AN EVALUATION OF EFFECTIVENESS OF TOTAL QUALITY MANAGEMENT SYSTEM AT NICE CHEMICALS PVT.LTD.COMPANY

RENSON JOHN

ASSISTANT PROFESSOR (FDP SUBSTITUTE)
POST GRADUATE DEPARTMENT OF COMMERCE
MAHARAJA’S COLLEGE, ERNAKULAM, KERALA, INDIA.

ABSTRACT
The worldwide competition, deregulation and rapid technological changes are bringing focus on quality awareness. The organizations will be required to be consumer focused instead of product focused. Total quality management is becoming a key variable in the strategic business policy of the organization at present. In order to stay in competitive international market, TQM is an important area which will require maximum attention of top management. The various attributes such as performance, features, conformance, reliability, and aesthetics should be constantly evaluated and upgraded as to cope with the current and future market demands. The TQM philosophy will lead to superior product and process design. Armand Feigenbaum came up with the term total quality control in 1954. He defined TQM as an effective system for integrating the quality development, quality maintenance and quality improvement efforts of various functions of business to enable production and service at the most economical levels to meet full customer satisfaction. Thus TQM is the process designed to focus external/internal customer expectation preventing problems building, commitment to quality in the workforce and promoting to open decision making. This study is concerned with an evaluation of effectiveness of TQM system at NICE chemicals ltd.

KEY WORDS: Bench Marking, Quality Assurance, Quality Audit, Quality Circle, TQM.

REFERENCES


