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Total Quality Management (TQM) is a business concept which mainly focuses on carefully controlling the quality of the service or the product through the proper involvement of every employee as well as manager of the company. This is the reason why it is mostly termed as a journey not a destination (Burati and Oswald, 1993).

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L. SUGANTHI, Ph.D., is Professor of Planning and Development, Anna University, Chennai. A quality lead assessor (certified by BSI, UK), she has published/presented more than 100 research papers in reputed journals and conferences. A well-known trainer, she has conducted many development programmes for college teachers and practicing engineers.

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Various Definitions Total quality management (TQM) has been defined as an integrated organizational effort designed to improve quality at every level. The process to produce a perfect product by a series of measures require an organized effort by the entire company to prevent or eliminate errors at every stage in production is called total quality management. According to international organization for standards defined tqm as, "TQM is a management approach for an organization, centered on ...

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What is Total Quality Management? Total quality management was started in 1954 in Japan; It says "Total quality management is an organized structural tool that focuses on continuous quality improvement of product and services by using continuous feedback system."

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