 

# Dear Sir,

#  An Understanding of the Criteria for Performance Excellence

 **of the IMC Ramkrishna Bajaj National Quality Awards**

We are happy to inform you that ASSOCHAM jointly with the Indian Merchants’ Chamber, Mumbai, will organize **a program on an Understanding of the Criteria for Performance Excellence of the IMC Ramkrishna Bajaj National Quality Awards process. The program will be held on Thursday, 26 May 2016, 4:00 pm – 6:00 pm at ASSOCHAM Board Room, 5 Sardar Patel Marg, Chanakyapuri, New Delhi - 110 021.**

The IMC Ramkrishna Bajaj National Quality program is seen as a catalyst for nation building. Since the inception of the Awards in 1996, approx. 600 organisations have expressed their intention to apply and 400 of these organisations have gone through the evaluation process. The IMC RBNQA award is given in seven categories: Manufacturing, Service, Small Business, Overseas, Education, Health Care and NGOs.

The IMC Ramkrishna Bajaj National Quality Award Trust is organizing this program as part of the preparation for Indian organizations who wish to enter this contest of world class management in excellence. This is targeted towards CEOs, Function Heads, General Managers and Quality professionals for deeper understanding of the criteria and award process.

The program will be presented by Ms.Maya Desai, Director with the IMC RBNQA Trust and facilitator of the award process.

We hope you will draw benefit from it by participating or also nominating colleagues from your office to participate in the program. Kindly send us the Registration form (enclosed) duly filled on or before 20 May 2016.

Looking forward to your enthusiastic response.

Yours sincerely,

**Arvind Pradhan**

**Director General**