INTRODUCTION:

Total Quality Management (TQM) has been adopted as a management paradigm by many organizations worldwide. Quality movement in the world mainly started with quality improvement projects in manufacturing companies. But later it spread to other services organizations including banking, insurance, non-profit organizations, healthcare, government and educational institutions. TQM models, based on the teaching of quality gurus, generally involve a number of “principles” or “essential elements” such as teamwork, top management leadership, customer focus, employee involvement, continuous improvement tool, training and so on.

Feigenbaum, devised the term in 1961, who named it as Total Quality Control (TQC). Total Quality Management can be defined as “the process of integration of all activities, functions and processes within an organization in order to achieve continuous improvement in cost, quality, function and delivery of goods and services for customer satisfaction”. It refers to the application of quality principles to overall process and all the management functions in order to ensure total customer satisfaction. TQM implies the application of quality principles right from identification of customer needs to post purchase services.

According to Witcher (1990) TQM is composed of three terms:

Total: meaning that every person is involved including customer and suppliers.

Quality: implying that customer requirements are met in accordance to specificaiton.

Management: indicating that senior executives are committed.

TQM may also be seen as: doing things right for the first time, striving for continuous improvement, fulfilling customers' needs, making quality the responsibility of every employee. The driving force behind total quality management is a relentless daily hunt for improvements to improve quality and productivity. The concept of total quality management means getting every person in the organization to evaluate continually and aggressively how every job, every system and every product can be improved. TQM is based on the participation of all members of an organization in improving processes, products and services in which they work. And finally, TQM is a way of doing business that must be instigated by top management and flow as a way of life throughout the organization to focus on the customer and to strive to improve the product, performance continually, to ensure competitive advantage.

KEYWORDS: Total Quality Management (TQM), Educational Institutions, Teaching-Learning Process.
International Education & Research Journal [IERJ]

human life. Feigenbaum defined total quality as a continuous work processes, starting with customer requirements and ending with customer’s satisfaction.

**Benefits of TQM:**
Some benefits of TQM are:
- Strengthened competitive position
- Adaptable to changing or emerging market conditions and to environmental and other government regulations
- Higher productivity
- Enhanced market image
- Elimination of defects and waste
- Improved customer focus and satisfaction
- Increased job security
- Improve and innovative processes
- Enhanced shareholder and stakeholder value

**Quality Management in Education:**
The Quality Management concept applied to education embraces all fields and levels of education and has an effect on the following:
- Physical facilities (buildings, sports complex, open field etc.)
- Academic infrastructure (laboratory, library, documentation, communication, information infrastructure etc.)
- Curriculums
- Examinations and evaluation systems
- Supplying academic and administrative personal and their improvement systems
- Research and publication
- Institutional development plans
- University - Industry – Society (UIS) relations

**TQM and Teaching Strategies:**
Total Quality management is a collective strategy that has meaning only if it is agreed upon and implemented by the teacher(s) with the appropriate teaching strategies in the classroom for effective teaching and learning. The following is the strategic diagram which clearly shows the implication of TQM in various teaching-learning strategies of educational institutions:

A conceptual TQM model in education institutions is based on the following five variables which lead to students' satisfaction is proposed. These are: Commitment of top management, Course delivery, Campus facilities, Courteous and Customer feedback and improvement.

TQM as a way of achieving and maintaining excellence is used in establishments of education. The effects of using TQM in education are positive. Now a day's many educational institutions have adopted Total Quality Management techniques. Some instances prove that through TQM techniques, institutions have gained improved communication, raised employee morale, increased productivity, improved process efficiency, and reduced waste and costs.

**REFERENCES:**

Figure 1: Strategic Diagram for Implementing Total Quality Management in Education Services

**Conclusion:**
TQM is a strategy that is very useful in the teaching-learning in the educational institutions, because it involved both the teachers and learners and brings out the quality of teaching in our students. The application of the total quality management to effective teaching-learning in the classroom through different teaching strategies which will create a better understanding for the student and this will also keep the memory in the students' brain to be able to recall at any time and also applying it when needed.