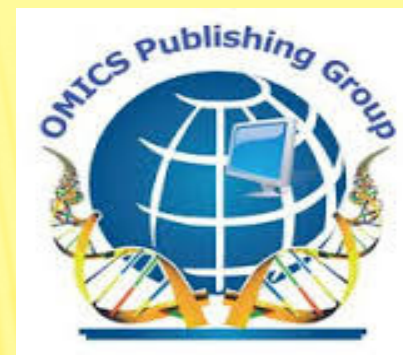


Wel-Come
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Presentation on

Total Quality Management In Agricultural Extension

Presented by

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(India)**



Total Quality
Management (TQM)
In Agricultural
Extension

Contents

- **Introduction**
- **What is Quality?**
- **What is TQM?**
- **TQM beliefs**
- **Elements of TQM**
- **Basic principles of TQM**
- **TQM and export of agricultural products**

Contents

- **Certification marks**
- **Quality certification agencies**
- **Management concepts and TQM**
- **TQM in agricultural research**
- **Usefulness of TQM in Extension Education**
- **Conclusion**

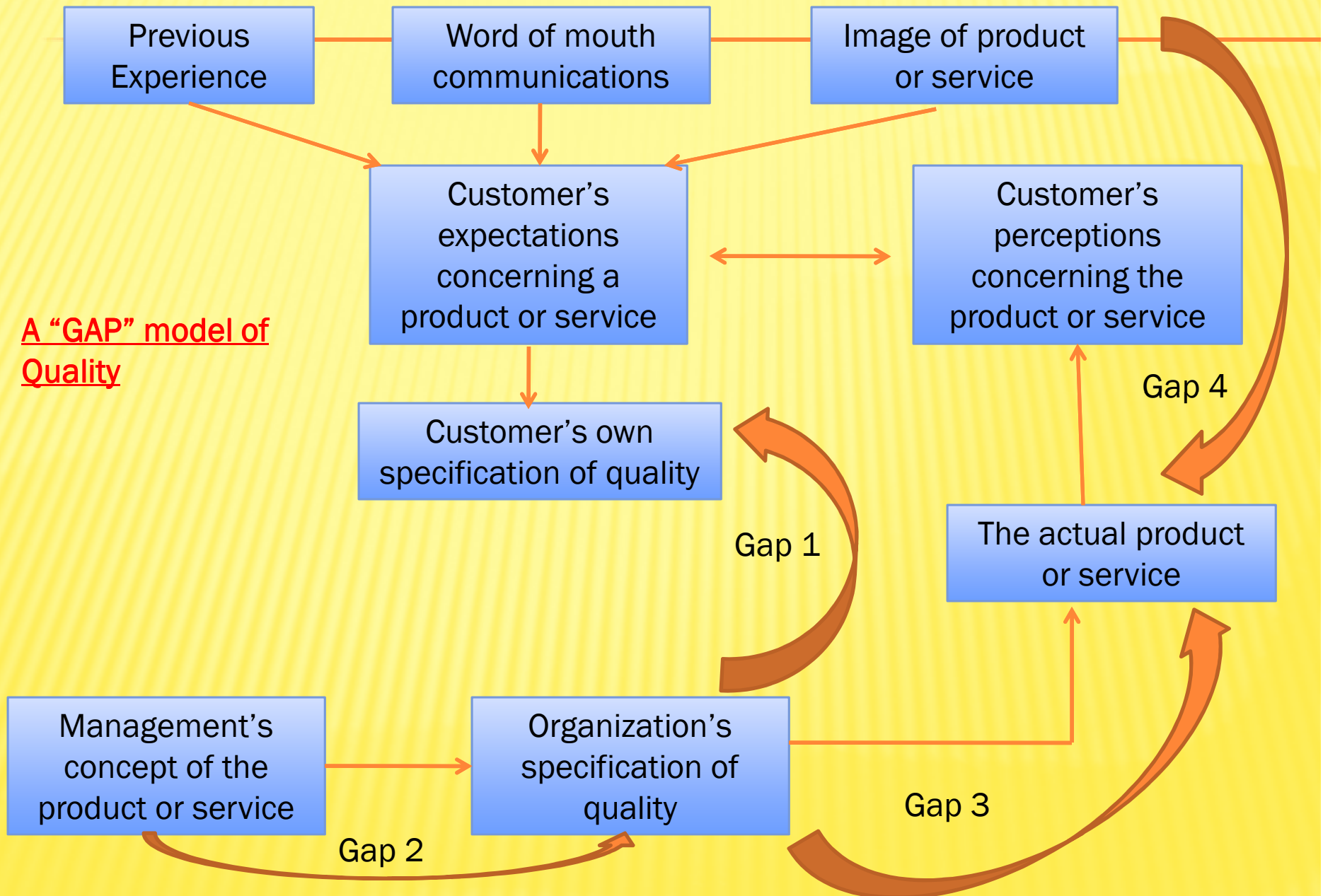
Introduction

- In today's world due to insufficient quality or indifference to quality lead to disputes, which imposes serious drain on the financial resources of a company and limits profit potential .
- To be competitive in today's market, it is essential for construction companies to provide more consistent quality and value to their customers.
- It is the right time to develop better and more direct relationships with our customers, to initiate more teamwork at the jobsite and to produce better quality work.

What is Quality?

- Quality is “Delighting the customer by fully meeting their needs and expectations . Manufacture a product or service according to quality standards.”
- Quality starts with market research - to establish the true requirements for the product or services and the true needs of the customers.

Source:-Parasuraman, Zeithman and Berry. 1985



What is TQM?

‘Total’ implies that the whole organisation with all its employees is involved;

‘Quality’ then implies that all aspects of the business are striving for excellence, superiority, values;

‘Management’ relates to achieving quality through the planning, organising, leading and controlling of resources.

-
- TQM is a method in which there is a combination of quality and management tools aimed at increasing business and reducing losses due to wasteful practices.
 - The simple objective of TQM is “Do the right things, right the first time, every time.”

TQM beliefs

- Customer satisfaction.
- Everyone is an customer.
- Quality improvement must be continuous.
- Analysis of the processes.
- A skilled use of analytical tools
- Visible, consistent and enabling leadership.

Elements of TQM

Foundation:-

Ethics, Integrity and Trust

Building Bricks:-

Training, Teamwork and Leadership

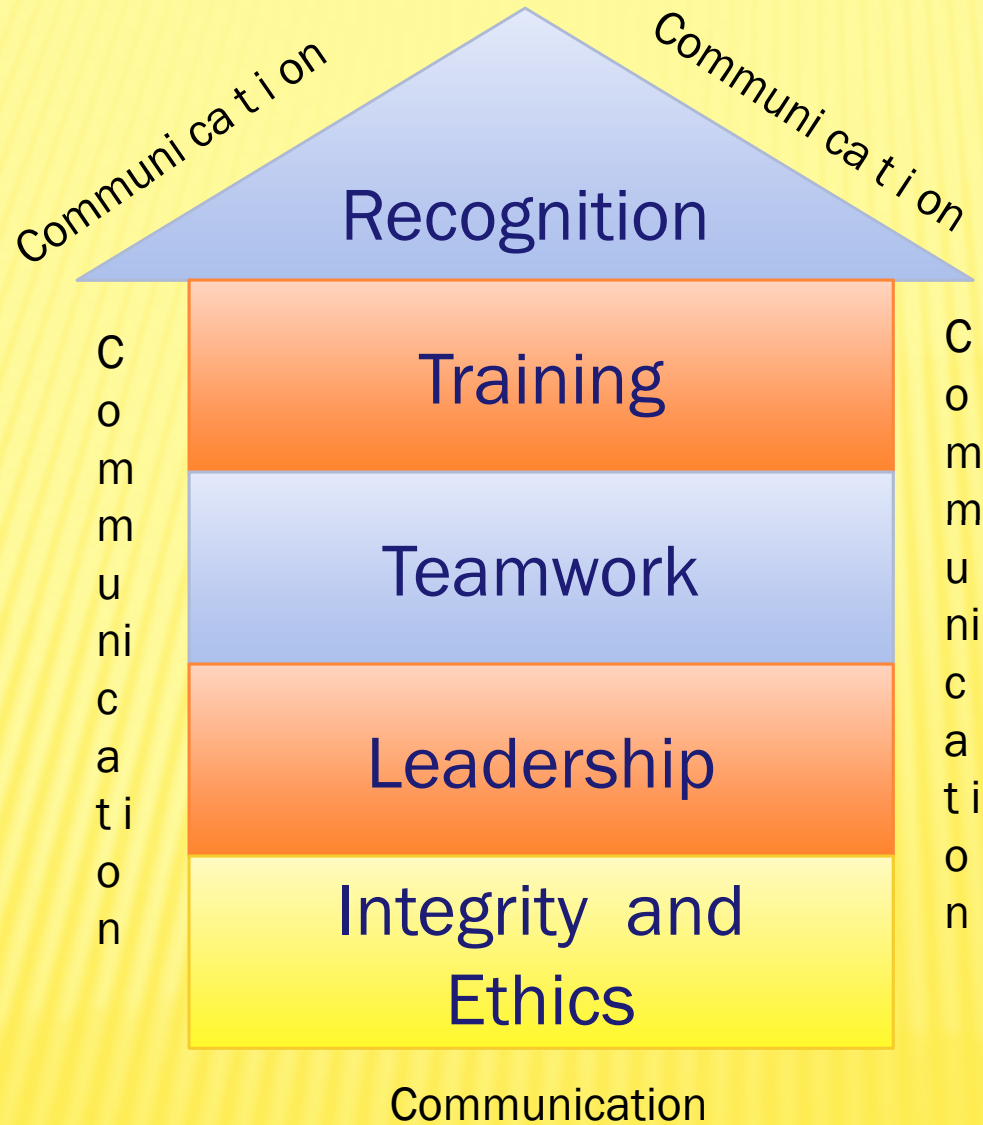
Binding Mortar:-

Communication

Roof:-

Recognition

Elements of TQM



Basic principles of TQM

1. Add value to the process
2. Deliver quality on time all the time
3. Mutual trust and confidence.
4. Train individuals and teams
5. Empower employee

-
6. Deed “ownership” of process to employees
 7. Implement the new technology
 8. Collect, measure and evaluate data
 9. Develope “win-win” senarios
 10. Develope a master plan
 11. Plan for all contingencies

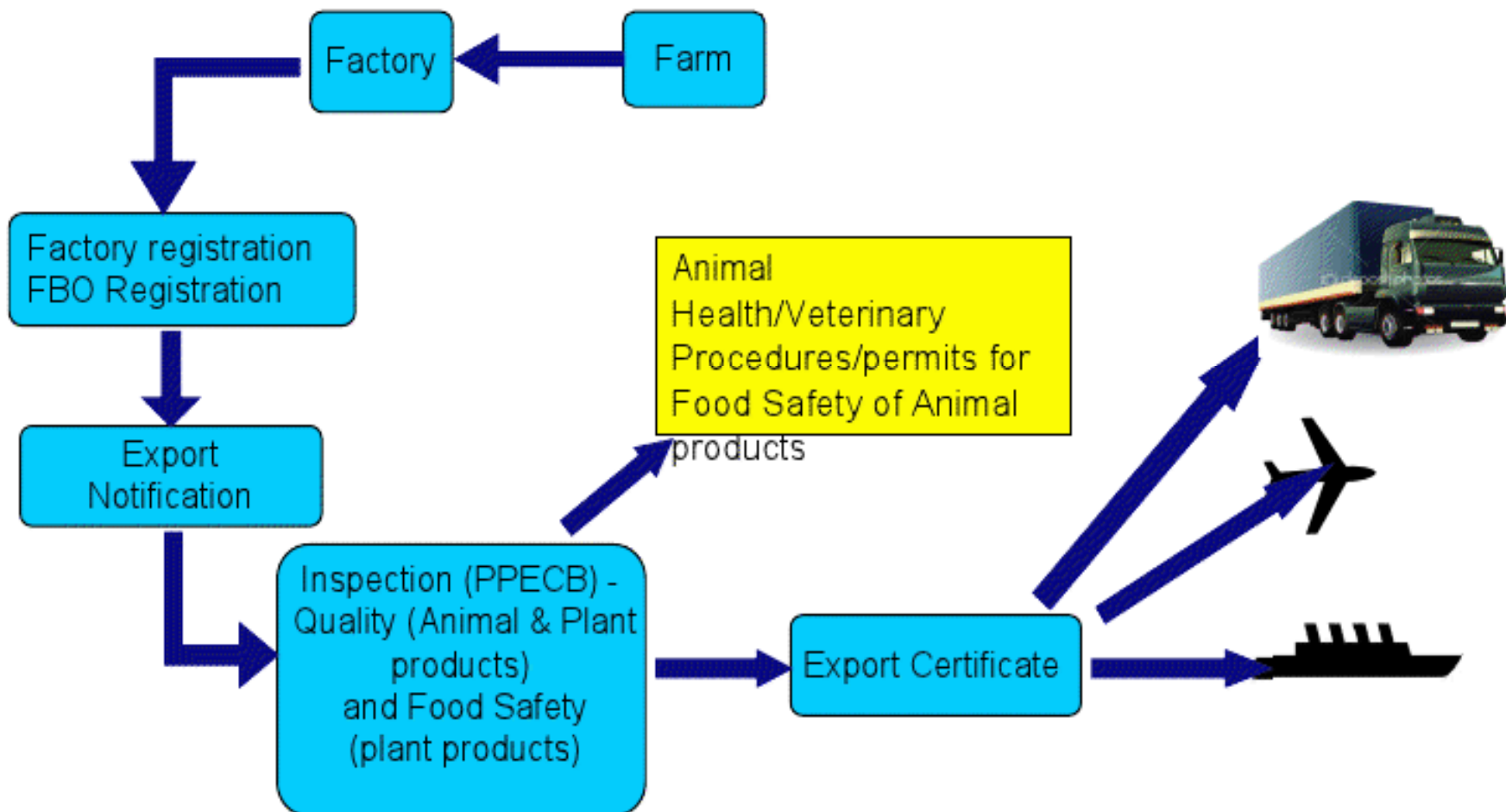
12. Make zero defects and accidents

13. Qualify your sources and suppliers

14. Deliverability

15. Meet the needs of your customers

FLOW CHART: EXPORT OF ANIMAL AND PROCESSED PLANT PRODUCTS



agriculture,
forestry & fisheries

Department:
Agriculture, Forestry and Fisheries
REPUBLIC OF SOUTH AFRICA

Certification Marks for Total quality of agricultural products

1. Agmark
2. FPO
3. India Organic

AGMARK



Agmark

- **Product category:** Agricultural Products
- **Certifying Agency:** Directorate of Marketing and Inspection, Government of India
- Pulses, cereals, Essential oils etc.

FPO



FPO

- **Product category:** Processed fruit products
- **Certifying Agency:** Ministry of Food Processing Industries (India)
- Fruit-jams, pickles, fruit extracts etc.

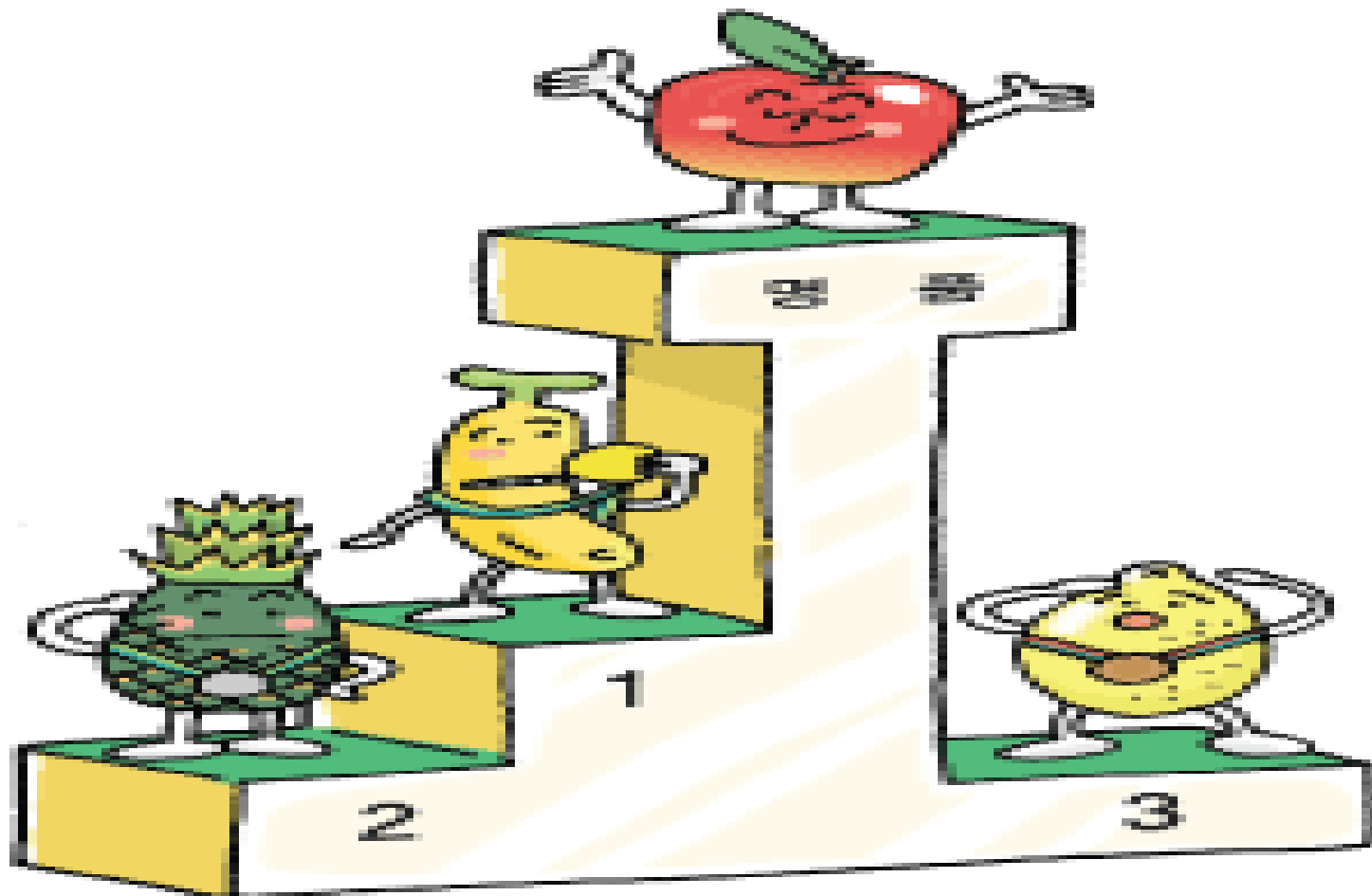
INDIA ORGANIC



INDIA ORGANIC

- Product category: Organic Food
- Certifying Agency: APEDA

HOW QUALITY CERTIFICATION AGENCIES HELP IN TQM OF AGRICULTURAL PRODUCTS?



-
- Help consumers to select safe agricultural products
 - Create a legend of prestige agricultural products
 - Enhance quality through prompt inspection
 - Root out the distribution of products with false information on origins

-
- Make the most use of statistical data
 - Providing valuable agricultural information
 - Agricultural product's safety inspection

MANAGEMENT CONCEPTS IN RELATION TO TQM

Organizing

Planning

Staffing

Management

Controlling

Leading

dreamstime.com



➤ **Planning**

➤ **Organizing**

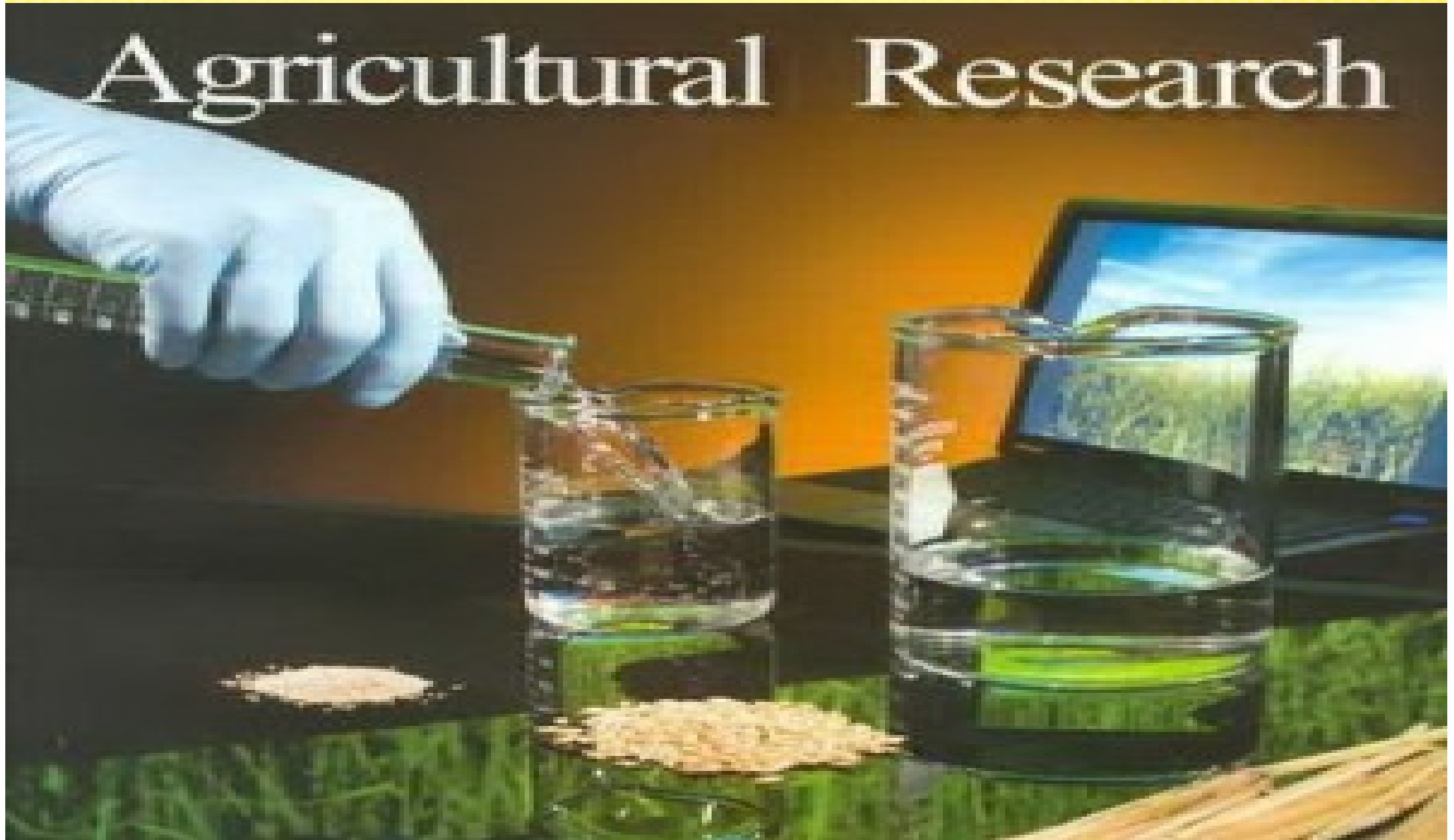
➤ **Staffing**

➤ **Co-ordination**

➤ **Leading**

➤ **Controlling**

PROBLEMS RELATED TO TQM IN AGRICULTURAL RESEARCH



Sr. No.	Problems	Relevancy coefficient	Rank
1	Inadequate opportunities for exposure to modern scientific fields	0.79	IV
2	Insufficient training of research personnel to improve their professional competence	0.79	IV
3	Inadequate and insufficient mechanism for planning and determining research priorities	0.84	I
4	Cumbersome and time consuming procedures for committing and using research funds	0.84	I
5	Lack of an integrated and multi-disciplinary approach in project selection and implementation	0.80	III
6	Inadequate infrastructure to carry out the research work	0.77	V

Sr. No.	Problems	Relevancy coefficient	Rank
7	Manpower constraints	0.77	V
8	Lack of proper guidance and support from experts for implementing the research projects	0.65	VII
9	Inadequate and defective mechanism for monitoring and periodical evaluation of research work	0.82	II
10	Lack of an effective tool to assess the research productivity	0.82	II
11	Inadequate reward system to attract and motivate the researchers	0.80	III
12	No consideration of researchers aptitude in assigning the research projects	0.68	VI

N=55

(Source: Smitha Baby and Joy Mathew. 2003)

USEFULNESS OF TQM FOR IMPROVING EXTENSION PROGRAMMES



-
- TQM enhances the agricultural extension planning process
 - TQM builds cadres of extension programme planners and trainers
 - TQM helps in improving extension linkage with research

-
- TQM is needed most by small, resource poor farmers
 - TQM helps in improving extension linkage with training
 - TQM reduces extension system's workload and increases it's coverage

-
- TQM encourages partnership with, and participation of, community-based organizations
 - Helps revitalize extension worker's professionalism
 - TQM shows that extension programmes can be strategically planned, efficiently managed, and systematically monitored and evaluated

CONCLUSION

- ✘ TQM is a method in which there is a combination of quality and management tools aimed at increasing business and reducing losses due to wasteful practices.
- ✘ TQM believes that customer satisfaction is a measure of quality and everyone is a customer.
- ✘ Ethics, integrity, trust, training, teamwork, leadership, communication and recognition are different elements of TQM.

- ✘ Agmark, FPO and India Organic are agencies which have given certification marks to agricultural products based on their total quality.
- ✘ These agencies enhance quality through prompt and precise inspection and help consumers to select safe agricultural products.
- ✘ In rapidly changing environment every firm pays a special attention to quality of products or services it delivers to buyers. This process involves effective Planning, organizing, co-ordinating, staffing and leading functions that have a direct impact on total quality management.

➤ TQM enhances the agricultural extension planning process, builds cadres of extension programme planners and trainers, helps in improving extension linkage with research and training, encourages partnership with community-based organizations, helps revitalize extension worker's professionalism, it shows that extension programmes can be strategically planned, effeciently managed, and systematically monitored and evaluated.

➤ Therefore we can say that TQM can contribute in improving and strengthening agricultural extension systems and programmes.

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**“ QUALITY IS A JOURNEY,
NOT A DESTINATION.....”**



