

TOTAL QUALITY MANAGEMENT

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TQM

WHAT IS



???



Any Answers

Quality in simple definition can be defined **as a measure of excellence** or a state of being free from defects & deficiencies.

For example:

- Bike needs periodic check up!!
- Senior citizen needs regular health check up!!
- A newly upgraded computer is known for user friendly!!
- Subject Content for educator.

Do we understand about the word Quality??

But,

What is TQM???

OOPS!!!! ☹️ I've no answer for this!!!!

TQM stand as....

Total: Made up of the **whole**.

Quality: **Degree of excellence** of a product or service provides

Management: Act/ Art, **Manner of handling**, controlling & directing it

😊😊 You are aware about it now 😊😊

Now we can define that Total Quality Management is an **enhancement to the traditional way of doing things.**

TQM is defined as both philosophy and set of guiding principles that represent the foundation of a continuously improving organization. It is application of quantitative methods & human resources to improve all the processes within an organization and customers.

TQM is the **art of managing the hole to achieve excellence.**

Basic Approach (6)

- 1) A committed and involved management **to provide long term top-to-bottom organizational support.**
- 2) An **unwavering focus on the customer**, both internally & externally.
- 3) Effective **involvement & utilization of the entire work force.**
- 4) **Continuous improvement of the business** and production process.
- 5) Treating suppliers & Vendors **as partners.**
- 6) Establishing the **performance measures.**

Quality old & new cultures

Element	Previous to 2 decade's	From 2 Decade's
Definition	Product oriented	Customer oriented
Priorities	Second to service & cost	First
Decisions made	Short term	Long term
Emphasis	Detection	Prevention
Errors	Operations	System
Responsibility	Quality control	Every one
Problem solving	Managers only	Teams
Procurement	Price	Life cycle cost, partnership
Manager's role	Plan, assign, control & enforce	Delegate, mentoring, coaching & facilitate.

Guru's of TQM

NAME: *Walter A Shewhart*,

Nick Name: Grand Father of TQM

Qualification: PhD Holder

Worked @: western electric & Bell telephone
Labs

Contributions to TQM: **Developed control charts theories with control limits, assignable & chances of variation, and rational subgroups and lastly PDSA cycle for learning and improvement.**



Guru's of TQM

NAME: *W. Edwards Deming*,

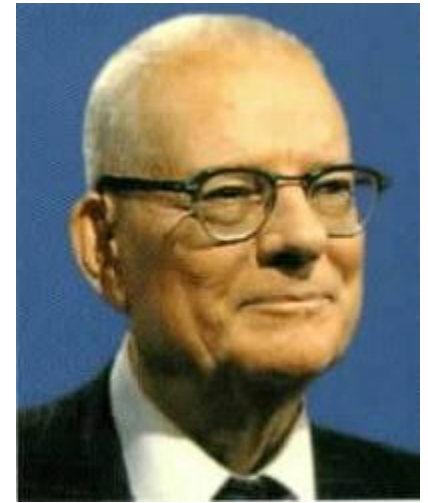
Nick Name: Deming

Qualifications: PhD holder,

Worked @: Scholar and Philosopher-CEO-Japan

Contributions to TQM: **14 points provides theory for management to improve quality, productivity and competitive positions.**

He has authored many books including *out of the crisis and Quality, Productivity, and competitive positions*



Guru's of TQM

NAME: *Joseph M Juran.*

Nick Name: Juran

Qualifications: PhD holder,

Worked @: Western Electric(1924-41) Japan

Contributions to TQM: **Efforts on Quality involvement in all levels & sectors of Management, The Juran's Trilogy & published the book titled *Juran's Quality control Hand book***



Guru's of TQM

NAME: *Armand V Feigenbaum*,

Nick Name: **Feigenbaum**

Qualifications: PhD holder,

Worked @: Scholar & Philosopher

Contributions to TQM: **Total Quality Control is necessary for productivity, market penetration and competitive advantage.**

His Principles: Employee involvement, supervision leadership & company wide quality control.

=Quality begins by identifying the customer requirements and ends with a product / service in the hands of customer

He published book titled **Total Quality Control.**



Guru's of TQM

NAME: *Kaoru Ishikawa*

Nick Name: Ishikawa

Qualifications: PhD holder,

Worked @: Applied scholar-Japan

Contributions to TQM: **Authored SPC texts in Japanese and English. Developed Cause & Effect diagram, which is called Ishikawa diagram. Also developed quality circle concept.**



Guru's of the TQM



NAME: *Philip B Crosby*

Nick Name: Crosby

Qualifications: No Idea

Worked @:Philosopher

Contributions to TQM: **Authored the book titled “ Quality is free” & translated to 15 languages. He argued that “ do it right the first time”. He again authored titled known as Quality without tears which has 4 absolutes.** And they are

Quality is conformance to requirements

Prevention of nonconformance is objective not appraisal

The performance standard is zero defects not “ that’s close enough”

Measurement of quality is the cost of nonconformance

TQM by Prof. C.Ignatius

Guru's of TQM



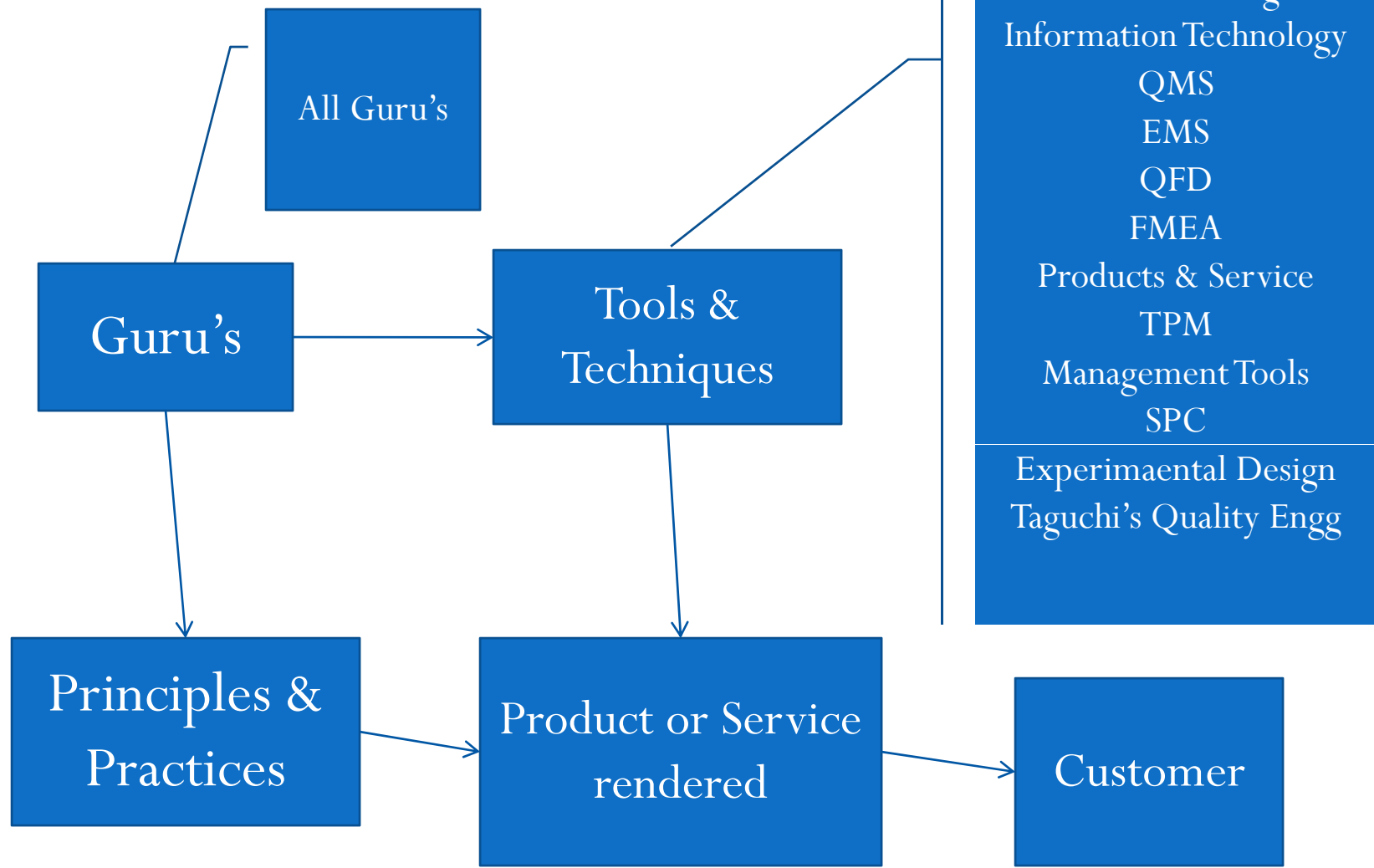
NAME: *Genichi Taguchi.*

Nick Name: Taguchi

Qualifications: PhD holder,

Worked @: Philosopher

Contributions to TQM: **Developed Loss function which includes Cost, target & Variation into one variable/ metric. Because loss function are reactive. It is built on simplification & use of traditional design of experiments.**



TQM Framework

Obstacles of TQM

1. Lack of management Commitment
2. Inability to change organizational culture
3. Improper planning
4. Lack of continuous training & Education
5. Incompatible organizational structure
6. Ineffective measurement techniques & Lack of access to data & results.
7. Paying inadequate attention to internal & external customers.
8. Inadequate use of empowerment & Teamwork
9. Failure to continually improve.

Benefits of TQM include:

- Improves competitive position
- Increase adaptability to global markets
- Elevated productivity
- Eliminates defects
- Significantly reduces waste.
- Reduces quality costs
- Improves management communication
- Raises profits
- Customer loyalty

THANK YOU