

Dear All,

**Sub.: Executive Summary of the MOU between PIIT Panvel and ASQ India**

It is my pleasure and privilege to bring to your kind notice that an MOU has been signed between the **Pillai's Institute of Information Technology, Engineering, Media Studies and Research**, an engineering college in New Panvel, Navi Mumbai, Maharashtra, India commonly referred to as **PIITEMSR** also as **PIIT**, also as **PIITE** with the **The American Society for Quality India Pvt. Limited (ASQ India)**, a 100% owned subsidiary of **ASQ Inc (USA)** which is a not for profit organization. It has earned the reputation as the world's leading brand in quality and offers knowledge portfolio through its membership, certification and education programs. It was established in 1946 ([www.asq.org](http://www.asq.org)). ASQ is a global organization and has impacted the quality movement in many of the leading countries in the world. Through its legacy of leading thought leaders, it has pioneered the quality movement by defining and shaping the body of knowledge (BoK) of quality and its related disciplines and provides a very rich knowledge base through its knowledge center containing the global best practices. Majority of FORTUNE 500 companies are customers of ASQ. It also administers the prestigious Malcolm Baldrige National Quality program in USA which is the highest recognition of quality and organizational excellence given by federal government of USA.

**The Pillai's Institute of Information Technology** affiliated to the University of Mumbai was founded in 2000 and is recognized by the All India Council for Technical Education (AICTE), Government of India.

PIITEMSR offers a four year Bachelor of Engineering (B.E) courses in Computer, Information Technology, Electronics and Telecommunication, Mechanical Engineering, Automobile Engineering, and Electronics Engineering streams. In addition, it offers a two-year masters degree (M. E.) courses in Electronics, Mechanical (CAD/CAM&ROBOTICS), Mechanical (Thermal Engineering) and Computer engineering, Information Technology.

This MOU shall refer henceforth to the arrangement between ASQ India and PIIT as the "Alliance." The common objective of this alliance is to create the quality culture by exposing students early to the concepts, methodologies and tools for adopting a disciplined and systemic approach to problem solving which is missing in today's community of technical and management professionals in most cases.

The programs would be designed and delivered jointly by ASQ India and PIIT based on basic principles, expertise of PIIT faculty and the globally recognized and universally accepted Body of Knowledge (BoK) of ASQ which is the pioneer in thought leadership for TQM practices globally.

**Benefits of the Collaboration**

<b>For Students &amp; Faculty</b>	<b>For the Institute PIIT</b>
<ul style="list-style-type: none"><li>Industry- Academia interface for most fortune 100 member companies of ASQ</li><li>Student mentoring by industry experts</li><li>Better chances for students placements in India and abroad</li><li>Access to ASQ's extensive Body of Knowledge (BOK) i.e. articles, books, case studies, magazines over a period of 60 years that will enrich project work and research</li><li>Added value for students in industry and research through, ASQ programmes</li></ul>	<p>Alignment of PIIT with world class best practices of leading US institutions, using US Baldrige performance Excellence model for Educational excellence</p> <ul style="list-style-type: none"><li>Achieve institutional excellence to become internationally known and rated among the best in the world</li><li>Interaction and direct exposure with leading US academic institutions</li></ul>

**Academic entities who have entered into alliance with ASQ in India:**

IIT – Delhi	IIT-BHU
AFMC-Pune	Great Lakes Institute of Management-Chennai
Manav Rachna Educational Institutions - Faridabad	ITM University-Gurgaon
Thapar University-Patiala	<b>PIIT PANVEL</b>

The strategic intent of this MOU is to outline the way the two parties utilize the ASQ's BOK related portfolio for the advancement of knowledge and practices for the benefit of community of PIIT in Engineering and Management Sciences for achieving both personal and organisation excellence and establish a strong academia-industry interface. The scope of this alliance will cover activities related to:

- Community Development / Training / Certificate Programme for PIIT students that will enhance their employability potential
- Competency Development in problem solving and research activity
- Advocacy through joint conferences / Seminars / Workshops depending on the band width of human resources at both ends, including faculty and professionals
- The programme will focus on Quality, reliability and operations that will emphasize quantitative methods to leverage the core competency of PIIT faculty
- The alliance is non exclusive and does not prohibit either of alliance partners to enter into other alliances

**Other Benefits of MOU:**

- A set of ASQ's main Book of Knowledge(BOK) related books for PIIT
- Complete access to ASQ's knowledge centre digital library
- ASQ's flagship magazine Quality Progress digital content of past 10 years
- Current ASQ's quality progress magazine
- Brand support
- Networking with ASQ's corporate members

The framework of agreement would be initially valid for three years and can be renewed after mutual review of progress. The MOU can be terminated from either end with 60 days prior notice based on mutual consensus. For other details please see the Memorandum of Understanding that follows.

Wishing you all a Very Happy Navaratri and expecting that the festival of light brings more opportunities for us to work together.

**Prof. R.C. Prasad**  
**EX. Professor IIT Bombay**  
**Alliance Champion & Member Steering Council of ASQ**  
**Professor, Mechanical Engineering Department**  
**PIIT Panvel**



# Mumbai, India

Local Member Community  
The Global Voice of Quality™

## Seeking Sustainable Success:

ASQ Integrates Quality and Social Responsibility

in Primary, Secondary, and Higher **EDUCATION**

Join ASQ Education Division and Create Future of the Country by Offering Quality Education

Develop Quality Tools that Increase Critical Thinking and Problem Solving Skills for Students

Prepare Students and Professionals to Cope with Career Challenges and Opportunities

ASQ, formerly known as the American Society for Quality and the American Society for Quality Control (ASQC), is a knowledge-based global community of quality professionals, with nearly 80,000 members dedicated to the promotion and advancement of quality tools, principles, and practices in their workplaces and in their communities

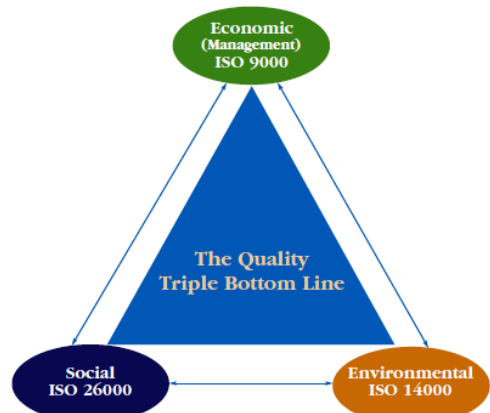
<b>Formation</b>	February 16, 1946
<b>Type</b>	Professional association
<b>Purpose</b>	To promote the use of techniques to improve organizational quality
<b>Headquarters</b>	Milwaukee, Wisconsin
<b>Region Served</b>	Worldwide
<b>Services</b>	Certification, training, conferences
<b>Membership</b>	80000 (approximately) (2013)
<b>Main organ</b>	Board of directors
<b>Website</b>	www.asq.org ( <a href="http://www.asq.org">http://www.asq.org</a> )

### Be the Voice of Quality

ASQ traces its beginning to the end of world war II for sustaining quality improvement techniques. In the year 1970 it diversified to manufacturing and other industrial processes and focused on products and services to meet technical specifications. In the 1980s it embraced broader discipline aimed at leading, inspiring and managing a broad range of business and activities with a focus on excellence.

Today ASQ is a global organization with members in more than 140 countries including India. ASQ connects through Local Member Community and supports workshops, conferences and meetings throughout the year.

ASQ India also works in the academic sector and has signed MOUs with the Pillai Institute of Information Technology Panvel to collaborate in building awareness in preparing students and professionals to cope with career challenges and opportunities. It works with educators, administrators and industries to promote quality in technical education that will develop approach to triple bottom line issues.



## How Students can benefit from ASQ

Student membership of ASQ India can bring benefits in many ways. ASQ's membership is largely comprised of corporate enterprises (most of Fortune 100 companies are ASQ members) and individuals working in the corporate sector, and its activities help to build a bridge between industry and academia. Student members can take advantage of the many opportunities that this throws up for networking, for learning about employer priorities and requirements, for picking up knowledge and skills valued by industry and hence enhance their chances in the job market.

**Key benefits of ASQ membership are listed below:**

- **Online Access to ASQ's Quality Body of Knowledge**  
There is exclusive member access to thousands of articles, benchmarking studies, and exclusive topic-based monthly member gifts. This will help enrich your research assignments and projects as you can refer to live cases from industry.
- **Member Discounts**  
Get special pricing on ASQ products and services, including training, and certification
- **Quality Progress**  
Discover informational case studies, practical advice, and in-depth articles online every month in ASQ's flagship magazine
- **ASQ Special Interest Groups**  
ASQ forums and divisions are industry-specific member communities where you can discuss industry-related hot topics with many others
- **ASQ Local Member Communities**  
ASQ India has 9 Local Communities in Delhi NCR, Mumbai, Bangalore, Ahmedabad, Jaipur etc. Join your local community to network with working professionals.

### ASQ Certificate Courses

ASQ India is offering a range of certificate courses for students. Students can choose among the following:

LEVEL	SI No.	ASQ India CERTIFICATE	CONTENTS
<b>L1</b> (With half day training)	1.	<b>Quality Improvement Associate (QIA)</b>	Quality basic concepts and economics
	2.	<b>Quality Practitioner Associate (QPA)</b>	Quality basic tools – 7 QC
	3.	<b>White Belt (WB) in Variation Reduction</b>	White Belt – Variable Reduction
	4.	<b>White Belt (WB) in Waste Reduction</b>	White Belt – Waste Reduction
<b>L2</b> (With one day training)	1.	<b>Quality Standard Associate (QSA)</b>	Quality Standards
	2.	<b>Yellow Belt (YB) in Variation Reduction</b>	Six Sigma concepts
	3.	<b>Yellow Belt (YB) in Waste Reduction</b>	Yellow Belt – Lean concepts
<b>L3</b> (With two day training)	1.	<b>Quality Practitioner (QP) Green Belt</b>	Six Sigma concepts
	2.	<b>Quality Practitioner (QP) in Lean Kaizen</b>	Lean Management concepts
	3.	<b>Quality Practitioner (QP) in Business Excellence System</b>	Baldrige Performance Excellence framework
	4.	<b>Quality Practitioner (QP) in Total Quality Management</b>	TQM

**All participants will receive a training certificate after the course.**

### Special Offer for student members:

1. Those who avail of the student membership of ASQ India. Current fee is \$28 (Rs.1750 including S.T.) in addition to the benefits listed above, will get one complimentary certificate training program of L1 level. Students who renew their members for each of 4 years of a university program would thus be able to benefit from 4 free courses of L1 level.
2. Other programs can be availed for a discounted fee. Contact the ASQ representative on campus to know the applicable fee for each course.
3. Non-member students can also attend ASQ certificate courses, but will have to pay a larger fee.

## **Student Chapter Governance Plan**

### ***Student Chapter Goals and Objectives:***

The *Student Chapter* is formed as a membership group committed to supporting all ASQ programs and services for student members in the Institute. The *Student Chapter* is the focal point to enable students to organize various events related to quality related learning, including training or knowledge sharing sessions and programs involving members from the corporate world. The *Student Chapter* will also strive for a networking with other ASQ Local Member Communities

### ***Student Chapter Governance Structure***

#### **The officer positions of this *Student Chapter* include:**

**STUDENT CHAPTER President**  
**STUDENT CHAPTER Vice-President**  
**STUDENT CHAPTER Event Chair**  
**STUDENT CHAPTER Membership Chair**  
**STUDENT CHAPTER Communications Chair**

#### **Terms:**

**All Office bearers will have a term of 1 year.**

#### **Nominations:**

Every year, elections will be held for the office bearer positions. Members interested in becoming officers may also nominate themselves. To become an officer of the STUDENT CHAPTER a member must be an ASQ Student member in good standing.

After the qualified applicants are identified, an election will be held and all student chapter members will be asked to vote. The applicant that receive the most votes for each position will be elected. The University or college will determine the month in which elections will be held each year.

#### **Committees:**

**The STUDENT CHAPTER will form the following committees:**

**Membership Committee**  
**Meetings Committee**  
**Communications Committee**  
**Events Committee**

The Officers will elect a Chairperson for each committee each year, the committee chair will then elect 2 members to the committee for the given term. The committees are responsible for setting objectives and will develop a plan to carry out the objectives and will then submit a final report to the officers each year.



## Memorandum of Understanding

Between



**Pillai Institute of Information Technology**

&



**American Society for Quality India Pvt. Ltd. (ASQ India)**

1. American Society for Quality India Pvt. Ltd., 325, 3<sup>rd</sup> Floor, DLF Tower B, Jasola District Centre, New Delhi – 110025, India



## **Executive Summary**

This Memorandum of Understanding between The Pillai Institute of Information Technology (PIIT), Panvel and American Society for Quality India Pvt. Ltd. (ASQ India), 325, 3<sup>rd</sup> Floor, DLF Tower B, Jasola District Centre, New Delhi – 110025, India, a fully owned subsidiary of American Society for Quality, envisages a collaboration with the following potential benefits:

### **For students and faculty**

- Exposure to the global best practices that will bridge the industry skill gap making students more relevant to industry with better chances of placement in India as well as abroad.
- Provision of ASQ programs that will impart critical thinking and problem solving abilities to students that will be valued in both industry as well as research.
- Many unique opportunities for industry-academia interface -Most Fortune 100 companies are its members, including large Indian companies - bringing greater credibility and access to students. The Local Member Community (LMC) of ASQ India, will facilitate this interface.
- Establishment of student chapters-mentored by industry experts- will give students more direct exposure to ideas of systems thinking and continuous improvement.
- Access to ASQ's extensive body of knowledge (BOK) including numerous articles, books, case studies and magazines built up over a period of over 60 years, which will help enrich project work and research.

### **For the Institute**

- Alignment of The PIIT, with world class best practices of leading US institutions, using the US Baldrige Performance Excellence model for educational excellence.
- The Baldrige framework will help the Institute to align its various initiatives around a central program for institutional excellence, which can help it become internationally known and rated among the best in the world.
- Participate in conferences or visits to gain direct exposure to best practices in other leading academic institutions.

In entering into an MOU with ASQ India, as envisaged here, the Institute will join a group of forward thinking and globally aspiring institutions who are proactively seeking new learning, and taking up new challenges to take their institutions to the next level of performance. Other academic entities who have entered into alliance with ASQ in India include IIT- Delhi, IIT (BHU), AFMC - Pune, Great Lakes Institute of Management- Chennai, Manav Rachna Educational Institutions - Faridabad, ITM University– Gurgaon and Thapar University - Patiala.



## Introduction

The **American Society for Quality India Pvt. Limited (ASQ India)** is a 100% owned subsidiary of **ASQ Inc (USA)** which is a not for profit organization. It has earned the reputation as the world's leading brand in quality and offers knowledge portfolio through its membership, certification and education programs. It was established in 1946 ([www.asq.org](http://www.asq.org)). ASQ is a global organization and has impacted the quality movement in many of the leading countries in the world. Through its legacy of leading thought leaders, it has pioneered the quality movement by defining and shaping the body of knowledge (BoK) of quality and its related disciplines and provides a very rich knowledge base through its knowledge center containing the global best practices, majority of FORTUNE 500 companies are customers of ASQ. It also administers the prestigious Malcolm Baldrige National Quality program in USA which is the highest recognition of quality and organizational excellence given by federal government of USA.

**Pillai's Institute of Information Technology, Engineering, Media Studies and Research** is an engineering college in New Panvel, Navi Mumbai, Maharashtra, [India](#). It is commonly referred to as **PIITEMSR** also as **PIIT**, also as **PIITE**.

It is affiliated to the University of Mumbai. The college was founded in 2000 and is recognized by the All India Council for Technical Education (AICTE), Government of India.

PIITEMSR offers a four year Bachelor of Engineering (B.E) courses in Computer, Information Technology, Electronics and Telecommunication, Mechanical Engineering, Automobile Engineering, and Electronics Engineering streams. In addition, it offers a two-year masters degree (M. E.) courses in Electronics, Mechanical (CAD/CAM&ROBOTICS), Mechanical (Thermal Engineering) and Computer engineering, Information Technology.

## Strategic intent

The intent of this Memorandum of Agreement (MOU) between the ASQ India and PIIT is to outline the way in which the two parties will be able to utilize ASQ's BoK related portfolio for advancement of new knowledge and practices for the benefit of community of PIIT in engineering and management sciences as well benefit as executives working in the industries and government through continuing education at various levels related to application of the principles of system sciences based on validated best practices of leading global organizations for achieving both personal and organizational excellence. This MOU shall refer henceforth to the arrangement between ASQ India and PIIT as the "Alliance."

Both ASQ India and PIIT propose to enter into an alliance through this MOU to promote a common mission to pioneer a movement in the improvement of the education systems in India and act as role models in establishing a





strong academia-industry interface. The common objective is to create the quality culture by exposing students early to the concepts, methodologies and tools for adopting a disciplined and systemic approach to problem solving which is missing in today's community of technical and management professionals in most cases.

The programs would be designed and delivered jointly by ASQ India and PIIT based on basic principles, expertise of PIIT faculty and the globally recognized and universally accepted Body of Knowledge (BoK) of ASQ which is the pioneer in thought leadership for TQM practices globally. It would be suitably customized and adapted to Indian cultural context for effectiveness in the learning process. The effectiveness of such programs would be enhanced by leveraging complementary capabilities of ASQ India and PIIT. The focus would be to build next level of improvement in the quality of professional education.

### **Framework of scope, roles & responsibilities**

To provide an operating framework to this agreement the following MOU has been agreed upon in **Aug, 2015**:

1. The scope of this alliance would cover activities related to
  - a. Community development through ASQ student chapters, special training / certificate programs for PIIT students which would enhance their employability potential.
  - b. Competency development of industry professionals / government executives with emphasis on problem solving methods through participation in the Engineering program, research activities and specialized courses.
  - c. Advocacy through joint conferences and seminars depending on the availability and bandwidth of human resources at both ends, including faculty and professionals.
2. This alliance is non exclusive and would not prohibit either of the alliance partners to enter into other alliances that do not conflict with the objectives of this alliance. The alliance would involve jointly agreed research and business excellence programs. The programs will focus on quality, reliability and operations and will emphasize quantitative methods to leverage the core competency of PIIT faculty. However for stand-alone requirements, which do not involve ASQ India and PIIT the respective organizations would be free to pursue opportunities independently.
3. This alliance does not commit any financial liability on either side. PIIT at its option may upgrade this relationship to become an Organizational Member of ASQ by paying an annual Membership fee, and will then be entitled to a host of additional benefits listed on our website. ASQ membership would also strengthen the institutional linkage of PIIT with ASQ which would also benefit PIIT in branding and promote its brand visibility among ASQ's vast network of members both organizational and professional across the globe. The benefits include:
  - a. Complete access to ASQ's knowledge center digital library.
  - b. ASQ's Quality Progress (QP) digital content of past 10 years.
  - c. Current ASQ's QP magazine.
  - d. Brand support.
  - e. Networking with ASQ's corporate members.
  - f. A set of ASQ's main BoK related books for PIIT's library.





4. Students of PIIT would be welcome to become student members of ASQ at an annual student membership fee.

\*Any other point not covered within the above framework would be mutually discussed for arriving at an appropriate decision based on consensus.

### **Governance and management of alliance**

The program will be reviewed after delivery of each program through a feedback form. ASQ India and PIIT will mutually evaluate objectively the structure of the program. To maintain focus on fulfillment of its objectives:

1. An alliance steering council comprising of 2 nominees from either side whose prime responsibilities would be:
  - Set objectives and frame strategy & operating plans for the alliance.
  - Resource the alliance adequately.
  - Review progress.
  - Accountable for success of the alliance in meeting its objectives.
2. One alliance champion from either end that would have prime responsibility to focus on all tactical aspects and day to day operations & include:
  - Identifying opportunities
  - Joint Product development
  - Marketing
  - Competitive assessment
  - Delivery and meeting student satisfaction
  - Escalating issues & focusing matters for resolution to the alliance council

It is proposed that the alliance steering council (ASC) meets once every three months virtually or in presence to review progress & ensure proper focus and resources. From ASQ India, Ciby James, Director, ASQ would be the alliance Champion and PIIT would be represented by Prof. R.C. Prasad or any other nominee from PIIT. Both of them would be part of steering council with an additional management nominee from both sides.

### **Brand compliances**

Compliances to branding policies of both organizations involved in this MOU would be followed and all branding matters would be mutually discussed and cleared before any branding is done by either organization.

### **Protection of Intellectual property**

Both PIIT and ASQ India will ensure the protection at all times of the Intellectual Property of ASQ, whether or not registered or registerable in any country, including Intellectual Property of kinds coming into existence after today; and including among others, patents, trademarks, unregistered marks, designs, copyrights, software, domain names, discoveries, creations and inventions, so far only as they are applicable to the products and services under consideration.



### Confidentiality

1. The parties are aware that in the course of their conduct under this agreement, they will each have access to and be entrusted with Confidential Information of the other.
2. Confidential Information and IPR related documents shared between ASQ India and PIIT can only be shared on mutual agreement.
3. At all times before and after the termination of this agreement, ASQ India and PIIT will not use the Confidential Information and IPR documents of either party for any purpose other than the performance of the obligations under this agreement.

### Validity of the relationship

The framework of the agreement would be initially valid for a period of three year & would be renewed after mutual review of progress. This agreement can be extended by means of an addendum referring to this agreement as the base agreement to set the revised period and terms if any. Annexure-A provides broad guidelines for the first block of three years. A Similar set of guidelines will accompany the MoU at every renewal.

### Termination clause

The MOU can be terminated from either end, with 60 days prior notice based on mutual consensus on completion of pending engagements and fulfillment of all commercial obligations.

### Non compete / Non conflict/ Engagement protocols

PIIT and ASQ India agree not to mutually compete or conflict for each other's resources and follow an engagement protocol that is ethical and professional during the delivery of the programs covered under this MOU.

Authorized signatory:

**PRINCIPAL**

....., PIIIT, Panvel  
PILLAI'S INSTITUTE OF INFORMATION TECHNOLOGY  
ENGINEERING MEDIA STUDIES & RESEARCH

Date: 01/10/2015  
Place: New Panvel  
Witness:   
Arun S. Pillai

Witness:

..... PIIT, Panvel



Date: 12/10/2015  
Place: New Delhi

....., ASQ India.  
Rajat B S Rawat



## Annexure – A

The annexure provides guidelines for the first block of three years. It envisages a clear emphasis on making an impact on students, faculty and industry through this collaboration between ASQ and PIIT.

1. **Program :** The programs will be built around the following three pillars:

1) **Student Knowledge of Quality Improvement: The alliance envisages an PIIT student chapter of ASQ with the following broad set of activities:**

- a) **Invited talks:** The student PIIT chapter leadership will continuously strive to get relevant and quality speakers for course-based and general talks, thus enhancing course-work and giving the PIIT community a wider exposure to the industry. ASQ Member community will actively facilitate the process.
- b) **Industry Exposure/Practical Training:** Students, in collaboration with ASQ will provide a platform where potential employers (through ASQ's contact) and motivated students will be able to meet each other for practical training in the industry, thus creating relevant and quality industry exposure to students.
- c) **Annual Conferences:** The chapter may host an annual conference where the PIIT community (students and faculty) will showcase their projects and research, and also relevant talent and sincerity will be recognized and rewarded.

2) **Teaching Quality Enhancement**

- a) **Case Study:** The alliance will seek to develop a structure, mechanism and database of case studies in the area of quality, reliability and operations. The case studies will be relevant to India and will be the first such institutionalized attempt to create India-centric case studies. In academic programs of IE and allied areas, such case studies will significantly enhance the quality and relevance of teaching, at the same time fostering high motivation levels among students.
- b) **Curriculum Enhancement:** The alliance will participate in a continuous process of curriculum enhancement in the domain of IE. ASQ will facilitate the participation of industry in the process, and PIIT will provide inputs on making it more rigorous. The emerging curriculum will thus be relevant, sound and at par with some of the best universities across the world.

3) **Training and Consultancy:** To leverage the opportunities for industry and academic collaboration, as well as to foster business excellence among the industry, the alliance proposes to explore joint training and consultancy, in the following paradigm:

- a) **Provide training programs to industry** on the subject of quality, TQM, performance optimization, reliability etc. Subject to the availability and bandwidth of faculty members, follow-up mentoring for the training participants is envisaged, which can be viewed as consultancy. In this follow-up, interested industry can nominate relevant professionals to work with PIIT faculty in solving crucial operational problems through regular mentoring in the form of specialized in-person sessions, or participation in existing courses. Other joint activities in this category can be taken up depending on the availability and bandwidth of faculty members at PIIT.
- b) **PIIT faculty (research and teaching) gain by exposure to industry thus leading to better class room teaching and more industry relevant UG/PG projects and the industry benefits from the expertise of PIIT faculty. PIIT faculty shall encourage the dissemination of ASQ BoK by way of institutional subscription and visibility on faculty web pages.**