ABSTRACT

Traditional India – a ‘developing’ nation – is in transition to transform itself into a ‘developed’ nation as envisioned by eminent people. India attained political independence about 55 years back, yet is termed as a ‘developing’ country, since it does not have its own technological superiority, economical sovereignty, and management systems. It is not a just visionary dream of a few, but a mission to accomplish in seeing India as a developed nation.

India’s greatest strength is its cultured beauty, classical technology based on human values, and management concepts based on ethical and moral means of performance. A culture, to be called alive, should be able to solve the problems and meet the challenges faced by its people. Otherwise it has no validity and future. Ancient Cultural Values have to be absorbed and blended with modern industrial civilization to have an integrated management. In line with the dictum, the present study was undertaken to integrate the management wisdom enshrined in Tamil Scriptures and the contemporary quality management concepts. It appears that, no one has, so far attempted to venture into the integration of Tamil Classical Values with the modern TQM concepts.

The research has been carried out in five phases, i.e. Review of contemporary literature on quality and TQM; Study of Classical wisdom on quality management; Development of a comprehensive and universal TQM model; Development of supportive Sustainability of Business Framework for sustained survival with success; and the Validation of the developed model and framework. The cornucopia of contemporary literature on Quality Management reveals the absence of the ‘human values’ and ‘moral means’ of attaining wealth (profit). The existing TQM models were
prescriptive, experience based, and end result oriented, and hence are not comprehensive and universal.

To fill up the vacuum left out in the present TQM models, a new integrated conceptual TQM model was developed. It has three domains: quality of people, process, and product, containing forty elemental factors and six interconnecting and integrating links in between them, and blending the ancient management concepts and the modern quality management techniques. The integrating and interconnecting links provide ample opportunity for continuous improvement.

The emerging business scenario demands much more than TQM implementation. TQM is a necessary tool for success and excellence, but for survival and sustained progress something more- a prudent business process strategy is needed. The strengths of various elements of business, such as the strength of self, strength of product / process, strength of competitor, strength of the collaborator / partner in business, are to be continuously monitored to take care of any eventuality. Constant vigil, continuous out-innovation, and sustained and resolute efforts are the requirement for the continued excellence. The contemporary TQM models seemed to have not addressed those requirements. Therefore a framework has been developed incorporating those factors.

The Contemporary - Classical TQM Model and the Sustainability of Business Framework have been empirically validated, by the practical implementation of them in a few organizations. The success was coloured with various shades; from quite good to not-that-good depending upon the stability, strength, and strategy of the management.
The uniqueness of the proposed TQM model is its freedom to adopt any tools /
techniques to suit the context. The vision is set in the form of philosophies and
human values and the mission to accomplish it is left to the beholder.

The research, a tiny first step, is expected to open up more new chapters, by
extending and expanding the present study into to the hitherto unexplored areas. It
would take India in the long march towards the vision of a developed nation.