



A COMPETITIVE TOOL FOR PRODUCTION AND OPERATION MANAGEMENT AND QUALITY

¹NEHA KUMARI

¹Research scholar, Punjab University

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ABSTRACT

A product is said to be high in quality if it is functioning as expected and reliable. Quality control refers to activities to ensure that produced items are fulfilling the highest possible quality. Most of tools and techniques to control quality are statistical techniques. Quality control techniques can be classified into basic, intermediate, and advance level, but there is no consensus among researchers in the classification. Production and operations management is the process, which combines and transforms various resources used in the production and operations subsystem of the organization into value added product/services in a controlled manner as per the policies of the organization. Therefore, it is that part of an organization, which is concerned with the transformation of a range of inputs into the required having the requisite quality level. The paper analysis the look at the impact of quality control as a competitive tool for production and operation management. In the period of globalization and privatization firms are highly depend on the principle of total quality management to fight against their challenges of present market trends.. Quality can be defined as fulfilling specification or customer requirement, without any defect. This paper concludes that quality control management is mainly focused not only on product or goods, service quality, thus uses quality assurance and control of processes as well as goods to achieve more consistent quality.

1. Introduction

According to the American National Standards Institute (ANSI) and American Society for Quality (ASQ), Quality refers some of features of product service that contains ability to satisfy given needs.

After liberalization and Globalization in India, the incoming of foreign products with better quality and competitive pricing increase the requirement of change in the structure as well as practices of Indian industries. Total quality

management sector is one of major changes to be involved in current practices.

In the present paper, analysis of total quality management in small and medium scale industries is being undertaken. The purpose of this study is to analysis which and type of quality management practices contribute to the desired operational performance target for company operating India.

In present market state, long term of product depends on the various external factors and internal factors. The optimum quality level of the product plays an important role in the market for the survival

of the product. The definition for quality is unstable, but it varies from individual to individual. Quality can be defined as satisfaction of a person.

Total quality management (TQM) is the major decision making tool to gaining the consistently improvement so it improves the customer service and satisfaction quality and it also helps to improve the competitive advantage. TQM mainly focus to develop the organization's effectiveness and responsiveness of the dealers and other stakeholders. So it helps to improve the sustainability for organizational performance.

There is a fall in small and medium scale enterprises that Total Quality Management are important for large scale units and it is an unnecessary expenditure. The industry was affected by after the process of Privatization and Globalization. Total Quality Management is implemented for the development of Small and Medium scale enterprises and enhance the working culture of the employees.

2. Review of literature

- According to Henderson and Evans (2002), investigated the relationship between quality management and organizational and business performance. He reported that over the past fifteen years, GE has pursued business performance and corporate profitability using different range of programs.
- According to kanji , the way of life of an organization committed to customer satisfaction through improvement is different from one group to another group and from nation to nation, but has certain values than be implemented to prevent the market share, it also used to increase returns and expenditures.
- According to sitnikov (2002), the quality is a key component in achieving competitive advantage. The effective management of quality is the key to increased quality and helps to enhance the competitive position in the current global environment.

3. The Concept of Quality Management (Qm):

The concept Quality Management has a particular meaning in between many business firms, this particular definition , which does not aim to guarantee “ good quality” by the more general definition can be preferred to have four main components: like quality planning , quality control , quality assurance and quality improvement. Quality awareness is major concept to know the quality and quality integration in practical cases.

4. Quality Management Awareness In Large Enterprises:

Self-aware life

The reason that awareness is not commonly listed as different object in the dictionary is not since the concept does not exist, it not exist in reality. The only evidence of awareness is self-aware life forms such as the human being and other higher order planet on the earth.

“**Awareness**” in any dictionary, you will study the only listing is as “self-awareness”. But, if you look up the word “aware”, a much elaborated meaning is listed, namely “having or perception or knowledge”.

The concept of awareness is as unique perception of knowledge. Example that knowledge is science, history, society, economics, mathematics, languages and religion.

Greater perceptual awareness

The special perception of all is considered as high form of awareness and is a common concept linked with basic ideas such as meditation , astral travel, telepathy , spiritual channeling.

Programs on waste elimination

The information that applies almost all enterprises take necessary preventive steps to stop wastage of resources which is positive sign of management but there are few limitations. According to views of the respondents, companies take steps to

minimize wastage during production but some of the processes followed during the waste elimination measures are not to certain extend to environmental friendly. Therefore sustainable and modern methods must be used to make the waste eradication measures ecofriendly and economical in long run.

Application for ISO Certification

The main reason for failure for small scale enterprises products in India is due to comparison with their international counterparts. Hence, in order to compete with international standard a more number of enterprises are choosing for ISO certification .Company to take a major steps to standardize their products and develop their products more reliable. It may create an extra cost which can be avoided but it will lead to good productivity and increase the profitability of the firm. ISO certification form a good name for a firm and it helps for the development of particular firm.

Firm has a clear quality policy

The participated have contributed the quality control up to 80% in order to maintain their products after production and confined to their quality control. The steps has to implemented by the management to control the quality management practices .To reduce the product or quality failure rate but also helps to increase the total productivity of the company. Communication between employees and customers should be well maintained by the Quality management.

Customer feedback

The structure for organization is always formed by the customers. For the implementation of new ideas in quality management it requires customers feedback. Feedback from the customers helps to increase the performance during creating of the product. Addition of feedback helps the company to re –form their product and helps them to take any ideas for any future modifications in their goods

Planning & Implementations

The improvement of quality depends up on dedication top level management and their vision to

execute them. The management should communicate their quality task to their employees and make understand on how to complete the task .planning is important for the management to improve the quality programs in the organization. Planning increases the cost of production and it also helps for the development of the firm.

Quantitative techniques

The quality practices process is not about correcting the final goods and it also used to complete the coordination among all the departments. There are various Quantitative techniques in the management like charts, graphs, flowcharts, pie charts, for the better production rate. In small scale enterprises, care is taken in the process management and mostly focused for final output. The old model calculations should be avoided for presumptions and have to apply new quality improvement techniques.

Quality Audit

Financial audit helps to find the economic status of enterprise and it also helps to know the overall working condition of the firm. Periodic quality is much important in diagnosing the health of the firm for early detection of any problem to avoid the incurring loss in future. The small scale enterprises should adopt the quality audit in their management practices.

5. Findings

Profile sample

The study deals with various organisations in the industries, turnover and size. In organisation, demographic profile is different from the distribution offered by the population of firms targeted in this research.

In India, manufacturing industry consists of number of sectors automobile, engineering, textile industry etc. It is interesting to note that most of the industries are from automobile industries (52%). It is one of the worlds fastest growing industries in India. The other sectors or industries which participated in the study from Electrical (6%), textile (12%), primary

metals (6%), cement (2%) and medical or pharmaceutical (4%) organisation.

6. Recommendations

1. Indian government still needs to empower the small scale enterprises in the country by diverting some fund to the industry so that will be more efficient.
2. Government has to control the behavior between large scale and small scale industries.
3. In the organization, the good quality control management programmes are required to develop the knowledge of the employees of the firm.
4. The most experienced quality management employees should be involved in decision making of the organization.
5. The management of the firm must try to understand the management quality requires for both on longer team leadership and day to day operational management.

7. Conclusion

The major decision of a company on the journey of quality concern the extend to which quality management should be formed. There are many analysis and research on the quality management on firm performance that this research discussed widely and some of the literature has greatly look at the advantages of the quality control management like improvements of the bottom line , market share, and productivity. It is important to have trained employees or individuals in each step of the process. Producing quality products or goods improves the manufacturing management and it also used for the development of small scale enterprises.

In the present market state of high competitiveness, manufacturing, fluctuation industries are highly depend on saving the cost where total quality management gives a basic scope to achieve their cost cutting measures. The major theme of this study was to identify the serious success factors of total quality management practices in

Indian small scale industries and the analysis conducted between the various small scale industries provides the positive feedback in respect to the existing quality practices in their organization.

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