ABSTRACT

The purpose of this thesis is to study in detail about the fundamentals of Total Quality Management (TQM) and how it helps provide a sustainable performance to any organization. Though many have written about TQM this research will focus on the fundamentals of TQM implementations. The implementation process basics that are influential in making TQM a successful change management program in this dynamic market scenario are the key points in this study.

The ever changing market conditions what is called as hyper competition is pushing the manufacturers all over the world to look for better way of doing business. This hypercompetitive environment has given the strength to the customer to demand more from the organizations. Hence it will be interesting to observe how organizations are responding to this challenge.

TQM is a management innovation and has been with the organizations for quite a long time. But there were lot of reports that this innovation is not coming up to the expectation and termed as a failure and fad. At the same many success stories were also reported.
India is facing the competitive onslaught and now becoming the favorite destination of all big players in a variety of industries.

Hence it is very important to have a look at TQM with Indian Context and study the relevance and provide input for further research and guidance to the practicing managers. The intent of this study is to review how this new management innovation provides a sustainable performance to the organization and the factors that affect the implementation process.