistency in goods and services, Improves customer confidence and satisfaction, Helps build market share

In today's turbulent business environment, it is companies who have adopted a forward-looking risk-based thinking strategy that have been able to adapt best to the impact of COVID-19.



A Few Paragraphs on Creating Customer Value

Md. Golam Kibria
Advisor
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“Creating Customer Value” should be an eternal mission of an organization aiming to be sustainable. In this era of cut-throat competition and constantly disruptive business echo-system, sustainability of business is the most uncertain aspect that the entrepreneur constantly deals with. The old adage that the “fittest survives” holds true more than ever, at this early years of the 21st century. As morning shows the day, so the 2nd decade of the century makes us amply convinced that organizations will be pushed into oblivion in 100s and 1000s throughout the century, as digital monopoly takes firm hold on global business environment.

Is survival the only pursuit of a futuristic business entity? Would mere survival afford the gratification and

motivation to the entrepreneur for his/her unrelenting endeavour to continue improving quality of product and service? The answer is “no”. Survival is the bottom-line, but every business strives to EXCEL. Excellence in quality of product and services engenders a number of outcomes which cumulatively gratify and motivate the entrepreneur to go on with the hard work.

Creating customer value is the pathway for sustainable business in this century which is fraught with endless uncertainty and unpredictable turbulences.

We have to understand the customer is still the king, and creating value for customer is the ultimate life-line for surviving, sustaining and thriving our businesses.



World Quality Day 2020 and COVID-19

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WORLD QUALITY DAY 2020
CQI | IRCA

Quality Tools and Creating Customer Value: 12th November is World Quality Day. This year's theme, ‘Creating customer value’, celebrates the important role quality plays in how organizations deliver value to their customers. It is an opportunity for organizations as well as individuals to act as quality advocates. 2020 a success by honoring the quality profession on the 12 November 20 and showcase the amazing work we and our colleagues do all year round e.g. Product, Processes and Services.

I recommend to apply, Core Tools, Digital Process transformation and the quality professional, Remote Internal Auditing, Quality in Construction, Cross-sector supply chain collaboration – Building on the Ventilator Challenge & Principles, Kaijen, TQM, Six Sigma, Yellow Belt, Green Belt & Lean Programming etc.





Md. Ataur Rahman Khan

Managing Director
ACM Certification

World Quality Day was introduced in 1990 by the United Nations, with the aim to raise awareness and the importance of quality performance of professional responsibilities and tasks across nations and in organizations to strengthen the improvement of innovation, growth and sustainability.

World Quality Day 2020 is a great opportunity to focus on individuals, teams and organizations that are deeply invested in creating and improving customer value. Customer value is important as it helps in creating a brand image and also helps in promoting the brand for the better result. Customer loyalty helps in creating a trust of the brand towards its customers and there is little chance of shifting customer's taste to another brand. The more customers are loyal towards a brand, the more positive views a brand gets.

If we provide value to our customers then, this is the best promotion of our brand or company to gain new customers. If we want to give value to our customers, we need to make sure with the bellows:

- ▶ Quality Product/ Service
- ▶ Good Packaging
- ▶ After Sales Service
- ▶ Give Good Customer Support on Every Platform
- ▶ Give Return or Replacement Support Provide Assistance

Customer focus is the foundation for customer loyalty because it's our promise to our customers that we will put them first. Customer expectations are higher than ever before, and our customers are scrutinizing our business more intensely than ever. They're comparing their experience with our brand to the easy, fast, and personalized experiences they're having with the best of the best.

But becoming a customer-focused company doesn't mean you're suddenly a perfect business that never makes mistakes. That kind of mindset isn't practical and it isn't

honest. Rather, customer focus is important for building customer relationships that are more human. We can follow simple ways to focus on our customer:

- ◆ Create a customer-focused culture
- ◆ Gather and share customer data company-wide
- ◆ Invest in the user experience of online channels
- ◆ Prioritize customer retention
- ◆ Sell based on value, not products or price
- ◆ Make the effort to follow-up
- ◆ Anticipate Hidden Needs
- ◆ Use the Pre-emptive Acknowledgement
- ◆ Take the thank you letter challenge

Today, world is full of organizations dedicated to quality. This is our month to share our passion for quality with our global colleagues and other business professionals and government leaders from around the world.





Fatema Shahinur Jahan

Manager, CSR Audit & Sustainability Services
Local Field Manager – S02 (Customized services)
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Quality Assurance is utilised effectively to keep the quality of products consistent.

Quality Assurance can seem intimidating as it covers so many aspects of producing products. From the people involved, the processes used to the quality of raw materials and components.

The company always ensures the confidence to sustain the trust of the people around us through Quality. So the aim of the company is not only maintain the quality but also to expand quality area to determine how the customers are satisfied with the company.

Corporate Quality Management generally aims to support the organization:

- ✦ to recognize chances and minimize risks during the service provision,
- ✦ to define, control and improve processes,
- ✦ to better meet customer demands as well as statutory and regulatory requirements.

This way, Quality Management contributes to efficient and high-quality added value.

In our opinion, quality leadership has two facets: On the one hand, there is the question of how we perform our services and organize our processes. On the other hand, we should be aware that the decisive factor for us is the external judgment of our customers.

An organization strengthen the competitiveness of its business, meet legal requirements and its customers' growing satisfaction is reflected in rising turnover. A certified quality management system allows a company to systemically develop its business' success factors. And the company could show to the customers, partners and the competitors that they monitor the services of business at all levels and constantly improve them.

Significantly reduce error rates and thus costs, make workflows more transparent, constantly and sustainably increase product and service quality – businesses face many challenges every day. A company could permanently improve the services of its business with a certified and monitored quality management system. You master new challenges concerning quality, profitability and quickly changing markets with a systematic approach.



Dr. Engr. Md. Lutfor Rahman, PEng

Ex-Director General
River Research Institute



Introduction: “Quality control” is a common phrase in the engineering world, but the public may not know exactly what it means. Quality control (QC) not only ensures that quality products make it to the market, it also protects consumers. It is a periodic sampling of a contractor’s or vendor’s engineering performance during the course of a job.” Quality control begins shortly after a contract is accepted, and it often continues even past the product’s rollout.

Quality Improvement Techniques

Quality control affects all aspects of engineering; thus it affects all of our lives. Chemical engineers ensure that our drinking water is clean, mechanical engineers ensure that products and structures do not hurt anyone, and civil engineers ensure that our cities’ infrastructures function properly. Quality control is a constant process, and past engineers developed many quality improvement techniques to make certain products and systems pass inspection, and innovators have come after them to improve their measures.

Engineers are so good at quality improvement techniques that other disciplines look to them for best practices. Using techniques developed by engineers over decades, healthcare professionals are streamlining the process of

quality patient care. Civil engineers use a number of common quality improvement techniques to safeguard our roads and cities. Before construction can begin on a new road, soil analysis determines if the land will support it. Understanding how natural processes like erosion affect manmade structures prevents accidents down the line. Quality control saves not only money but also lives.

While most people understand the need for quality improvement techniques in professions like electrical engineering, some other engineering quality control processes are foreign to the public. Chemical engineering is one area that is a mystery for non-specialists. Quality control measures like extractable and leachable impurity testing and residual solvent testing are necessary to guarantee the public’s safety.

Conclusions: For those considering careers in engineering management, quality control is paramount. Engineering managers must keep close watch on the quality of the products and systems their teams create and maintain, and juggling those responsibilities in addition to other management concerns is no easy task. A firm educational foundation in quality improvement





Md. Zahedur Rahman

Environmental and Social Expert
Patuakhali Coal Fired Power Plant Project
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The quality of the product has the vital role in expectation, satisfaction and the ultimate development of the status and life of every one of the human beings around the world. Customer is always in a sense, the main flavor of a business. So, conformity assurance regarding product quality as per demand and to meet the technical regulation to the destination has a major function to attract the butterfly customer towards the flower.

When a standard is declared mandatory, it becomes a technical regulation. The International Trade Center UNCTAD/WTO standards and QMS helps how to business sector can take advantage on TBT and SPS for market access.

The business folk that they have the sharp view to understand the critical sense of customers on their technical, psychological and purchasing capabilities. No doubt every quality product has a good market in the world but only to take the initiative to find out the same where it is.

On the other hand, by choosing a product with an eco-label, the customer makes a deliberate and informed choice to purchase product or service for their complete satisfaction.

Welcome World Quality Day 2020. World Quality day will always enhance to understand the degree of quality followed by the business through continual improvement of inspection, quality control, quality assurance and quality management for the betterment of the life generation after generation. Bangladesh deserves a vital role to get a share in reaching world quality goal.





Bangladesh National Quality Policy for Goods and Services, 2015: The present and the future

By Syed Anwar Hossain
National Quality Infrastructure Expert

Participation in the global market requires optimum adherence to International Standards. Keeping this in mind the Bangladesh National Quality Policy (NQP) for Goods and Services, 2015 has been approved by the Cabinet on 23 November 2015 with the overall objective to design and establish a world-class standardization, metrology, testing, inspection, certification and accreditation infrastructure, i.e. the National Quality Infrastructure (NQI) and a harmonized Technical Regulation Framework (TRF) to meet international requirements such as the WTO Technical Barriers to Trade (TBT) Agreement. The main objectives of the NQP are:

- (i) to ensure that goods and services emanating from or traded in Bangladesh are designed, manufactured and supplied in a manner that meet the needs, expectations and requirements of the purchasers and consumers as well as those of the regulatory authorities in the local and international markets,
- (ii) to design and establish a world-class metrology, standardization, accreditation, inspection, testing and certification infrastructure, i.e. the NQI,
- (iii) in parallel to the modernization of the NQI, the technical regulation regime of Bangladesh will be reviewed and adjusted, including its related legislation, to meet international requirements such as the WTO TBT and SPS Agreements and international best practices,

Key outcomes of Bangladesh National Quality Policy (NQP) implementation are:

- I. Formulation of Bangladesh Quality Council Act,
- II. Establishment of Bangladesh Quality Council,
- III. Coordination among all institutions of National Quality Infrastructure and Technical Regulation Framework,
- IV. Establishment of quality cell in relevant government organizations,
- V. Compliance with WTO Technical Barriers to Trade,

- VI. Enhancement of international trade,
- VII. Modernization of standardization, metrology, testing, inspection, certification and accreditation infrastructure,
- VIII. Declaration and observance of National Quality Day
- IX. Introduction of National Quality Award,
- X. Enhancement of quality awareness,
- XI. Monitoring of conformity assessment activities such as management system certifications (e.g. ISO 9001, ISO 14001).
- XII. Development of information portal related to quality of goods and services,
- XIII. Development of a database for management system certification bodies and certified organization,
- XIV. Development of a database of technical regulations according to goods and service category,
- XV. Promotion of quality culture in public and private sectors,
- XVI. Enhancement of trust of people (local and international) on Bangladeshi test and certification system, and
- XVII. Introduction of a subject on quality in higher secondary and university education level.

The Ministry of Industries is given oversight responsibility for the implementation of this NQP. The Ministry has already established an Inter-Ministerial Core Group representing the relevant ministries and agencies for NQP implementation.



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