

'Quality norms to be stricter in future'

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CALCUTTA, Aug. 11. — Companies must demolish several sacred cows to compete with each other as they realise that excessive dependence on core competencies has made them genetically blind, according to Dr Madhav Mehra of the Institute of Directors.

He told a seminar here recently, attended by 30 senior executives of such firms as Hindustan Lever, Exide and Indal among others, that core competencies will in future give way to diversification using the skills of organisations that learn from the environment.

He predicted that certification to quality management standards such as ISO 9000 will lose its edge as nearly all companies get certified.

Yet companies would have to demonstrate their commitment to environment and vibrancy or "greenness" by going for audits and certification that are far more stringent than the current ISO 1400 standards.

Companies will have to "reinvent the industry" in which they operate, Dr Mehra said. Organisations of the future will have to be entrepreneurially focussed smaller firms with team-based flat structures concentrating on one section of the niche market, he added.

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