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32.Title	Quality Management Initiatives by Select Indian Organisations
Conference	International Conference on Contemporary Management Practices -Feb,2008, Mumbai.(INCOMAS) Organised by NMIMS & NCQM, Mumbai.
Author	Prof . B.V.R.Murthy
Abstract	The Indian market is opened up to international competition and the regulation aspects of the government on industry and trade have been greatly loosened. Domestic manufacturing organizations are compelled to compete against high quality products either imported or manufactured within India under collaboration or joint venture agreements with foreign companies. In addition, the average Indian customer is demanding higher quality products than ever before. Quality management is becoming very critical due to the ever increasing competitive market scenario and demanding customer requirements .We need to know continuously how the present-day organisations are adapting to the ruthless competition and how they are transforming their processes and systems and developing methods for a sustainable growth.