

**Total Quality Management** has always proved to be a successful strategy for implementing effective change and sustained competitive advantage. There have been many established applications in manufacturing over the last two decades and more recently, in services and the public sector. However, in case of higher educational institutions TQM has not been much significant. TQM can help an educational institute to provide better service to its primary customers - students and employers. Commitment to quality also makes students proud to learn and work hard for improvement. Education quality leads to a bright future of a nation. Hence, insight on quality indices and virtual implementation needs to be given top priority and due attention to the educational strata e.g. school, university, educational management, and the staff. The programme aims to determine the advantages of TQM and how TQM can be effectively and efficiently applied in higher education institutions. The programme will also discuss the fundamental concepts of service quality and education quality control, quality control circles, ISO 9000 etc. along with the problems encountered in its implementation. The various sub- themes of the programme are as under :

- **Effective TQM Implementation**
- **TQM Implementation Models in Education**
- **HRM Issues in TQM**
- **Quality Control**
- **Six Sigma**
- **TQM Measures: Reliability and Validity**
- **ISO Certification**
- **Accreditation**
- **Patenting**
- **Statistical Software Used in Research**

## GENERAL INFORMATION

- Course material, lodging and boarding (against request in advance) during the course shall be provided free of charge in the Institute hostels.
- The outstation candidates shall be reimbursed the expenditure incurred towards travelling (limited to AC bus/3-Tier AC by train) on production of tickets.
- Last date of receiving of registration forms: 15-05-2010.
- Reporting date, time and venue at the Institute: 31-05-10 at 9.00 a.m. in the Department of Business Management

## ABOUT THE DEPARTMENT

Founded in 2007, the Department of Business Management is the center for quality education in the field of management. Transnationalisation and cut throat competition are demanding immense transformations in the corporate world. Rapid up-gradation of technology and major social changes all over the world are other issues which pose challenges as well as opportunities at the same time. But ultimately, it is the human power and persistence that have to cope up with ever demanding situations. Keeping this in view maximum focus is required for enhancing skills and abilities of the persons for producing furnished professionals. We at DAVIET believe that today's business leaders need to pose an excellent package of specialized skills, positive attitude, analytical orientation to be able to handle complex business situations. Education and training programmes are revolving around this philosophy in the Department of Business Management. The department is facilitated with best state of art infrastructure and dedicated faculty to act as mentors providing directions for individual development.

**DAV Institute of Engineering & Technology  
Kabir Nagar, Jalandhar - 144008 ( Punjab)**



**STTP on  
Strategies for Implementing  
TQM & ISO  
(31-05-2010 to 11-06-2010)**

## APPLICATION FORM

Name.....  
 Designation.....  
 Address for Correspondence .....  
 .....  
 Tel. .... Fax .....  
 E-mail .....  
 Highest Qualification .....  
 Area of Specialization .....  
 Teaching Experience.....Years .....  
 Name of the Sponsoring Institute.....  
 Department .....

If selected, I will attend the course or inform the Coordinator immediately about my inability to attend the course.

**Signature (applicant)**

**RECOMMENDATION OF THE SPONSORING  
AUTHORITY**

(Candidates from AICTE approved technical institutions only can apply). The applicant is hereby sponsored and will be permitted to attend the STTP, if selected.

**Date:** \_\_\_\_\_

**Signature and Seal of  
Sponsoring Authority**

## About DAVIET

DAV Institute of Engineering & Technology, Jalandhar got established in the year 2001 under the aegis of DAV College Managing Committee. The institute is approved by AICTE and affiliated to Punjab Technical University, Jalandhar. The DAV College Trust and Management Society is the largest non-government educational organization in India managing a chain of 700 institutions in India and abroad. DAVIET is carrying out original research of significance and technology development at the cutting edge. As per the Competition Success Review Survey 2009, DAVIET has been ranked as second most promising institute in India. While in another survey conducted by Data Quest in 2009, DAVIET has been ranked 66<sup>th</sup> top engineering institute of India.

## Location

DAVIET is located in the heart of the city, on a prime piece of land to DAV College, Jalandhar on the left side of Jalandhar-Amritsar National Highway. It is 370 km from Delhi and it is easily approachable by Air, Rail and Bus services. If reaching by air, the nearest airport is at Amritsar which is just one & half hour journey from Jalandhar.

## Vision

We perceive to be a globally acclaimed center of excellence in technical education and research; catalyzing innovation and best academic practices resulting in enhanced quality for all our stakeholders .

## Mission

Dissemination of research oriented technical education in emerging disciplines aimed at producing skilled man-power suiting to ever changing needs of the industry in the wake of globalization and industrialization; sustaining Indian moral & ethical values.

## Who can attend the STTP?

A faculty of an institution approved by AICTE, can attend the course. The interested persons need to apply to the 'Coordinator' in the prescribed format by due date (through proper channel). Lodging and boarding shall be provided by us free of charge, subject to the availability.

**Note:** Participant has to deposit an amount of Rs.500/-, along with the registration form. The amount may be paid through a demand draft in favour of "DAV Institute of Engineering and Technology" payable at Jalandhar. The same amount will be refunded after the completion of the training programme.

**For registration:** Please fill the application form and send by due date.

**Chief Patron**  
**Prof. C.L. Kochher**

Regional Director - Engineering Colleges  
DAVCMC

**Patron**  
**Dr. A.S. Arora**  
Principal, DAVIET

**Coordinator**  
**Professor (Dr.) Sonia Chawla**  
Phone: 0181-2200126, 2200232, Ext. 251  
Mobile: 9888250412

**Co-Coordinator**  
**Mr. Rajan Sharma**  
Phone: 0181-2200126, 2200232, Ext. 204  
Mobile: 9888898963

**Contact e-mail: [sttp@davietjal.org](mailto:sttp@davietjal.org)**

## Organising Committee

Ms. Ritu Sehgal  
Ms. Manu Kochher  
Ms. Megha Munjal Sharma  
Mr. Savdeep Vasudeva  
Ms. Anju Sharma  
Mr. Anil Soni

Ms. Vandana Narang  
Ms. Priyanka Sharma  
Mr. Sahul Goyal  
Mr. Jaswinder Dhillon  
Ms. Jasdeep Kaur  
Ms. Reeta Bhardawaj

AICTE Approved  
Short Term Training Programme on

# Strategies for Implementing TQM & ISO

(31-05-2010 to 11-06-2010)

Sponsored by



All India Council for Technical Education

Organised by  
Department of MBA & MCA

**Coordinator**  
Dr. Sonia Chawla

**Co-Coordinator**  
Mr. Rajan Sharma



**DAV Institute of Engineering & Technology**  
Kabir Nagar, Jalandhar - 144008 (Punjab)  
[www.davietjal.org](http://www.davietjal.org)



# Short Term Training Programme on Strategies for Implementing TQM & ISO

**Chief Patron:**

Prof. C. L. Kochher  
Regional Director  
DAVCMC, New Delhi

**Patron:**

Dr. A. S. Arora  
Principal  
DAVIET, Jalandhar

**Coordinator:**

Dr. Sonia Chawla  
Prof. & Head,  
MBA & MCA,  
DAVIET, Jalandhar

**Co-Coordinator:**

Mr. Rajan Sharma  
Lecturer, MBA  
DAVIET, Jalandhar

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Lecturer, MBA  
Ms. Megha Munjal Sharma  
Lecturer, MBA  
Mr. Savdeep Vasudeva  
Lecturer, MBA  
Ms. Anju Sharma  
Lecturer, MBA  
Mr. Anil Soni  
Lecturer, MBA  
Ms. Priyanka Sharma  
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Ms. Vandana Narang  
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Mr. Sahul Goyal  
Lecturer, MCA  
Mr. Jaswinder Singh Dhillon  
Lecturer, MCA  
Ms. Jasdeep Kaur Johal  
Lecturer, MCA  
Ms. Reeta Bhardwaj  
Lecturer, MCA

Reference No. MBA/STTP/01

Dated:29-03-10

**Director/Principal/HOD**

**Subject: Invitation for Participation in Short Term Training  
Programme on “Strategies for Implementing TQM & ISO”.**

Dear Sir/Madam,

It is a pleasure to inform you that the Department of Business Management at DAV Institute of Engineering & Technology, Jalandhar is organizing an AICTE approved Short Term Training Programme (STTP) on **“Strategies for Implementing TQM and ISO”**, from 31<sup>st</sup> May, 2010 to 11<sup>th</sup> June, 2010.

DAV Institute of Engineering & Technology has been imparting a value based and research oriented quality technical education since its inception. It aims to stimulate the urge for research in this area by bringing academicians, research scholars, scientists and professional from industry on a common platform to share their research experiences and perceptions.

We are pleased to extend an invitation to you to participate in the short term training programme. Please confirm your valuable participation at the earliest. We shall be thankful, if you could circulate this information among your faculty/colleagues and motivate them to participate. The last date for sending the participation details is 15<sup>th</sup>, May, 2010.

In anticipation of your prompt response.

Regards

**Dr. Sonia Chawla**

**Coordinator**

**(Prof. & Head-MBA & MCA)**

**Dr. A. S. Arora**

**Patron**

**(Principal)**

Organised By:

**Department of MBA & MCA**

**DAV Institute of Engineering & Technology**

Kabir Nagar, Jalandhar, Punjab-144008

Phone: 0181-2207650, Website: davietjal.org, E-mail: sttp@davietjal.org