ISO 9001: 2008 for an educational institute (V.N.BIMS)

What is ISO?

ISO (International Organization for Standardization) is a worldwide federation of national standards bodies, at present comprising 140 members, one in each country. The object of ISO is to promote the development of standardization and related activities in the world with a view to facilitating international exchange of goods and services, and to developing cooperation in the spheres of intellectual, scientific, technological and economic activity. The results of ISO technical work are published as International Standards. In brief words: -

- The official title for the **International Organization for Standardization**
- It is derived from the Greek isos, meaning-"equal", which is the root of the prefix "iso".
- Whatever the country, whatever the language, we are always ISO. This is the meaning.

ISO Background:
- The ISO story began in 1946 when delegates from 25 countries met at the Institute of Civil Engineers in London and decided to create a new international organization 'to facilitate the international coordination and unification of industrial standards'.
- In February 1947 the new organization, ISO, officially began operations.
- Since then, they have published over 19500 International Standards covering almost all aspects of technology and manufacturing.
- Today they have members from 165 countries and 3368 technical bodies to take care of standard development.
- More than 150 people work full time for ISO's Central Secretariat in Geneva, Switzerland.

The ISO Mission

To develop and promote common standards worldwide to foster the international exchange of goods and services.

What are ISO standards?

A standard is a document that provides requirements, specifications, guidelines or characteristics that can be used consistently to ensure that materials, products, processes and services are fit for their purpose. ISO published over 19500 International Standards that can be purchased from the ISO store or from their members. Some of the popular standards are:

ISO 9000-Quality management: - Make sure your products and services meet customers' needs with this family of standards.
ISO 14000-Environmental management: - Improve your environmental performance with this family of standards.
ISO 3166 - Country codes: - Avoid confusion when referring to countries and their subdivisions with this standard.

ISO 22000 - Food safety management: - Inspire confidence in your food products with this family of standards.

ISO 26000 - Social responsibility: - Help your organization to operate in a socially responsible way with this standard.

ISO 50001 - Energy management: - Make energy savings and help make your organization more efficient with this standard.

What is ISO 9000 family?

The ISO 9000 family of standards represents an international consensus on good management practices with the aim of ensuring that the organization can time and time again deliver the product or services that meet the client's quality requirements. These good practices have been distilled into a set of standardized requirements for a quality management system, regardless of what your organization does, its size, or whether it is in the private, or public sector.   The family of ISO 9000 standards has been developed by ISO and it is made up of four core standards:

    a) **ISO 9000:2005** – Fundamentals and Vocabulary
    b) **ISO 9001:2008** – Quality Management Systems – Requirements
    c) **ISO 9004:2009**– Quality Management Systems – Guidelines for performance improvements
    d) **ISO 19011: 2011** – Guidelines for quality and/or environmental management systems auditing

What is ISO 9001:2008?

ISO 9001:2008 sets out the criteria for a quality management system and is the only standard in the family that can be certified to (although this is not a requirement). It can be used by any organization, large or small, regardless of its field of activity. In fact ISO over one million companies and organizations in over 170 countries implement 9001:2008.

This standard is based on a number of quality management principles including a strong customer focus, the motivation and implication of top management, the process approach and continual improvement. Using ISO 9001:2008 helps ensure that customers get consistent, good quality products and services, which in turn bring many business benefits.

Why should a company pursue ISO 9001 registration?

Companies are showing a commitment to quality through ISO 9001:2008 registration. Registration helps companies achieve the following:

Ensures that a company has a quality management system in place and is using that system.

- Provides the foundation for a total quality management program.
- Creates a competitive edge.
- Provides access to additional markets because increasing numbers of purchasers are looking for suppliers who are registered.
- Increases customer confidence that your company has a sound quality management system in place.
- Protects existing markets. If one of your customers were to require ISO 9001 registration from all suppliers, that requirement would already be met and the existing relationship not affected.
- Reduce the number of customers' supplier audits. ISO 9001 gives the benefit of an objective, third - party evaluation of the quality management system.

Irwin Publishing (now part of McGraw-Hill Companies) completed a survey to which 1,880 ISO 9001 certified companies responded. The companies were questioned on their most significant external benefit realized from certification. These were the results:

External Benefit	Percentage of companies
Higher Perceived Quality	47%
Competitive Advantage	21%
Reduced Customer Quality Audits	18%
Improved Customer Demand	6%
Increased Market Share	4%
Other	4%

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Since, companies that have obtained registration have an image of better quality with current and potential customers, market your registration!

Even before obtaining registration, let your customers know that you are working on it. If possible, wait to order printed materials until after certification. Then, put the registrar logo and "ISO 9001 Certified" on letterhead, shipping labels, invoices, business cards, and sales literature. Have stickers made to add to any existing literature.

In that same Irwin Publishing/ McGraw-Hill survey, the companies responded that their most significant internal benefit realized was:

Internal Benefit	Percentage of companies
Better documentation	50%
Greater quality awareness by employees	26%
Increased operational efficiency / productivity	9%
Enhanced Intercompany communications	8%
Reduced scrap / rework	4%
Other	3%

Since 50% of the companies said they had improved documentation, use ISO 9001 as an opportunity to improve your company's documentation. Good documentation is key to improving operations, solving problems and staying efficient.

ISO 9001 will also result in greater quality awareness among your employees. Involve

employees, and implementation and subsequent surveillance audits will be easier.

Use an internal marketing effort with your employees. Generate enthusiasm with the company newsletter, promotional coffee cups, key rings, bulletin boards, enclosures with paychecks, or a display case of finished customer products.
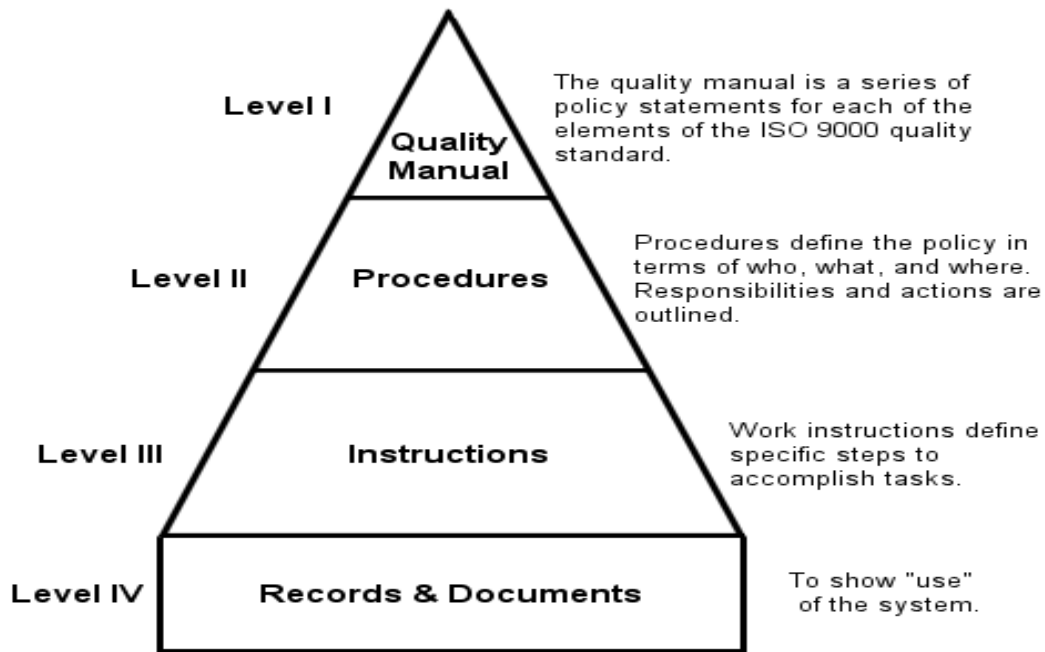
Steps to implement ISO 9000?

Use the following ISO 9001 process steps to develop and document the procedure for each of the ISO 9001:2008 sections.

1. Identify the people who need to be involved, including a project (element or section) leader.
2. Review or formulate the element/section policy statement (give each of the sections a policy statement).
3. Gather all existing, relevant paperwork, such as, data, forms, tags (project leader arranges for this to be done prior to the group meeting).
4. Flowchart the existing process, using the paperwork to help identify the steps.
5. Assess the process to the company's needs.
6. Assess the process to ISO 9001 requirements.
7. Complete a draft of the procedure and review / revise to create a synthesis of company needs and ISO 9001 requirements.
8. Complete a smooth draft of all documentation.
9. Obtain appropriate internal approval.
10. Release the approved documentation (as outlined in your Documentation procedure).
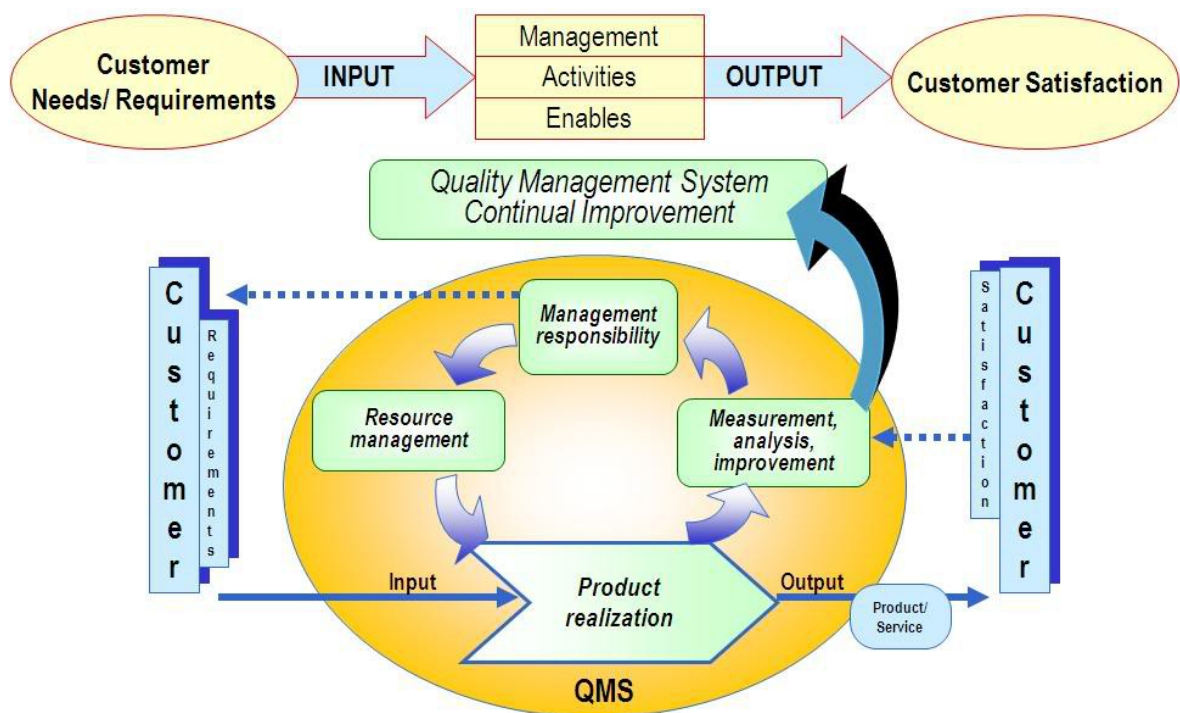11. Implement (educate the people involved in the process).

12. Begin Internal Auditing (utilize Corrective and Preventive Action as appropriate).

Begin Internal Auditing (utilize Corrective and Preventive Action as appropriate).

An example of the ISO 9001:2008 documentation structure

Level I	Quality Manual	The quality manual is a series of policy statements for each of the elements of the ISO 9000 quality standard.
Level II	Procedures	Procedures define the policy in terms of who, what, and where. Responsibilities and actions are outlined.
Level III	Instructions	Work instructions define specific steps to accomplish tasks.
Level IV	Records & Documents	To show "use" of the system.

Basic Process model of ISO

Basic principles of ISO 9001 Quality

1 Focus on customers.
A successful organization does this. It's critical to understand what your customers want, what they need and meet their requirements. You also need to have ways of keeping in touch with how they perceive your performance, i.e. how well they (*not you!*) think you have met their requirements.

2 Provide Leadership
Leaders provide clear direction to an organization, pointing the way and being clear about its purpose (or mission/vision/whatever-you-call-it). They should encourage and develop a culture and environment in which people do what needs to be done to satisfy customers. Leadership isn't telling or directing people, it is *leading* them. And the culture required is one that goes beyond just 'doing the work' to underpinning how people think and talk and behave: the culture of the organization.

3 Involve people at all levels The most effective way to achieve quality is by involving people across *all* levels of the organization. Everyone contributes to the success (or otherwise) of an organization and has a part to play in it, as well as a responsibility for quality. Whether the word quality appears in their job title is quite immaterial.

4 Take a process approach
Efficiency is better achieved when things are managed as *processes,* rather than as individual tasks or separate departments. A process is a sequence of related activities, organized to achieve a particular purpose.

To apply a process approach means that you first decide what you plan to do (eg, provide a particular service/create a particular widget), and then work out what processes you need in order to provide that service/create that widget. For example, you have to decide what the tasks are, how and where they relate, what resources and inputs you need, and how to do things in order to arrive at the result you want.

5 Adopt a systems approach to management
This means understanding what a management system is, its various parts and how you want it to work. It also means having consistent ways to do and manage things, rather than ad hoc 'making it up' and/or just being reactive.

6 Continually improve Always aim to do better. Make improving what you do or make a permanent objective.

7 Make decisions based on facts Use suitable information / facts / data when making decisions -- as opposed to opinions, feelings, knee jerk responses, snap reactions, 'gut instinct' etc. To do this, you need to decide first what data you will need, collect it, and analyze/review it.

8 Aim for relationships with suppliers that are of mutual benefit.
An organization and its suppliers depend on each other. Work with your suppliers wherever possible, so that you can both benefit.

If you do plan to get certification to the Standard, it's definitely worth spending a bit of time on these principles. I know some of them sound a little abstract, but they underpin the whole Standard and its requirements.   If you can, think about how they apply in your organization, and examples of them in use.

ISO Structure:
Four major sections are:

> ➢ Management Responsibility

- ➤ Resource Management
- ➤ Product Realisation
- ➤ Measurement, Analysis and Improvement.

These are divided into 21 elements

Management Responsibility

1. Management commitment
2. Customer focus
3. Quality policy
4. Planning
5. Administration
6. Management review

Resource Management

7. Provision of resources
8. Human resources
9. Facilities
10. Work environment

Product Realisation

11. Planning of realisation processes
12. Customer-related processes
13. Design and/or development
14. Purchasing
15. Production and service operations
16. Control of measuring and monitoring Equipment

Measurement, Analysis and Improvement

17. Planning
18. Measurement and monitoring
19. Control of nonconformity
20. Analysis of data
21. Improvement

The Process Approach to implement ISO 9001:2008

The concept of the management system as a series of interconnected processes whereby customer requirements and associated external requirements such as statutory, product, health and safety or environmental specifications or needs, are integrated to provide a stable methodology for the creation of customer satisfaction is the practical application of the 'Plan — Do — Check — Act' cycle variously known as the Shewart, Deming or human activity cycle. Diagram given below shows how ISO 9001 activities reflect the PDCA model, and is shown on the following page.
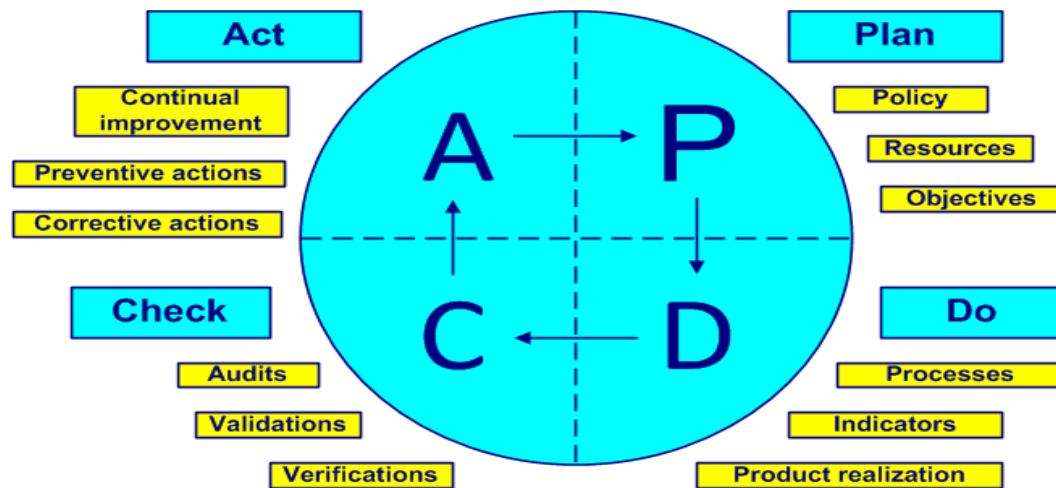
Certification

ISO does not certify organizations itself. Numerous certification bodies exist, which audit organizations and, upon success, issue ISO 9001 compliance certificates. Although commonly referred to as "ISO 9000" certification, the actual standard to which an organization's quality management system can be certified is ISO 9001:2008. Many countries have formed accreditation bodies to authorize ("accredit") the certification bodies. Both the accreditation bodies and the certification bodies charge fees for their services. The various accreditation bodies have mutual agreements with each other to ensure that certificates issued by one of the accredited certification bodies (CB) are accepted worldwide. Certification bodies themselves operate under another quality standard, ISO/IEC 17021, while accreditation bodies operate under ISO/IEC 17011.

An organization applying for ISO 9001 certification is audited based on an extensive sample of its sites, functions, products, services and processes. The auditor presents a list of problems (defined as "nonconformities", "observations", or "opportunities for improvement") to management. If there are no major nonconformities, the certification body will issue a certificate. Where major nonconformities are identified, the organization will present an improvement plan to the certification body (e.g., corrective action reports showing how the problems will be resolved); once the certification body is satisfied that the organization has carried out sufficient corrective action, it will issue a certificate. The certificate is limited by a certain scope (e.g., production of golf balls) and will display the addresses to which the certificate refers.

An ISO 9001 certificate is not a once-and-for-all award, but must be renewed at regular intervals recommended by the certification body, usually once every three years. There are no grades of competence within ISO 9001: either a company is certified (meaning that it is committed to the method and model of quality management described in the standard) or it is not. In this respect, ISO 9001 certification contrasts with measurement-based quality systems.

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Key Benefits of ISO 9001:2008

What it does:
- Establishes and streamlines processes through complete documentation
- Improves and establishes training processes
- Defines roles and responsibilities
- Greatly increases operational efficiency
- Increases ability to troubleshoot
- Develops and builds relationships that help to retain existing customers
- Provides advantages over competitors that aren't certified ISO 9001:2008
- Builds opportunities for global commerce with international recognition
- Improves customer relations
  - Improves relationships with suppliers due to clear, concise production standards. Provides basis for consistent and fact-based decision making
- Carefully planned improvements, based on documentation and analysis
- Provides for regular audits/reviews of performance

Benefits:
- Increases productivity· Maximizes quality
- Increases revenue· Improves employee morale and satisfaction
- Saves time and money
  - Enhances ability to attract new customers that have adopted requirements for certification
- Improves accountability of management
  - Increases employees' understanding of their roles in success of their work and the company
- Creates greater motivation and dedication

Key Learning Points observed in the study:

We observed the needs, procedure of implementation of ISO 9001:2008 and benefits for the educational institute Dr. V.N.BRIMS located in Chendani Bunder Road, Thane (W) - 400601, Thane, Maharashtra 400610.

The observation was the need for the organization to go for ISO certification was to maintain and improve the quality of service they provide.

For implementing the process approach of the institute was Plan-Do-Check-Act. The details are reserved with the institute. Hence, cant disclose.

Benefits of the ISO implementation were limited. It helped them to improve their internal environment.

The suggestions for the Institute from our study

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We suggest the institute to implement **ISO 26000:2010.**

ISO 26000:2010 provides guidance rather than requirements, **so it cannot be certified to unlike some other well-known ISO standards**. Instead, it helps clarify what social responsibility is, helps businesses and organizations translate principles into effective actions and shares best practices relating to social responsibility, globally. It is aimed at all types of organizations regardless of their activity, size or location.

The standard was launched in 2010 following five years of negotiations between many different stakeholders across the world. Representatives from government, NGOs, industry, consumer groups and labor organizations around the world were involved in its development, which means it represents an international consensus.

The reasons for suggestion are – Institute is already involved in CSR (Corporate Social Responsibilities) activities. Hence, ease of implementation is there.

Also, it might help to increase the Brand Value of the Institute

Project Submitted by

B47	Sadhye Tushar
B48	Sakpal Sonali
B49	Shejwal Ashwini
B50	Singh Ankur
B51	Sonawadekar Sayali
B52	Vaidya Saili
B53	Wadekar Svapnali
B54	Waje Jitendra
B55	Watve Nikita
B56	Pawar Sandeep

Thank you

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