



Technical Report

APPLICATION OF TOTAL QUALITY MANAGEMENT (TQM) CONCEPTS FOR BUSINESS IMPROVEMENT IN A SILK DYEING UNIT AT KANCHEEPURAM

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ABSTRACT

The present day's markets are characterised by extremely high competition and ever-changing customer demands. Hence, the most important merit of a product needs to be its unquestionable quality that sustains the business. In order to ensure the quality factor, many tools / techniques are in place today, the latest being the application of total quality management (TQM) principles. In this context, to ensure a production environment that delivers quality products, the total quality management concepts were applied for improving the business in a silk dyeing unit. The elements of TQM, such as employee participation and development, cause and effect diagram *etc.* were applied for the tangible/intangible benefits. The study revealed significant improvement in business performance parameters, such as production figures showing a drastic increase from 50 to 100 kg/day, enhanced quality of dyeing using CSTRI method of dyeing compared to commercial method, reduction in processing and delivery time by 24 hours, 5-50 % of cost savings, reduction in employees' grievances and increased profit, higher levels of customer satisfaction, team development and a higher rating in employee/ employer satisfaction from 3 (good) to 4 (very good).

Key words: Cost savings, production, silk dyeing, total quality management.