

## Research paper on “Total quality management”: A conceptual study

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### Abstract

Total Quality management in the present organizations is common phenomena and the present companies have to deliver the services and products at the lowest cost with best quality in time to keep the customer happy and make the improvement always by considering all the functions of the management. The top management has to keep the policies, aims and objectives of the organizations in which the quality and service is always improved at all the levels of the functions of the organizations. The basic functions of the organization like Planning, Controlling, Production, sales, Marketing, Finance and Human resource Management are to be well planned and the quality should be maintained all these functions by all.

Total quality management (TQM) consists of organization-wide efforts to install and make permanent a climate in which an organization continuously improves its ability to deliver high-quality products and services to customers. While there is no widely agreed-upon approach, TQM efforts typically draw heavily on the previously developed tools and techniques of quality control. TQM enjoyed widespread attention during the late 1980s and early 1990s before being overshadowed by ISO 9000, Lean manufacturing, and Six Sigma.

The author has done the decent contribution in creating the awareness on the TQM the important topic of the present Organizations and has cited the importance of TQM to the Organizations and Customers. Everyone will be benefited by this if well implemented in the organizations.

**Keywords:** quality, six sigma, quality control, improvement, ISO, service, customer

### Introduction

Total Quality Management in Companies and at various business levels is most important to get the best benefits of the business environment. The quality is not single identity its combined effect of various quality activities in business organization from every person and at every level of business organization. It starts from the product design, product development, marketing, service and sale also the maximum use of technology will bring the quality of the products to the

accepted level from the customer. The TQM involves following main events to be performed with respect to time. 1) Main focus on customer or consumer. 2) Continuous improvement in all process of the business 3) Quality improvement at all the levels by studying the various drawbacks all the time. 4) Proper evaluation process to take the service or product to new heights 5) Proper and whole heartedly involvement of all the employees from the organization.

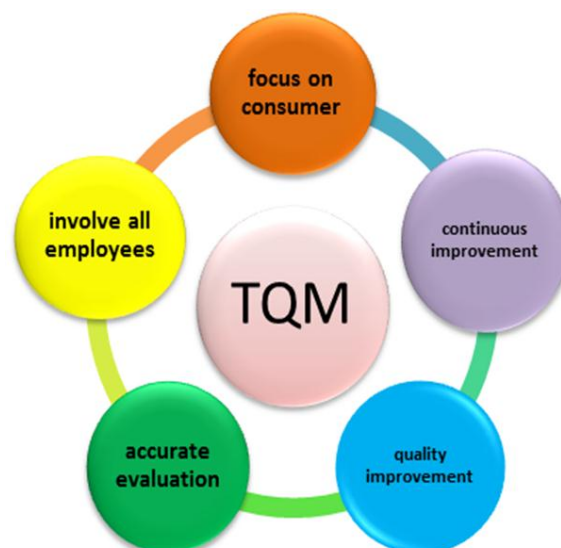


Fig 1: TQM – Process

The Fig 1 explains the various processes of managing the quality in the organization all the steps are very important and required to be followed to get total quality effect.

### Six C's of Total Quality Management in the Companies

The Total Quality is possible only when all the concerned parties take active part in improving and marinating the quality of the service or the product.

Following are the important to maintain the quality.

- 1) Commitment
- 2) Culture
- 3) Continuous Improvement
- 4) Cooperation
- 5) Customer Focus
- 6) Control



Fig 2: 6 C's of TQM

The commitment from all the employees is required and it plays important role to maintain the quality. Culture good manners values are also part of quality improvement for service and product quality. Its continues improvement process and not one time work. The Cooperation from every member and every employee is required to see the best results. The main focus should on customer for any TQM activity. The Control over the major and crucial activities is required. Top management should frame the policies such that are supporting the improvement in quality of the product or service.

### Advantages of Total Quality Management

Following are the some of the advantages sand benefits of the Implementing TQM.

- 1) It Mainly focus on Customer needs and relationship
- 2) We can archive quality in all aspects of business.
- 3) It makes continues improvement in business process.
- 4) Method analyses and improvement in always and reducing the defects.
- 5) Team Efforts and Team Development is done in TQM.
- 6) Communication is effectively done.
- 7) It improves profit margin and market share.
- 8) Higher productivity is achieved.
- 9) Brand Name creation is possible.
- 10) It reduces the risk of failure in business.

### Problems in Total Quality Management

Though it has many advantages there are some concern or problems in TQM

- 1) High Cost in Training the employees.
- 2) More commitment is required from the employees.
- 3) Time required to implement is more.
- 4) Not suitable for small firms or companies.
- 5) It requires help form government and concern parties which may not be obtained.
- 6) Higher skill is required to manage and maintain TQM activities.

### Conclusion

The Total Quality management is very important aspect for modern companies and industries which have to be used and implemented to keep the share and profit of the company at higher level. Quality is most important part of any product or service in the present situation of competitive market. The compromise on any quality activity will directly affect the companies standing in the market. So the TQM plays a major role in making best of the situation or market share. The Author has done the decent contribution by creating awareness about this important topic to the readers and concerned parties.

### Acknowledgement

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