The medium enterprises occupy a crucial position in Indian economy with their contribution to GDP, national income; export potential, employment generation and social objective fulfillment. With passage of time they are focusing on improved production methods, penetrating strategies and modern scientific capabilities to sustain their operations. These registered business enterprises show unique characteristics in terms of optimum resources, market penetration, flexibility to adapt to changes, innovativeness, advantage seeking behaviour, committed ownership and less hierarchical organisation structure in comparison to SSIs and large enterprises.

Although, TQM implementation in India is still in infancy as most of the organisations either practise it in part or are still in the process of implementation. But the worldwide success stories show that medium enterprises in India have a better prospect if they can implement TQM principles, characteristics and quality improvement concepts.

The thesis is organised into seven chapters apart from appendices. Chapter 1 begins with introducing TQM in terms of philosophy, historical development, definition, principles, characteristics and quality improvement concepts. Chapter 2 is devoted to Review of Literature divided into reasons, problems, prospects and strategies of implementing TQM in various types of organisations. Chapter 3 describes in detail about concept, definition, characteristics, challenges and prospects of medium enterprises. In chapter 4, research methodology is described about the needs, scope, objectives, selection of samples and data collection. Data Presentation, Analysis and Interpretation of findings are discussed in chapter 5. Various approaches, problems and tools of implementing TQM are discussed in chapter 6. At the last, Summary, Conclusion and Recommendations constitute valuable guidelines for improvement of TQM adoption in medium enterprises.

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