**Abstract**

Education is the backbone of our nation. Amongst the rising economies in the world, India stands behind in the list, when it comes to education. Low quality education is sets down India‘s growth to deal with the demands of the 21st century. Quality is a great concern in many societies across the world. In the competitive educational sector, the victory of academic institutions depends on the quality of education. Total quality management as it is recognized as an effective management philosophy for continuous improvement, customer satisfaction, and organizational excellence hence many educationalists started showing interest towards it. As this thought was first introduced in the manufacturing sector, there is a massive doubt whether this philosophy is applicable in education. Then it has been applied as one of the most important customers of a college or university is the firms that hire the school graduates. In this association, the main objective of this study is to observe the importance of TQM on higher education institutions in developing a nation and the students‘ perception towards total quality management in higher education towards Deming‘s principle. This study has considered top colleges based on NIRF ranking, respondents has been selected based on convenience and selective tools has been applied to derive a positive finish.