



EPCH ORGANIZED AN AWARENESS SEMINAR ON "QUALITY CONTROL & EXPORT INSPECTION" IN MORADABAD REGION (U.P.) AT EPCH OFFICE, MORADABAD ON 9TH JANUARY, 2014 (THURSDAY)

The EPCH organized an awareness seminar on "Quality Control & Export Inspection" from Moradabad region at EPCH office at Moradabad on 9th January, 2014. Mrs. Vaishali Dhingra, Associate Professor, Teerthanker Mahaveer University, Moradabad, U.P. and Dr. Ravinder Kumar Sharma, Head of Laboratory, Metal Handicraft Service Centre, Moradabad, U.P. made a detailed presentation on Quality Control & Export Inspection.

The Objective of the seminar was to provide the required knowledge on the features of quality, performance, reliability, conformance, durability, serviceability, Aesthetics, safety & preceptions. The speaker interacted with the participants wherein over 40 exporters, NGOs & Artisans were present.

During the seminar Mrs Dhingra informend the participants about the basic operating characteristics of a product. She informed the participants about the **little "q" approcah – old thinking about quality:-**

- Quality is about products
- It is technical
- It is for inspectors
- It is led by experts
- Good quality is of high grade
- Quality is about control

And big "Q" – the new approach to quality:-

- Quality is about organization
- Quality is Strategic
- Quality is for everyone
- Quality is led by management
- Good quality is of appropriate grade
- Quality is about improvement

Dr. Ravinder Kumar Sharma informed the participants about the features that make quality control & export inspection effective i.e.

- Involvement of QC & I at every stage as an integrated approach to assure quality.
- In built checks and balances ensure effective control.
- Unique features

He further informed about the reliability chain & links of the chain:-

- Right & Proven Material
- Right Sources
- Right Manufacturing process
- Right Systems
 - Manufacturing quality
 - Field quality in both casting / Soldering / Polishing etc.
 - Protective coating quality

Dr. Ravinder Kumar Sharma further informed about the selection of raw material. He informed that material must be radioactive contamination free & defined by buyer based on uses of the handicrafts product / need of customer / quality parameters & country regulations.

