

## **APPLICATION OF TQM IN HIGHER EDUCATION FOCUSED ON IMPROVEMENT OF TECHNICAL INSTITUTE VIA QFD**

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### **Abstract**

Quality of technical education is its ability to produce a steady flow of people with high intelligence and commitment to learning that will continue the process of transmission and advancement of knowledge. Quality Function Deployment (QFD) is one of the Total Quality Management (TQM) techniques which can be applied for process and design improvement. This study uses QFD as a tool for quality improvement and benchmarking in Technical Institutions . The study is based on primary data collected from thirty students which is considered as customers and thirty teachers, considered as technical describers from six different branches of a technical institute. A self designed questionnaire was used for data collection. The data was analyzed using the techniques of QFD on a technical institute. On the basis of these feedback, a house of quality is developed, which highlighted the major concerned areas of quality improvements in teaching and also highlighted some benchmarks where other institutions are more productive. Quality Function Deployment (QFD) is one of the Total Quality Management (TQM) techniques which can be applied for process and design improvement. This paper develops a framework for quality in an educational institute on the basis of literature review. A relationship matrix is developed between five identified groups of 'Dimensions of Quality' and twelve sets of 'Enablers' in an educational institute. It further outlines a QFD model based on interrelationship and intra relationship among dimensions of Quality, Enablers and customers .The indices developed based on the QFD matrix are utilized for quality planning and monitoring. The procedure is equally important for different types of technical institutes for self analysis, enhancing effectiveness and generating competitiveness.

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