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# ZERO DEFECT, ZERO EFFECT

**Elevating the 'Made  
in India' Brand**

When the Hon'ble Prime Minister addressed the nation in the 130th episode of 'Mann ki Baat' this January, his words resonated with a powerful truth that every Indian needs to embrace today. **The era of 'chalta hai'... 'it just works'... 'it will go through somehow' is over," he said.** What the world increasingly expects from India is not just scale, but excellence.

These words are not merely an exhortation, rather they represent a fundamental shift in India's industrial consciousness. As our nation stands at the threshold of becoming Viksit Bharat by 2047, the question before us is clear: **Will Indian products be known for their volume, or for their value? For their price, or for their promise? For meeting requirements, or for exceeding expectations?** The answer lies in embracing what the Prime Minister has championed since 2014 : the philosophy of Zero Defect, Zero Effect.

**The Hon'ble Prime Minister was emphatic in his message : Quality cannot be the responsibility of the Government alone.** It is a shared mission that demands collective action from every stakeholder in our economic ecosystem : government, industry, MSMEs, startups, academia, and support institutions.

To translate this philosophy into measurable action, the Ministry of MSME, along with the Quality Council of India (QCI) has institutionalised the MSME Sustainable (ZED) Certification Scheme. The scheme provides MSMEs with a structured pathway to assess their current performance, identify improvement opportunities, adopt best practices and earn certification across three progressive tiers, Bronze, Silver and Gold, each representing higher levels of maturity in quality, safety, resource efficiency, and environmental responsibility.

**The impact has been transformative. Till**

date, over 5 lakh MSMEs have registered under the scheme, a testament to the widespread embrace of quality consciousness across India's industrial landscape. A recent evaluation conducted across 1,917 certified MSMEs reveals remarkable outcomes:

For Gold and Silver-certified enterprises:

- 92% (Silver) and 85% (Gold) reported improvements in workplace hygiene and 5S practices
- 83% achieved better delivery reliability
- 77% recorded measurable energy savings
- 55% experienced fewer defects and reduced rework
- 72% gained access to new markets and better financing terms
- 43% saw improvement in gross profit margins

Even Bronze - certified enterprises that just begin their quality journey, showed early wins:

- 68% enhanced safety



measures

- 64% improved cleanliness and hygiene
- 60% strengthened standard operating procedures
- 52% reduced workplace accidents
- 46% improved order delivery timelines
- 34% increased gross profit margins

These metrics represent real businesses becoming more competitive, real workers experiencing safer workplaces, real entrepreneurs gaining confidence to compete in larger markets, and real families enjoying better livelihoods:

- **Naresh Rubber Udyog**, a Gold-certified medium enterprise from Faridabad, Haryana reported tangible gains including reduction in internal rejections, fewer customer complaints,

Department / Section: Shop Floor Area		Theme: Workplace Safety		Process:		Date: 26.05.2025	
Before Improvement (Photo)				After Improvement (Photo)			
							
<p><b>Before :-</b> Workers were not using PPE and many followed unsafe, ergonomically incorrect work positions, increasing risk of injury and inefficiency. 2 accidents reported; lack of ergonomics awareness.</p>				<p><b>After :-</b> After awareness and training sessions, workers are now regularly using PPE and following correct posture and positions at work. <b>Result :</b> Training has reduced unsafe acts and improved workplace safety and ergonomics, leading to fewer minor incidents.</p>			



भारतीय गुणवत्ता परिषद्  
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 Creating an Ecosystem for Quality

decreased rubber scrap and paperwaste, and lower power consumption, all contributing directly to profitability and sustainability.

- **AGX Steel**, a Silver-certified Micro Enterprise from Delhi leveraged the certification to access collateral-free OD/CC limits of up to ₹1 crore and received financial reimbursements for exhibition stalls, proving the initiative's value in providing critical fiscal support and market exposure.

These success stories are multiplying across India, from West Bengal to Maharashtra, from Assam to UP, as MSMEs discover that investing in quality is not a cost burden, but a competitive advantage.

India's startup ecosystem represents India's innovation engine. Over the past decade,

India has emerged as one of the world's largest startup ecosystems, with over 2 lakh Government recognised startups creating millions of jobs and disrupting traditional industries with breakthrough solutions. As startups are rapidly transitioning from idea-driven innovation to scalable production, 'quality' becomes the difference between sustainable growth and premature failure.

This is where embedding the ZED principle of 'quality-by-design' at inception, standardizing processes early, building documentation systems, establishing traceability mechanisms, and creating a culture where defects are prevented, significantly reduces future risks associated with scale-up failures, regulatory non-compliance, and customer distrust.

The Hon'ble Prime Minister's vision is clear: Indian products should not merely compete; they should command global

Department / Section: Shop Floor Area	Theme: Daily Works Management	Process: QCD Monitoring	Date: 26.05.2025
Before Improvement (Photo)		After Improvement (Photo)	
			
<p><b>Before :-</b> Display boards were available on the shop floor but there were no monitoring in place for QCD (Quality, Cost, Delivery) trends and updates.</p>		<p><b>After :-</b> QCD display boards are now installed on the shop floor showing daily/weekly trends and KPIs for team awareness and tracking  <b>Result:</b> There has been a noticeable reduction in rework rate, Cost of Poor Quality (COPQ), and improvements in overall delivery performance.  <b>Reduced by 7%</b></p>	

Department / Section: Quality Inspection	Theme: Quality	Process: QI
Before Improvement (Photo)		After Improvement (Photo)
		
<p><b>Before:</b> Quality issues were patched temporarily. Repeated defects were blamed on workers or machines without investigation. Corrective actions were reactive, and the same problems kept resurfacing. There was no structured method to identify root causes.</p>		<p><b>After:</b> Root cause analysis is now part of the daily review. Teams use simple tools like 5 Whys or Fishbone diagrams to trace issues. Corrective actions are documented and tracked. Problems are solved at the source, and recurrence has dropped significantly</p> <p><b>Rework% reduced by 6% from Apr to Aug 2025</b>  <b>Saving through Quality enhancement is approximately – 35600/-</b></p>

**trust** and as we reflect on his powerful words from 'Mann ki Baat', each of us must ask: **What is my contribution to India's quality transformation? The era of "chalta hai" is indeed over. The era of "best hai" has begun.** The journey from compromise to excellence, from acceptable to exceptional, starts now, starts with each of us, and starts with an uncompromising commitment to quality.

- **For young entrepreneurs and startups :** Embed quality-by-design from day one. Seek ZED certification not as a compliance requirement, but as a competitive advantage.
- **For MSMEs :** Embrace continuous improvement. Invest in process upgrades, skill development, and sustainability practices.
- **For large enterprises :** Mentor your supplier ecosystem. Share best practices. Make quality excellence a core procurement criterion.
- **For institutions and**

**policymakers :** Strengthen quality infrastructure, certification systems, testing facilities, and capacity-building platforms. Make quality accessible, affordable, and aspirational for enterprises of all sizes.

- **And for every citizen of India :** Demand quality in everything you consume, appreciate quality in everything you use, and deliver quality in everything you do.

**Let us make 2026 the year when quality truly becomes India's defining characteristic. Let us make 'Zero Defect Zero Effect' not a distant ideal, but a daily practice. Let us make the Hon'ble Prime Minister's vision of a trusted, respected, globally admired 'Made in India' brand a reality that every Indian can celebrate. Because when quality becomes our collective mantra, Viksit Bharat becomes not just a dream, but an inevitable destination.**