

Ans Total quality Management (TQM) is the continual process of detecting and reducing or eliminating errors in manufacturing streamlining supply chain management, improving the customers experience, and ensuring that employees are up to speed with training. Total quality management aims to hold all parties involved in the production process accountable for the overall quality of the final product or service.

* OBJECTIVE OF TQM :-

- ① Total customer satisfaction.
- ② Totality of functions.
- ③ Total range of products and services.
- ④ Addressing all aspects of dimension of quality.
- ⑤ Addressing the quality aspects in everything - products, services, processes, people, resources and interactions.
- ⑥ Satisfying all customers - Internal as well as external