**Abstract**

Quality management is a powerful competitive weapon. It provides greater customer satisfaction which can lead to greater market share, both of which lead to an improved bottom line profit. Quality is highly focused in the industry for its development and long survival in the economy. Although the concept of quality is very old, today it is perhaps the major preoccupation of organizations world-wide. However, in the recent years, Total Quality Management (TQM) has captured the world-wide attention and is being accepted as a management philosophy. Many organizations around the globe are conducting Organizational Development (OD) programmes to enhance quality awareness and change the attitudes of their employees. These efforts towards understanding, adopting and promoting TQM are primarily because of the changes taking place in the global economy, changing market conditions and customer’s expectations and increasing competitive pressures. Many large organizations have recognized the important contributions that TQM can make in dealing with these challenges.