

## **TOTAL QUALITY MANAGEMENT IN EDUCATIONAL INSTITUTIONS**

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### **Abstract**

The concept of total quality management focuses our attention on managing everything directly or indirectly instrumental in improving the quality of services that we propose to offer. Thus we find Total Quality Management an innovative effort help an educational institute in getting a number one position. The article presents the meaning of Total Quality Management (TQM), the need and importance of TQM in Educational institutions and emphasizes to adopt TQM as culture. TQM strives to change the actions of the Educational institutions and thus the culture and actions of an entire institution is transformed towards quality.