



**Institute of Rural Management Anand**

# **Quality Management for Personal and Organizational Growth**

**September 16-17, 2021**

**Programme Co-ordinator: Prof. Hitesh Bhatt**

## **About the Programme**

An organization's growth will depend on whether its focus is on product quality or process quality? A product is a function of various processes through which the product is coming out. Variation is an integral part of a process and managing this variation and reducing it tantamount to quality management. A person applying Quality Management (QM) principles also goes through personal transformation as managing variation is a way of life. It involves three important things: measurement of variation, assessment of the reasons for this variation, and reducing variation.

This programme will give a firsthand experience to a participant to calculate the costs involved owing to poor quality of a product or a service. This in turn will motivate him/her to reduce that to enhance competitiveness.

## **Objectives**

By the end of this programme, the participants will be able to:

- ◆ Describe Quality Management Systems
- ◆ Recognise the Value of Total Quality Management
- ◆ Practice Quality Assurance and Control
- ◆ Measure Quality and Make Improvements
- ◆ Apply Quality Management Tools and Techniques

## **Benefits of the Programme**

The participants will realize the importance of reducing variation in a process to remain competitive. They will learn tools and techniques to measure variation and reduce it continuously. The investment made on a participant could be recovered by improved working in less than a week. It will lead to a paradigm shift in the way a participant works in an organization. After attending this programme, the participant will focus on management of process quality.

## Contents

- ◆ Introduction, Objectives, and Expectations
- ◆ Background to Quality Management
- ◆ Total Quality Management
- ◆ Putting Quality Management to Work
- ◆ Quality Measurement and Improvement
- ◆ Kaizen
- ◆ Quality Management Tools and Techniques
- ◆ Quality Management Case Study
- ◆ Summary and Action Planning

## Pedagogy

Interactive sessions, case discussion of organisations that have gained from applying QM Principles, practice of initiating QM system in an organization

## Who Should Attend

Quality management is a discipline for ensuring that organizational processes, procedures, systems, and practices are fit for purpose and able to deliver consistent and continuous benefits. This programme is aimed at participants that would benefit from implementing quality management principles within their organization with an aim to improve the working practices of the business and consequently its success.

## Programme Fee

This is a 2-day online programme and the programme fee is INR 11,328/- (inclusive of 18% GST) per person. The fee should be paid in advance through NEFT/RTGS.

## Delivery in Virtual Mode

The sessions will be scheduled on an online platform. Participants are required to have access to a personal computer/laptop with stable internet connection and a webcam to access the sessions.

***Deadline for Confirmation of Participation: August 31, 2021***

Oliver Macwan, Deputy Manager (Executive Training)

**Institute of Rural Management Anand**

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