

VISTA – AN OUTLOOK

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From the Director's Desk

The stress and strain of globalization and liberalization has created the business pressures up till now unseen and inexperienced by the most of the industries across the world. The flood gates of intense international competition have swept the industries off their feet.

The rapid technological advancement, emergence of cheaper and better substitute products, Information Technology explosion, leaner and flatter organization and flexible manufacturing system have made at least one thing very clear to all enterprises - only good performances in isolated patchy areas are not enough for the survival. Almost all the organization across the globe practice TQM principals and practices for their survival. However what makes the difference between the 'leader' and the 'also runs' is that the leader practices TQM in the holistic manner with proper strategic quality plan, quality control and quality improvement.

- Dr. Archana Golwalkar

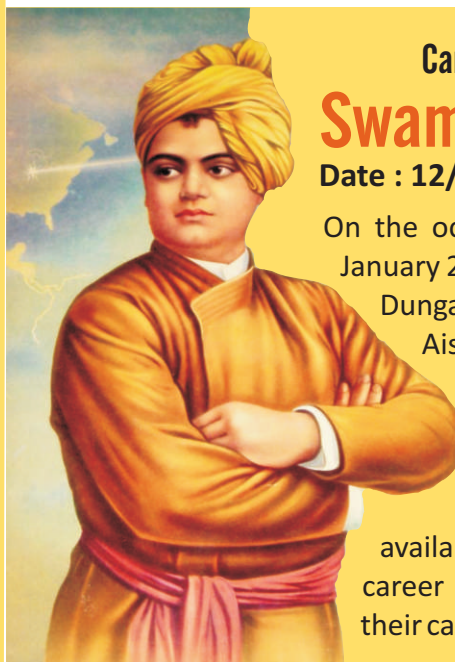


Career Guidance Seminar : An initiative on Swami Vivekananda's Jayanti

Date : 12/01/2013

On the occasion of Swami Vivekananda Jayanti on 12 January 2013 "Career Day" was organized by Rotary club Dungarpur in collaboration with CSI Student Branch, Aishwarya College, Udaipur.

The objective of the program was to open the doors of career for Senior Secondary and Higher Secondary Students of Dungarpur District with a great emphasis on options available in higher education complementing with career opportunities in present context for shaping their careers.



The program started with the inaugural ceremony by paying reverence to Swami Vivekananda by lighting of the lamps and remembering the dream of the great saint for the youth of India on the global platform. The dignitaries present were chief guest Dr Rahul Jain, SP, Dungarpur; Guest of Honour Dr Seema Singh (Chairperson and Managing Director, Aishwarya Education Society, Udaipur) and the Special guest Dr Azimuddin Khan (Senior Manager Systems, RSMM Ltd, Udaipur & Past Chairman, Computer Society of India, Udaipur Chapter; Member, Conference Committee, Computer Society of India, Mumbai), the program was presided by Rtn. Prakash Panchal (President, Rotary Club Dungarpur) accompanied by Rtn Er. Mr Yogesh Kothari (Secretary, Rotary Club Dungarpur) and noted Rotarians. Mr Panchal extended a warm welcome and shared the motive behind organizing the session as preparing the young generation to lead India.

In his address the Chief Guest Dr Jain focused on holistic development for better career prospects, Dr Seema Singh insisted on the requirement of concentrated efforts of students in education and career building at the right time to excel in life. Dr Khan in his address put across the growing opportunities in the IT Sector and software development, with the need to associate with bodies working and promoting ICT at all levels with acquisition of technical skills. Rtn Er Mr Yogesh Kothari motivated the youth to generate employment for self and others in future.

The team of experts comprised of Dr Archana Golwalkar (Director & SBC CSI AIM & IT) on "Personality Development through Time Management, Communication and Presentation Skills"; Mr Kapil Shrimal (Head, Commerce and Management, Aishwarya College) on "Career Opportunities in Commerce & Management", Mr Saurabh Shandilya (Head, Computer Science, Aishwarya College) "How to Plan your career in the field of Computer Science, IT, Engineering and Arts" from Udaipur. More than 800 Students both boys and girls actively participated in the program with their Directors/Principals and teachers. The young minds were very inquisitive; they were counseled by the team of experts at the end of the session. The program was compared by Rtn Girish Pandya (Principal, Modern Public School, Dungarpur) and vote of thanks was given away by Rtn Yogesh Kothari.

Workshop on **Learn CPR and save lives**

Date: 21/01/13

A workshop on health safety entitled "Learn CPR and save lives" was organized by Rahaat Health Care for the students and staff at Aishwarya Education Society, Udaipur. Main purpose of the event was to educate the participants on basic life Safety support system and first aid. The experts for the program were Dr. Lalit Kumar and Dr. Rajneendra Sharma who gave important life supporting tips and first Aid. In their address, they explained how we can save our lives in case of situations like accidents, heart attacks, injuries etc. further explaining about the first aid which can be used in emergency situations. Important basic tips for each and every one were discussed. one hour after accident is a golden hour, during which life of injured person can be saved with proper aid and for this purpose the session was very important for basic life support.

The participants took great interest in the session and learnt life saving skills.

Faculty Improvement Programme on **How to write Effective Research Papers for conference and Publication**

Date: 24/01/13

A faculty improvement programme was organized for all the faculty members of Aishwarya Education Society on "How to write Effective Research Papers for conference and Publication". The objective of the session was - to accelerate research work, improve the quality of research work and contribute in development and progress of organization and self. The speakers during the session were Dr Archana Gowalkar and Mr. Kapil Shrimal.

Dr Archana Golwalkar shared with the participants on why and how to write a research papers and get the



Dr Archana Golwalkar deliberating on why and how to write effective research papers

research work published. Dr Golwalkar stressed on the avoidance of plagiarism and contribution of original research work in the benefit of the society in alignment to the area of interest of the researcher.



Faculty members attending the session

In the second part of the session Mr Kapil Shrial explained various techniques and methods of writing research papers and use of statistical tools such as 't' test, 'z' test, chi test, ANNOVA, regression and correlation with examples.

The session concluded with solving of queries put up by the participants taking keen interest in the discussion.



Mr Kapil Shrial on statistical tools and techniques used in research

Republic Day Celebration

64th Republic day was celebrated by in presence of all staff and students of Aishwarya Education Society. The Chief Guest during the occasion was Prof. B L Chaudhary (ex V C, M L Sukhadia University).



The program started with the flag hoisting by the chief Guest followed by National Anthem, Mr O P Joshi (Principal, ASTC) extended warm welcome to the Chief Guest and all present, he quoted the

Seminar on Stress Management

Date: 31/01/13

A Seminar on Stress Management was organized by Aishwarya Institute of Management & It for students and staff of Aishwarya Education Society on 31 January 2013. The expert speaker was Dr V L Parmar (Principal, Aishwarya P G College). The objective of the session was to understand and deal with stress in a balanced way. During the session Dr. Parmar explained the meaning and reasons of stress, focusing on how to convert negative stress into positive stress. Further in the session, keys for remaining stress free were discussed while appreciating the importance of meditation, physical exercise and will power. Practical exercises helpful for dealing with stress were also conducted for all the participants.

The participants took keen interest in the session and interacted



Dr V L Parmar on Stress Management



Participants attending seminar on "Stress Management"

with the expert. The closing of the session was done by expressing the vote of thanks by Dr Archana Golwalkar.

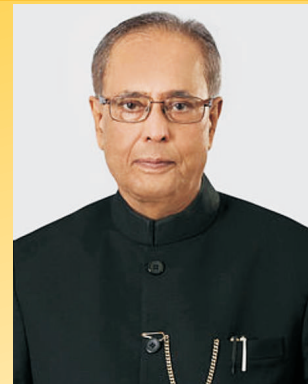
importance of this day and the need to understand the value of the same. There were several patriotic performances as recitation of poems, presentation of songs, dance, speech in regional and national by students. Hon'ble Chief Guest Prof. B L Chaudhary in his address gave an insight on the role of education sector in nation development with reference to reforms. Dr V L Parmar (Principal, APGC) articulated the vote of thanks at the end of the celebration.

ADDRESS BY PRESIDENT OF INDIA

SHRI PRANAB MUKHERJEE

ON THE EVE OF 64TH REPUBLIC DAY OF INDIA

25 JANUARY 2013



MY FELLOW CITIZENS :

1. On the eve of our 64th Republic Day, I extend warm greetings to all of you in India and abroad. I convey my special greetings to members of our armed forces, paramilitary forces and internal security forces.

2. India has changed more in last six decades than in six previous centuries. This is neither accidental nor providential; history shifts its pace when touched by vision. The great dream of raising a new India from the ashes of colonialism reached a historic denouement in 1947; more important, independence became a turning point for an equally dramatic narrative, nation-building. The foundations were laid through our Constitution, adopted on 26 January 1950, which we celebrate each year as Republic Day. Its driving principle was a compact between state and citizen, a powerful public-private partnership nourished by justice, liberty and equality.

India did not win freedom from the British in order to deny freedom to Indians. The Constitution represented a second liberation, this time from the stranglehold of traditional inequity in gender, caste, community, along with other fetters that had chained us for too long.

3. This inspired a Cultural Evolution which put Indian society on the track to modernity: society changed in a gradual evolution, for violent revolution is not the Indian way. Change across the knotted weaves of the social fabric remains a work in progress, impelled by periodic reform in law and the momentum of popular will.

4. In the last six decades there is much that we can be proud of. Our economic growth rate has more than tripled. The literacy rate has increased by over four times. After having attained self sufficiency, now we are net exporters of food-grain. Significant reduction in the incidence of poverty has been achieved. Among our other major achievements is the drive towards gender equality.

5. No one suggested this would be easy. The difficulties that accompanied the first quantum leap, the Hindu code bill, enacted in 1955 tell their own story. It needed the unflinching commitment of leaders like Jawaharlal Nehru and Babasaheb Ambedkar to push through this remarkable legislation. Jawaharlal Nehru would later describe this as perhaps the most important achievement of his life. The time has now come to ensure gender equality for every Indian woman. We can neither evade nor abandon this national commitment, for the price of neglect will be high. Vested interests do not surrender easily. The civil society and the government must work together to fulfill this national goal.

FELLOW CITIZENS:

6. I speak to you when a grave tragedy has shattered complacency. The brutal rape and murder of a young woman, a woman who was symbol of all that new India strives to be, has left our hearts empty and our minds in turmoil. We lost more than a valuable life; we lost a dream. If today young Indians feel outraged, can we blame our youth?

7. There is a law of the land. But there is also a higher law. The sanctity of a woman is a directive principle of that larger edifice called Indian civilization. The Vedas say that there is more than one kind of mother: birth mother, a guru's wife, a king's wife, a priest's wife, she who nurses us, and our motherland. Mother is our protection from evil and oppression, our symbol of life and prosperity. When we brutalise a woman, we wound the soul of our civilization.

8. It is time for the nation to reset its moral compass. Nothing should be allowed to spur cynicism, as cynicism is blind to morality. We must look deep into our conscience and find out where we have faltered. The solutions to

problems have to be found through discussion and conciliation of views. People must believe that governance is an instrument for good and for that, we must ensure good governance.

FELLOW CITIZENS :

9. We are on the cusp of another generational change; the youth of India spread across villages and towns, are in the vanguard of change. The future belongs to them. They are today troubled by a range of existential doubts. Does the system offer due reward for merit? Have the powerful lost their Dharma in pursuit of greed? Has corruption overtaken morality in public life? Does our legislature reflect emerging India or does it need radical reforms? These doubts have to be set at rest. Elected representatives must win back the confidence of the people. The anxiety and restlessness of youth has to be channelized towards change with speed, dignity and order.
10. The young cannot dream on an empty stomach. They must have jobs capable of serving their own as well as the nation's ambitions. It is true that we have come a long way from 1947, when our first Budget had a revenue of just over Rs.171 crore. The resource base of the Union government today is an ocean compared to that drop. But we must ensure that the fruits of economic growth do not become the monopoly of the privileged at the peak of a pyramid. The primary purpose of wealth creation must be to drive out the evil of hunger, deprivation and marginal subsistence from the base of our expanding population.

FELLOW CITIZENS:

11. Last year has been a testing time for us all. As we move ahead on the path of economic reforms, we must remain alive to the persisting problems of market-dependent economies. Many rich nations are now trapped by a culture of entitlement without social obligations; we must avoid this trap. The results of our policies should be seen in our villages, farms and factories, schools and hospitals. Figures mean nothing to those who do not benefit from them. We must act immediately; otherwise the current pockets of conflict, often described as "Naxalite" violence, could acquire far more dangerous dimensions.

FELLOW CITIZENS:

12. In the recent past, we have seen serious atrocities on the Line of Control on our troops. Neighbours may have disagreements; tension can be a subtext of frontiers. But sponsorship of terrorism through non-state actors is a matter of deep concern to the entire nation. We believe in peace on the border and are always ready to offer a hand in the hope of friendship. But this hand should not be taken for granted.

FELLOW CITIZENS:

13. India's most impregnable asset is self-belief. Each challenge becomes an opportunity to strengthen our resolve to achieve unprecedented economic growth and social stability. Such resolve must be nourished by an avalanche of investment, particularly in better and greater education. Education is the ladder that can help those at the bottom to rise to the pinnacles of professional and social status. Education is the mantra that can transform our economic fortunes and eliminate the gaps that have made our society unequal. So far education has not reached, to the extent desired, to those most in need of this ladder. India can double its growth rate by turning today's disadvantaged into multiple engines of economic development.
14. On our 64th Republic Day, there may be some reason for concern, but none for despair. If India has changed more in six decades than six previous centuries, then I promise you that it will change more in the next ten years than in the previous sixty. India's enduring vitality is at work.
15. Even the British sensed that they were leaving a land which was very different from the one they had occupied. At the base of the Jaipur Column in Rashtrapati Bhavan there is an inscription:

"In thought faith...

In word wisdom...

In deed courage...

In life service...

So may India be great"

The spirit of India is written in stone.

JAI HIND!

IMPLICATIONS OF

TQM
on cost

The reason quality has gained such prominence is that organizations have gained an understanding of the high cost of poor quality. Quality affects all aspects of the organization and has dramatic cost implications. The most obvious consequence occurs when poor quality creates dissatisfied customers and eventually leads to loss of business. However, quality has many other costs, which can be divided into two categories. The first category consists of costs necessary for achieving high quality, which are called *quality control costs*. These are of two types: *prevention costs* and *appraisal costs*. The second category consists of the cost consequences of poor quality, which are called *quality failure costs*. These include *external failure costs* and *internal failure costs*.

Prevention costs are all costs incurred in the process of preventing poor quality from occurring. They include quality planning costs, such as the costs of developing and implementing a quality plan. Also included are the costs of product and process design, from collecting customer information to designing processes that achieve conformance to specifications. Employee training in quality measurement is included as part of this cost, as well as the costs of maintaining records of information and data related to quality.

Appraisal costs are incurred in the process of uncovering defects. They include the cost of quality inspections, product testing, and performing audits to make sure that quality standards are being met. Also included in this category are the costs of worker time spent measuring quality and the cost of equipment used for quality appraisal.

Internal failure costs are associated with discovering poor product quality before the product reaches the customer site. One type of internal failure cost is *rework*, which is the cost of correcting the defective item. Sometimes the item is so defective that it cannot be corrected and must be thrown away. This is called *scrap*,

and its costs include all the material, labor, and machine cost spent in producing the defective product. Other types of internal failure costs include the cost of machine downtime due to failures in the process and the costs of discounting defective items for salvage value.

External failure costs are associated with quality problems that occur at the customer site. These costs can be particularly damaging because customer faith and loyalty can be difficult to regain. They include everything from customer complaints, product returns, and repairs, to warranty claims, recalls, and even litigation costs resulting from product liability issues. A final component of this cost is lost sales and lost customers. For example, manufacturers of lunch meats and hot dogs whose products have been recalled due to bacterial contamination have had to struggle to regain consumer confidence. Other examples include auto manufacturers whose products have been recalled due to major malfunctions such as problematic braking systems and airlines that have experienced a crash with many fatalities. External failure can sometimes put a company out of business almost overnight. Companies that consider quality important invest heavily in prevention and appraisal costs in order to prevent internal and external failure costs. The earlier defects are found, the less costly they are to correct. For example, detecting and correcting defects during product design and product production is considerably less expensive than when the defects are found at the customer site. External failure costs tend to be particularly high for service organizations. The reason is that with a service the customer spends much time in the service delivery system, and there are fewer opportunities to correct defects than there are in manufacturing.

Mukesh Chandra Tailor, MBA IV

Understanding the Obstacles to TQM Success

According to the research undertaken by Rose Sebastianelli and Nabil Tamimi, University of Scranton, data were gathered from a national survey of quality managers to examine the obstacles associated with managing a successful quality transformation. Factor analysis on managers' ratings of frequently cited barriers to TQM revealed five underlying constructs:

- 1) Inadequate human resources development and management
- 2) Lack of planning for quality
- 3) Lack of leadership for quality
- 4) Inadequate resources for TQM
- 5) Lack of customer focus.

Moreover, these empirically derived obstacles were found to be significantly related, in varying degrees, to specific potential outcomes that can be used to measure TQM success (or failure). The potential outcomes considered were frequent turnover of employees, frequent turnover of management, the high cost/benefit ratio of implementing TQM, and quality improvement results rarely meeting expectations. This provides a useful framework for evaluating the relative significance of management-related obstacles to TQM success, and, consequently, for providing direction and guidance in developing strategies for an effective quality transformation.

The 25 most commonly extracted TQM factors from survey-based research.

- | | | |
|--|--|----------------------------|
| 1. Top management commitment | 2. Social responsibility | 3. Strategic planning |
| 4. Customer focus and satisfaction | 5. Quality information and performance | 6. Benchmarking |
| 7. Human resources management | 8. Training | 9. Employee involvement |
| 10. Employee empowerment | 11. Employee satisfaction | 12. Teamwork |
| 13. Employee appraisal, rewards, and recognition | 14. Process management | 15. Process control |
| 16. Product/service design | 17. Supplier management | 18. Continuous improvement |
| 19. Quality assurance | 20. Zero defects | 21. Quality culture |
| 22. Communication | 23. Quality systems | 24. Just-in-time |
| 25. Flexibility | | |

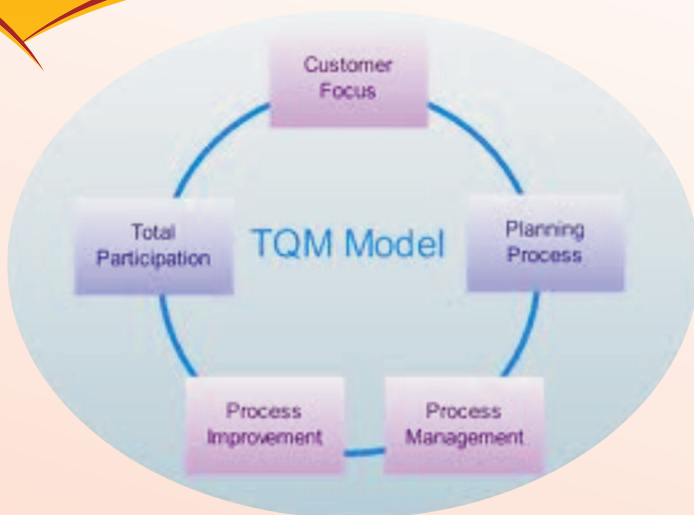
Gulab Chand Meena, MBA II

Technology as a driving force for TQM

According to the research done by Rodney McAdam the ever changing and rapidly developing area of technology is considered to be a driver in its own right. The scope of influence of technology on any discourse is vast. New developments in information systems databases can play a key role in shaping TQM's influence on business processes, especially processes requiring complex customer data. For example, modern database technology linked to the ubiquitous World Wide Web or Internet provide organizations with opportunities that existing operations/marketing processes find difficult to accommodate. The challenge is to determine how existing operations/marketing processes can be

changed to maximize the effectiveness of this new technology and hence enable the creation of new market opportunities. Ultimately, this challenge will inform the future development of TQM methodologies. The research also confirms that whilst IT plays a major role in TQM, future innovations at the organizational, managerial and human levels of organizations are essential if true improvements are to be made. From a cursory view, the rapid development of e-business would appear to have by-passed the TQM discourse given the paucity of systematic research specifically on e-business and TQM. However, many of the aspects of e-business are addressed by TQM principles without the use of e-business terminology. In summary, technology is likely to continue to be a key driver of TQM, shaping its future through e-business and IT.

Neelisha Verma, MCA II



Relationship between **TQM** and **Information systems**

TQM requires information (and information systems) to form as feedback for its functions and IS need quality within its functions to ensure the correct information is present and hence, the correct decision can be made.

The key is that one process is more dominant whilst the other plays a supporting role. In TQM based organizations, the IS provides the correct information and play no part in assigning accountability, control or decision-making. Such systems are termed TQMIS (Total Quality Management Information Systems). In IS, the notion of quality is used as an important attribute to IS, but not of paramount importance. E.g. rough value-added information is better than accurate non value-

added information). Thus, both processes co-exist and complement each other within the company. We now turn to the question of the consequences of this in relation to IT.

IT plays a crucial role in both TQM and IS - the former to provide raw data/information on a group level and the latter in controlling and measuring at an individual level. These contrastingly different roles can be explained through the accountability structures each management process has - TQM with group-based accountability for values and IS with individual-based accountability for results.

Thus, whilst IS and TQM are both management processes that seem similar at first, on closer examination we see that they have completely different ways of IT interaction at the fundamental level.

Isha Sharma, MCA VI

The quality of a man's life is in direct proportion to his commitment to excellence, regardless of his chosen field of endeavor.

-Vince Lombardi



Upcoming Events

- CSI Workshop on .Net & MVC framework
- FIP on "Project Development"
- Seminar on "Life Skills"

"Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives."

- William A. Foster quotes

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