



The Voice of Quality

Elevate your Standards: How and why you should participate in the National Quality Awards in 2024

22nd August 2024

NQAT Webinar Series

Presented by **Mr. Safari Fungo**, an expert in International Trade and Quality Infrastructure, a seasonal Quality Award Winner

AGENDA

1. Benefits of participating in Quality Awards
2. The process of participating in Quality Awards
3. Awards Category
4. Application link
5. Terms and Conditions of the Awards
6. Quality Award Assessment Process
7. The process of judging
8. What The Judges Are Looking For?
9. Tips for preparation for entry
10. Further support from NQAT on shaping your entry



BENEFITS FOR APPLICANTS

National Quality Awards

1. Recognition and Prestige.
2. Benchmarking and Feedback.
3. Customer Confidence.
4. Employee Morale.
5. Marketing and Publicity.
6. Investment Attraction.



BENEFITS FOR PARTICIPATING IN THE AWARDS AT REGIONAL LEVEL

EAC & SADC Regional Awards

1. Regional Visibility.
2. Networking Opportunities.
3. Market Expansion.
4. Competitive Advantage.
5. Cultural and Knowledge Exchange.
6. Policy Influence.



THE PROCESS OF PARTICIPATION IN QUALITY AWARD

Review the criteria

Select your category or categories

Compile your evidence

Complete your application form and send to organizer

Find out if you are a finalist

If not, receive general feedback to help you (submit a better entry in 2025)

If you're a finalist, you'll be invited in the awarding ceremony and if you will be a winner your entry will be submitted to EAC & SADC Quality Award Competition



QUALITY AWARDS CATEGORIES

- **Category 1:** Best Company of the Year
- **Category 2:** Best Product of the Year
- **Category 3:** Best Service Provider of the Year
- **Category 4:** Best Exporter of the Year
- **Category 5:** Individual Award to a person who has contributed to quality Infrastructure



Category 1: Best Company of the Year

Four Awards:

- One to an SME and the other to an LE that has consistently implemented **quality principles** and one for the second in each category.

Qualification Criteria:

1. How does the enterprise utilise quality principles to improve quality of its products, services, processes, or operations?
2. How does the enterprise **benefit** from the improvement of the quality of products, services and operations?
3. What business opportunities are being created through the enterprise's quality efforts?



Category 2: Best Product of the Year

Four Awards:

- One is awarded to an **SME product** and another to an **LE Product** that best reflects excellent compliance with quality standards. The other go to the runner-up in each category.

Qualification Criteria:

1. How does the enterprise ensure the best quality product to customers?
2. How does the enterprise utilise quality in its product labelling, packaging, promotion and marketing, in a way that maximises quality improvement efforts?
3. What quality control and customer feedback mechanisms does it have in place to improve quality?
4. How does the enterprise and the community benefit from the excellent compliance of its product and production systems with quality principles and environmental sustainability?



*Best
Product*

Category 3: Best Service Provider of the Year

Four Awards:

- One is awarded to an SME and another LE that has made significant progress in delivering excellent quality service in line with international standards and best practices+ two for the second place.

Qualification Criteria:

1. How does the company/organisation ensure the best quality service to customers?
2. What quality control and customer feedback mechanisms are in place to ensure continual improvement of the quality of service?
3. How does the company utilise quality in promotion and marketing of its services?
4. How does the company the community benefit as a result of commitment to quality (company growth, employment creation)?



Category 4: Best Exporter of the Year

Four Awards:

- One to an SME and another to an LE that has made significant progress in starting, expanding exports to new markets or widening its market share as a result of introducing quality in the company. The other two awards are given to the second in each category.

Qualification Criteria:

- Is the company/organization a new exporter or an exporter who is expanding or expanding exports as a result of quality improvement?
- How does the company/organization utilize quality to increase export potential?
- What opportunities are being created or expanded through the company/organization's export activities?



CATEGORY 5: INDIVIDUAL AWARD TO A PERSON WHO HAS CONTRIBUTED TO SQAM

This award is given to an individual that has made significant input into National (SQAM) - Standards, Quality Assurance, Accreditation and Metrology efforts that contributed to the improvement of National Quality Infrastructures.



Tanzania

Apply now for the 2024 National Quality Awards

Get recognition for your
contributions to the culture of
continuous improvement

Apply by 31 August | Tanzania



If you a Tanzanian small
or Larger business,
producer, institution or
individual driving
innovation and quality.
Don't forget to apply for
the 2024 National Quality
Awards!

Find more information in
the link hereunder

<https://bit.ly/3Mfr4cj>



TERMS AND CONDITIONS OF ENTRY

1. The closing date for entries is **31st August, 2024 at 23:59 hrs.**
2. Entries submitted after this deadline will not be accepted.
3. Companies / organizations may enter as many categories as they wish.
4. Only entries sent to the addresses stipulated in this entry form will be accepted For consideration.
5. All entries become and remain the property of the national competition organizers in the case of the member country level competition; and the National Quality Awards Secretariat in the case of entries forwarded to the regional level competition, and will not be returned to the entrant
6. Entrants should not disclose any confidential or price-sensitive information, as the confidentiality of such information cannot be guaranteed.
7. Entry is open only to companies registered in Tanzania. The decision of the adjudicating panel is final. No correspondence will be entered into after the selection of the winners. National Quality Awards Secretariat via it's appointed judges reserves the right to determine the winners at its sole discretion, and is not obliged to divulge entrants 'scores or any other judging information.
8. The granting of an award to an entrant is subject to the company/organization making available a senior representative to attend the awards ceremony which will be held on 08th November, 2024 during World Quality Day Celebrations
9. National Quality Awards Committee reserves the rights to withdraw an award from an entrant in the case of non-attendance.
10. Submit your application through the email: qualityawards@tbs.go.tz



**KNOW
THE RULES**

Quality Award Assessment Process

Dissemination of criteria for expression of interest

Pre-qualification process of applicants (Winners at National level)

Establish Assessment team of experts & Execution of assessment

Data analysis and Draft Report by Assessment team

Team of experts validate and recommend winners

Feedback to the competitors – Corrective actions

Awarding of Quality Award by Selected Personalities



THE PROCESS OF JUDGING

1. Normally the process involved panel of judges with at least one/two subject matter experts.
2. Individual assessment and marking of applications.
3. Consensus meeting and selection of two to four finalists.
4. Panel of judges comprised of the subject matter expert and Chief Judge might make physical visit or interview of finalists to reach decision.
5. Decision on winner.



WHAT THE JUDGES ARE LOOKING FOR?

- **Details of how a candidate meets the criteria for the award** - Read the criteria carefully.
- **A coherent story, not five separate small stories** - Work out your red thread.
- **Balance between the questions** - Answer them all.
- **Think about how you allocate your text** - All questions have specific points for your approach.
- **Make sure that you have evidence for everything in your approach**
 - Tell them what the evidence is and give real data.
- **Use the slides to give them more insight** - Think about how your slides add to your story and can add to your marks.
- **They must be readable and not link to other data on the Internet** - Consistency in your approach
- **There might be an interview/site visit to verify your submission, stick to your story, it should not be a different story**



WHAT HAPPENS IF YOU ARE A FINALIST

1. You might be invited to an interview and can include other people
2. Your name will be mentioned at the awards ceremony
3. You will be highlighted in the awards brochure and on the host and partners website
4. If you win, you will be invited to collect your award on the main stage
5. They might interview or film you at the awards event
6. You may be profiled in a case study
7. You might receive personalized feedback from the judges



TIPS ON HOW TO PREPARE YOUR NATIONAL QUALITY AWARDS ENTRIES

- A. Link your achievements to the category criteria.
- B. Each category has specific questions and requirements. Make sure your entry is structured to respond to these.
- C. Use visuals liberally in your entry.
- D. The judges are busy and pressed for time. They want to do justice to your entry, but they don't have all day. They're looking for winners, and don't have time to digest irrelevant information in your submission. Help them by using visuals in your entry. These could include photographs of activities, charts of your strategy or pictures of products carrying the logo.
- E. Emphasize the impact of your activities.
- F. Everything your organization does has a wider community impact. Show how your employment affects people. Show how you create opportunities through your supply chain.
- G. Benefits associated with awards.



Further support from NQAT on shaping your entry

The screenshot shows a web browser at the URL forum.tqa.or.tz/sub/category/national-quality-awards-competition-2024/13. The page features a blue header with the NQAT logo, a search bar, and navigation links for Home, All Topics, Contact, and a Login button. A left sidebar lists various forum categories such as Tanzania Customer Satisfaction, Tanzania's National Quality Awards, and Quality Assurance Certification. The main content area displays a post titled "Elevate your standards: how and why you should apply National Quality Awards" by Muksin Nassoro, posted 4 days ago. The post text mentions the National Quality Awards Competition Season 5, organized under the Ministry of Industry and Trade, with an application deadline of August 31, 2024. The post has 79 views and 1 comment. On the right, there is a "JOIN OUR COMMUNITY" banner with a "Registration Now" button and a "Statistics" section showing 9 forums, 7 categories, 13 sub-categories, and 5 topics.

The National Quality Association of Tanzania (NQAT) provides additional resources and support for those interested in participating in the National Quality Award Competition season 5 in 2024. They have established a dedicated forum on their [TZ Quality Connect Platform](http://forum.tqa.or.tz) accessed via forum.tqa.or.tz where you can ask questions, comment, view, and engage with others about the competition. Additionally, they have opened a dedicated telephone line (+255 758 441 659) to respond to various inquiries from prospective participants. For further assistance, you can also reach out via email at info@tqa.or.tz.

WISHING YOU ALL THE BEST.

THANK YOU FOR YOUR TIME!