

	Om Industrial Consultant
	ZED Overview

ZED (Zero Defect Zero Effect) – Overview

ZED is more than a certification — it is a commitment to **excellence, credibility, and responsibility**. It inspires organizations to dream bigger, work smarter, and create products that reflect India's global potential.

The ZED framework strengthens MSMEs by ensuring:

- Zero Defect mindset for **world-class quality**
- Zero Effect culture for **sustainable and responsible operations**
- Improved productivity, process discipline, and system maturity
- Enhanced trust with customers, employees, and markets

ZED has three progressive levels — **Bronze, Silver, and Gold** — each taking the organization to a higher level of operational excellence.

ZED Bronze Certification – Foundation Level

What It Represents

A strong start toward disciplined processes, compliance, and basic maturity of quality systems.

Key Criteria

- Basic quality procedures
- Safety & statutory compliance
- Documentation discipline
- Early steps in waste & energy management
- Risk awareness & mitigation

Benefits of Bronze Certification

- Clear foundation of processes
- Better customer confidence
- Reduction in defects & rework

Disclaimer

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- Access to MSME financial incentives
- Stability and discipline in operations

ZED Silver Certification – Intermediate Excellence Level

What It Represents

Enhanced maturity in process control, quality systems, and environmental responsibility.

Key Criteria

- Stable quality management system
- Strong process controls & documentation
- Regular internal audits
- Waste reduction projects
- Employee training & participation
- Customer complaint analysis & corrective actions

Benefits of Silver Certification

- Improved process stability & performance
- Reduction in rejection, waste, and downtime
- Enhanced customer trust & brand visibility
- Eligibility for **higher MSME financial support**, including:
 - **Up to ₹2–5 Lakhs subsidy** on ZED implementation
 - **Support for technology upgradation**
 - Subsidies for **lean, digital transformation & process automation** under MSME schemes
 - Preferential access in government tenders
- Improved productivity and morale across the workforce

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	ZED Overview

ZED Gold Certification – Advanced Excellence Level

What It Represents

The highest benchmark of excellence — a culture where quality, sustainability, and innovation flow naturally in every action.

Key Criteria

- Robust QMS & EMS systems
- Leadership-driven continuous improvement
- Advanced process capability
- Lean, Six Sigma & Industry 4.0 adoption
- Sustainability & ESG performance
- Strong supplier–customer integration
- World-class workplace systems

Benefits of Gold Certification

- Recognition as an **industry-leading benchmark**
- Significant improvement in profitability
- Strong market positioning with OEMs & export clients
- Culture of innovation and empowerment
- Access to **maximum MSME financial incentives**, including:
 - **Up to ₹7–10 Lakhs subsidy** under ZED scheme
 - Additional support for **technology, testing, automation, and tools**
 - Higher incentives for **green initiatives & renewable energy adoption**
 - Priority in govt procurement & global supply-chain approvals
- Inspires a world-class mindset across the organization

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Role & Value of Guidance from Naresh Nirban as Your ZED Consultant

(The word “hiring” is removed as requested. Focus is on your value, not the transaction.)

Naresh Nirban brings not just expertise — he brings **commitment, clarity, and a deep emotional investment** in the growth of every organization he works with. When he partners with a company, he stands with them like a **thinking coach, mentor, and transformation guide**, walking every step with them until excellence becomes their identity.

How Naresh Nirban Supports Your ZED Journey

1. Gap Assessment & Roadmap

He begins by understanding the heart of your processes. Every gap assessment is done with the intention of *awakening the hidden potential* of the organization.

2. System Building with Practical Implementation

He helps create and strengthen QMS documents, process controls, SOPs, and lean practices — all in a practical, factory-floor-friendly way.

3. Training & Culture Transformation

Through awareness sessions, coaching circles, and team engagement, he builds a mindset where people feel responsible, empowered, and proud of their work.

4. Audit-Ready Preparation

Internal audits, documentation reviews, and evidence creation are done carefully so that your team feels confident, not stressed.

5. End-to-End Portal & Certification Support

From portal registration to audit coordination, the journey becomes smooth, guided, and assured.

Why Your Organization Benefits from Choosing Naresh Nirban as Your ZED Consultant

Choosing Naresh Nirban means choosing **growth with purpose**. He brings a combination of **consulting, coaching, leadership development, and operational excellence** that very few professionals offer together.

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	ZED Overview

How Naresh Becomes an Asset to Your Organization

✓ As a ZED Consultant

- Ensures successful Bronze, Silver, and Gold certification
- Reduces defects, rework, waste, and losses
- Strengthens quality systems for long-term stability
- Unlocks all eligible MSME subsidies & financial benefits

✓ As a Thinking Coach

- Helps management think with clarity and vision
- Aligns the team with a common purpose
- Encourages problem-solving, accountability, and ownership
- Boosts motivation, discipline, and communication

✓ As an Operational Excellence Mentor

- Introduces Lean, Kaizen, 5S, Visual Management & TPM
- Creates sustainable systems that work even without supervision
- Helps teams develop a habit of continuous improvement

✓ As a Partner in Growth

- Stands with the organization in every challenge
- Converts weaknesses into structured improvements
- Inspires people to believe in what they are capable of becoming
- Builds a culture where **quality is pride and excellence is natural**

The Thought Behind Naresh Nirban's Work

"Every organization has unlimited potential. My role is not just to help you get certified — but to help your people rise, your systems strengthen,

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*and your business grow with dignity, pride, and performance.
ZED is not a certificate; it is a journey toward excellence, and I walk that journey with you."*

— **Naresh Nirban**

Naresh Nirban

ZED • Lean • QMS & Thinking Coach

Om Industrial Consultant / Independent ZED Consultant

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