



TOTAL QUALITY MANAGEMENT

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ABSTRACT

Quality has become more important as a result of increased competition and the necessity to survive and prosper. As a result, most organisations worldwide have resorted to Total Quality Management as a primary management issue to gain a substantial competitive edge. TQM plays a critical role in improving the efficiency, quality, customer happiness, productivity, and profitability of any firm. Consumers are overwhelmed with a variety of alternatives, and employees play a critical role in developing great solutions. TQM is and will continue to play a critical role in achieving a long-term competitive edge in the survival of the fittest. The article focuses on the evolution, meaning, and relevance of TQM.

Keywords: Total Quality Management, customer satisfaction, competitive advantage.

1. INTRODUCTION

TQM's systematic approach to quality improvement is required for any company to improve its performance. TQM has shown to be the finest management concept ever used for empowering every person in the company. Its goal is to enhance quality and productivity over time. TQM helps people overcome their fear of change, in addition to the essential functions of a company, which are quality and product development. "Prevention is better than cure," as the adage goes. This mindset is reflected in one of TQM's fundamental principles, which asserts that the cost of correction is far higher than the cost of prevention.

Meaning of TQM

TQM is characterized as a systematic management philosophy that emphasises continual improvement in all aspects of an organization's operations, from resource procurement through customer service. TQM is the best practise adopted by every firm in order to increase performance. It empowers every area of a business to turn quality into a strategic goal. In order to achieve customer happiness, cost effectiveness, customer and supplier engagement, and defect-free work, TQM implementation process improvement, teamwork, and training and education are used. As a result, it produces the environment and culture necessary for any type of creativity and technological growth.

TQM is a management concept as well as a collection of guiding principles that serve as the foundation for any firm committed to continuous improvement. TQM is the use of quantitative human resource techniques and tools to enhance the products and services provided by a business. TQM methods and tools compare the demands of consumers satisfied now and in the future. TQM is a method of continuous improvement that combines core management methods, existing improvement activities, and technology tools. Total Quality Management (TQM) is a wide and systematic approach to organisational management that focuses on continuously improving the quality of products and services in response to constant feedback.

The following are some of the characteristics of

1. Focus on Customers: TQM's infrastructure places a premium on satisfying the needs of both internal and external customers. It is critical to meet the needs of the internal customer in order to satisfy the needs of the external consumer. The first focus should be on meeting the requirements of internal customers, followed by meeting the needs of external consumers.
2. Process that is ongoing: - TQM is an ongoing process that never ends. Continuous and consistent efforts are made to increase the quality of the product while simultaneously lowering internal expenses. Quality improvement assists the company in dealing with any problems posed by rivals.
3. Defect-free Approach: TQM has always emphasized the importance of defect-free work. The defect-free technique is described in a variety of ways, including correctly on the first try, working smarter, and having zero faults.
4. Employee Involvement: - In TQM, every person of the company is participating in the continuous process, from the managing director to the junior clerk or worker. It involves not just employees from the manufacturing department, but also people from other departments such as accounting, finance, marketing, and even those from the cafeteria.

TQM in India

Quality has made all nations, industries, and organisations around the globe aware of its importance. To various individuals, the term "quality" means different things. Quality may be defined as excellence, value, compliance to specifications, adherence to needs, suitability for use, and customer satisfaction, among other things. The Taj Mahal in Agra is one of the Seven Wonders of the World, and the Konark Sun Temple in Orissa is testament of the rich cultural legacy. Both are architectural wonders that add to the high level of perfection and outstanding quality.

2. Conclusion

Total quality management (TQM) is a well-designed technique that may help organisations improve their performance, effectiveness, and efficiency. TQM would lead to the introduction of high-quality products, which would result in pleased consumers, which are necessary for the success of any business, whether it is in the tangible or intangible goods and services market. TQM also fosters employee engagement in the company and encompasses functions such as administration, communication, manufacturing, marketing, distribution, planning, and training, in addition to production quality.