National Institution for Quality & Reliability

CHENNAI BRANCH

QUALITY MONTH 2026 | WEBINAR SERIES 01

Quality in action.

Pragmatic Approach to TQM Implementation for Sustainable Growth

Build capability. Strengthen accountability.
Make improvement part of everyday work.

THURSDAY	TIME (IST)	HYBRID
05 NOVEMBER 2026	6:30 PM - 8:00 PM	NIQR OFFICE + ONLINE



DISTINGUISHED SPEAKER

Dr. V. Swaminathan

Vice President Emeritus, NIQR

Practical perspectives on translating Total Quality Management into sustained organisational growth.

FROM PRINCIPLES TO DAILY PRACTICE

A practical roadmap to introduce and sustain TQM through people development, clear priorities, ownership and simple, effective management systems.

01 PEOPLE & CAPABILITY
Education and training as the foundation

02 POLICY DEPLOYMENT
Align goals through Hoshin Kanri

03 DAILY WORK & PDCA
Build discipline into everyday management

04 CROSS-FUNCTIONAL EXCELLENCE
Connect quality, cost and delivery

05 OWNERSHIP & INVOLVEMENT
Strengthen accountability and quality circles

06 LEADERSHIP & TRANSFORMATION
Sustain gains; pursue improvement and breakthrough

TWO WAYS TO PARTICIPATE

ATTEND AT NIQR OFFICE

Prior registration required. Limited seats, allotted on a first-come, first-served basis.

Scan or click below to register for office attendance.

SCAN TO REGISTER

tinyurl.com/NIQR-webinar-reg-05-Nov

JOIN ONLINE VIA ZOOM

Attend remotely from wherever you are.

Scan or click below to join the online session.

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SESSION SYNOPSIS

05 NOVEMBER 2026 | 6:30 PM - 8:00 PM IST

01 BUILDING THE FOUNDATION

For sustainable growth in any company, implementing Total Quality Management (TQM) is integral. Education and training are essential to introducing TQM. A company consists of three components: people, hardware and software. Organisations develop their people through education and training.

02 CREATING OWNERSHIP AND EFFECTIVE SYSTEMS

TQM experts should help people develop a shared understanding of company values and priorities in their work and results, and adopt the correct approach to improving the organisation's output quality. This includes cultivating ownership and an awareness of accountability that extends beyond assigned responsibility, rebuilding management systems to be simple and effective in pursuing corporate goals, and practising daily work management through the Plan-Do-Check-Act (PDCA) cycle.

03 METHODS OF TQM

Management for Objectives (MFO), policy deployment (Hoshin Kanri), quality visits by top executives, and cross-functional management of quality, cost and delivery are key methods. Daily Work Management (DWM) translates corporate strategic goals into daily work. People's involvement through Quality Circles, together with retainment, improvement and breakthrough, supports business growth. Quality visits by top management are a milestone of TQM and are essential for sustenance and growth.

04 AUTHORITY, RESPONSIBILITY AND ACCOUNTABILITY

Three aspects of management - authority, responsibility and accountability - must be firmly in place for sustenance and growth. Authority and responsibility are matters of job description; accountability is a matter of commitment, and it must be honoured. Daily Work Management is for “keeping the house in order”; Policy Management is for “holding the gain”. Continuous transformation is the key to success.

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