Indian Insight into Total Quality Management

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Abstratct – The present article is an attempt to explore the role of TQM (Total Quality Management) to Indian business which looks critically at the products and services of a company in order to obtain complete customer satisfaction. TQM is a continuous improvement of every process, empowerment of people, continuous learning- all creating transformation towards an organization that is providing excellent products and services. By adopting TQM, the management and employees can fulfill their commitment to produce quality goals and services.

Keywords: Total Quality Management, Customer Satisfaction, Customer Empowerment

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INTRODUCTION

Total Quality Management in the Indian context is related to the value system that the Indians have been following from ages. Indian believes only in quality goods and providing Indian services. TQM was in existence in India much before it was introduces in European Countries and in Japan. They are the recent countries that have realized the value of TQM. In India, quality is related to human behavior; we do not have different quality paradigms but one equality the right quality. Indian heritage is replaced with examples of quality products, quality services, and even quality governance.

INDIAN INSIGHT INTO TQM

In Indian context, TQM indicates that mind is the key factor of total excellent performance in any organization. It gives the direction to the Management to establish vision mission, business definitions. It is the intellectual strength of human beings which control the quality of human resources and processes. Quality of mind is related to thought process, perception, attitude, and implementation activity which maintain the quality of products and services. A perfect human being is one who accepted everyone as a part of himself/herself as an individual.

Such a quality in any organization can best establish TQM. There are some factors discussed here for quality in person:-

- Attitude of a person towards work.

- Co-operation from peers, seniors and sub-ordinates.

- His / Her leadership skill.

- Top management

- His / Her family, mentor and ideals

Purpose of TQM:-

The purpose of TQM is to set up a system and management discipline that prevents unnecessary losses a company's performance cycle. The basic objective of a company is to integrate all the functions and processes with an organization in order to achieve continuous improvement of quality of goods and services and people, business process quality is the single greatest factor in achieving market success for any company.

Total-Quality involves everyone and all processes

Quality-Meeting-Customer requirement

Management-Quality is a way of Managing

Principles of TQM in Indian Context:-

- Follow the divine Principle **"***Work is Worship***"**

- Work is supreme that can lead to total quality

- Commitment for action

- Focus towards each and every activity for betterment

- Selfless actions towards work

CHALLENGES IN IMPLEMENTING TQM

TQM a challenging task, it is need to assume an all-encompassing character everyone in the organization, from the topmost executives to the employees at the bottom-most level are required to get involved in the TQM process It is, thus an omnipresent organizational policy devised at the top management level but implemented at all levels of organization. TQM aims at satisfying not only the external customers but also the internal customers. An organization's internal customers are essentially its employees, coworkers and other departments. Involvement of all departments and employees at all levels becomes pertinent because under TQM every organizational activity is treated as a process or a part of the overall process. The implementation of TQM depends on a set of four principles and eight concepts.

PRINCIPLES

Delight the customer:-

The main focus of this principle is the external customers. TQM ensures the organization to undertake the activities which would delight customers.

Management by fact

In order to improve the quality of the existing product. It is pertinent that the management gets accurate information about the existing quality standards and the customer's perception of the same.

People-based Management

In order to encourage employees to take responsibility for the quality of their work, it is important to ensure that they are aware of what they are expected to, do the correct way to do it and a feedback on how well that are doing it. The more the internal customer is satisfied, the more he strives to satisfy the external customer.

Continuous improvement

TQM is a long term and continuous process. That is , it cannot be adopted intermittently or for short while. It does not essentially stop even after targets are met since there is always a scope for improvement and the competitors in the market could be working on improving quality furthermore.

Core Concept

* Prevention is the aim of all quality assurance.

* Quality ids the single greatest factor in achieving market success for the company.

* Reducing product and services cost.

* Following *"just in time"* Technique.

* Customer satisfaction

* Processes, not people are the problem.

CONCLUSION

In TQM, everyone is involved in the process from the managing director to the office peon. Everyone in the company is responsible for producing quality goods and services. In TQM, performance feedback is vital to enable managers at all levels to improve their contribution to business. An appropriate system of recognition and reward to critical to any company's TQM programmed particularly as quality improvement process.

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