

## **TOTAL QUALITY MANAGEMENT IN DAIRY INDUSTRY: A SYNTHETIC REVIEW**

**MS. NIHA KHAN**

Research Scholar,  
Faculty of Management Studies  
M L Sukhadia University, Udaipur

**PROF. KARUNESH SAXENA**

Professor,  
Faculty of Management Studies, Director IQAC, Director CDC,  
M L Sukhadia University, Udaipur

### **ABSTRACT**

Role of Total Quality Management (TQM) in improving the productivity and quality of the dairy product in the Indian dairy industry cannot be disregarded. Total Quality Management can be widely used as a term which impacts the performance efficiency of any organization. In the current competitive world, TQM and its innovations assist an organization to achieve its growth motives effortlessly. This study attempts to make a synthetic review on the TQM practices at AMUL dairy in Anand, Gujarat state of India. This study was performed to ascertain the trends of TQM practices in dairy industry post liberalization. An extensive review on the proposed subject has been done by the researchers on various topics. For analyzing the topic and knowing its importance the entire literature is segmented under four heads being: Studies on overview of the dairy industry, Studies on Indian scenario of the dairy industry, Studies on TQM and Studies on Total Quality Management in the dairy industry. Therefore for achieving the objective of the study the above mentioned four heads were taken to make a comparative analysis of the AMUL dairy. After analyzing each and every aspect of TQM in AMUL dairy the researchers conclude that TQM principles can be developed in a more appropriate manner in relation to the dairy industry in India.

*Key Words: - Total Quality Management, Amul Industry, Synthetic Review, Milk Industry, Production, trends of TQM practices etc.*

### **INTRODUCTION**

India provides a huge number of opportunities to business people around the world, who aims to make a profit by one of the world's biggest and quickest developing markets for milk and milk items. The Indian dairy industry is quickly developing, attempting to keep pace with the shooting growth around the globe. India's dairy sector is expected to triple its production in the next 10 years in view of expanding the potential for export to Europe and the West. India is 'The Oyster' of the global dairy