

THE IMPORTANCE OF QUALITY CIRCLE IN AN ORGANISATION

^{#1}VEDULLA KUMAR RAJA, *PG Student,*

^{#2}VELAGA DURGA TEJASWINI, *PG Student,*

Department of MBA,

SAI SPURTHI INSTITUTE OF TECHNOLOGY, SATHUPALLI, KHAMMAM

ABSTARCT: Quality circles are a systematic, institutionalized approach to encouraging constructive, cooperative problem-solving interactions among staff members. A circle with fewer than five people would see a decrease in activity due to the high percentage of absenteeism. This study examines the primary aims, advantages and disadvantages, issues, and limitations.

KEYWORDS: *quality circle, Personality advancement, team work , positive attitude.*

1. INTRODUCTION

A Quality Circle is an optional gathering of staff members who share a common workplace or do related tasks. They get together for about an hour once a week to identify, discuss, and decide how to handle work-related problems. Both their overall performance and work experience are enhanced by this strategy. The source of the allusion is Udupa's 1986 novel. Quality circles are a planned and acknowledged method of motivating staff members to solve challenges creatively and cooperatively, claim Lozano and Thompson (1980).

Quality circles are a planned and acknowledged method of motivating staff members to solve challenges creatively and cooperatively, claim Lozano and Thompson (1980).

The quality control circle is more than just a little room near the production line, filled with people who make everyone else angry. Rehder (1981) asserts that it is a psychological condition and a leadership issue that impacts all individuals, ranging from production trainees to presidents.

2. FEATURES OF QUALITY CIRCLES

The following are the primary characteristics of a quality circle:

A quality circle is a small team of employees.

A quality circle consists of eight to ten staff members. A circle of less than five people would lose vitality as a result of a high absence rate. This may cause the circle to become inactive. On the contrary, exceeding 15 participants in a circle may result in the marginalization of specific persons, prohibiting them from participating actively. It is recommended that quality circles include at least eight and no more than ten members. The rationale behind these figures is to allow for easy management over the number of interactions that occur between members.

A quality circle is formed either within a specific workstation or among workers engaging in comparable types of activity.

A quality circle is a group of people who have similar characteristics or qualities, rather than being representative of different departments or fields of study. Individuals who participate in circle activities must have a common wavelength. All members must understand the topics that take place during the meetings. This can only be accomplished by forming a circuit of workers who perform comparable tasks or operate in the same domain. Memberships do not have to have the same designations, but they must participate in a shared job or endeavor. For example, within a defined assembly area, menial workers, turners, drillers, and electricians may choose to form a circle. Similarly, circles can contain bank clerks, stenographers in offices, milling machine operators, nurses in hospitals, draughtsmen in engineering divisions, and so on.

Quality circles are voluntary

Employees are at liberty to choose whether or not to participate in quality circles. Quality circles may not be mandatory, imposed, or coerced upon employees. This is predicated on the voluntarist principle.

Quality circles convene once per week for approximately one hour.

A quality circle meets for approximately one hour per week. The circle may therefore convene a minimum of three to four times per month. It is essential that these meetings take place on a consistent basis; this principle must be adhered to. Seminars of this nature may take place either during or subsequent to standard business hours. Members of the quality circle will independently reach this conclusion. As an illustration, Bharath Heavy Electric Ltd. in Bangalore conducts meetings on Saturdays for an hour following shift hours (QCFI Convention Report 2008).

Quality circle leads to total performance

Workplace efficiency is enhanced when quality circles tackle issues pertaining to productivity, safety, quality, and cost reduction. All throughout the company, this leads to tangible and intangible benefits. The data presented in Chapter 5 lend credence to this quality circle characteristic.

Quality circle enrich work life

Quality circles within a firm improve employee work lives while also establishing a cohesive team culture and providing other benefits. Improvements in their working environments, improved levels of job satisfaction, and better working relationships with coworkers are just a few of the factors that improve their professional lives.

Objectives of a quality circle

The principle of "appropriateness for use" serves as the cornerstone for quality circles, which strive to prevent service problems rather than remedy them after the fact. Unlike task forces, quality circles can be introduced into an organization over a longer period of time. A quality circle may pursue the following high-level objectives:

- To contribute to the business's growth and improvement.
- To encourage an open exchange of ideas, it is vital to operate within the current organizational structure and solve obstacles.
- To foster a productive and pleasant work environment, develop good attitudes and a sense of community among employees during decision-making processes.
- To showcase human potential and reveal all available opportunities.
- The goal is to increase product and service quality and capability. Any party aims to cut costs and inefficiencies in labor.
- To become more efficient in order to reduce lead time and better meet client deadlines.
- Every business's primary focus should be client satisfaction. Quality circles are an effective instrument for attaining this goal and ensuring the organization's long-term competitiveness.

PROBLEMS IN QUALITY CIRCLES

- The primary challenge with quality control (QC) is that managers and staff don't have the right mindset. QC may be perceived by managers as a way to diminish their authority and significance.
- Adopting QC recommendations slowly could affect how well QCs work.
- Sometimes, non-members can interfere with Qcs' ability to operate.

- There is a potential problem with organizing quality control systems in India because the workforce lacks leadership experience and understanding.
- Meeting restrictions that prohibit members from gathering during business hours and irregular meeting schedules are examples of potential operational issues.

3. BENEFITS OF QUALITY CIRCLES

- **Team Work:** Collaboration helps to eliminate friction and struggle among team members, strengthening the overall sense of team spirit.
- **Positive Attitude:** Employees approach their work with a positive attitude, as if it were their own. They establish a "I Care" and "Can Do" mindset.
- **Personality advancement:** Quality circle methods help employees identify their untapped potential and learn new abilities.
- **Positive working environment:** It involves employees in all processes, from little to major decisions, and enhances the organizational work environment.
- **Increased productivity:** Productivity enhancement: Optimizing work processes and reducing unnecessary expenditures are variables that contribute to an organization's overall productivity growth. They foster creativity, improve overall quality, and increase operational efficiency.

Limitations of quality circles;

- By participating in a quality circle, individuals can convene frequently to address and resolve issues pertaining to the workplace.
- The quality circle convenes in an informal environment. The primary objective of a quality circle is to foster employee engagement and commitment to the organization, cultivate their understanding of quality, and motivate frontline personnel to partake in initiatives aimed at enhancing quality.
- In addition to identifying problems, establishing priorities, reviewing data, devising action plans, and providing recommendations to management, quality circles perform a variety of other duties.
- This approach has several drawbacks, including the financial and time investment involved, the potential to disillusion overly enthusiastic members, and a lack of enthusiasm on the part of management.
- Development of leadership, improved resource utilization, increased product quality and output, etc.

4. CONCLUSION

Quality circles are essential for developing an internal organizational culture of continuous improvement. These circles, which include employees from different departments and levels, are especially aimed at recognizing and resolving problems to improve services, goods, and procedures. In a few key areas, the importance of quality circles can be summed up in one sentence. Employee empowerment and involvement are fostered by quality circles. Quality circles include frontline employees in problem-solving and decision-making processes, which fosters employee engagement and responsibility. In addition to raising spirits, this empowerment builds a more dedicated and active team. Quality circles also encourage the growth of uniqueness and fresh ideas. Regular gatherings and cooperative ideation sessions enable the sharing of ideas, viewpoints, and concepts to address organizational difficulties. By using this collaborative approach, unique solutions and improvements are frequently achieved that would not have been visible using traditional management techniques alone. Quality circles also improve teamwork and communication inside a business. Members develop stronger interpersonal links and increase their communication skills by working together across departments and hierarchies. This improved cooperation creates a sense of unity and camaraderie, which increases the likelihood of success in upcoming endeavors. Quality circles also improve the efficacy and efficiency of organizations. These rings aid in process optimization, inefficiency elimination, and overall productivity enhancement by systematically finding and resolving issues at their core. The company's ability to quickly adjust to changing market conditions and customer needs is facilitated by its continuous development focus.

REFERENCES:

- Juran J.M. (1980): “International significance of the Quality Control Circle Movement”, Quality Progress 13, Nov. 1980. 21.
- Lozano R. and Philip C. Thompson (1980): “QC Implementation in the Space Shuttle External Tank Program at the MichoudMariettaCorporation”, 1980, ASQC 34th Annual Technical Conference Transactions.
- Maheshwari B.L. (1987): “Quality Circles”, Mohan Primlani for Oxford and IBH Publishing Company, 1987, New Delhi.
- Mathew George (1991): “Quality Circle”, 1991, The Central Board for Workers Education publication New Delhi.
- Olga L. Cracker, Cyril Charney and Johnny Sik Leung Chiu (1986): “Quality circles – a guide to participation and productivity”, 1986, Methuen Publications New York.
- QCFI Conventional Report 2008
- Quality Circle India (2005): “Chapter Activities”, Quality Circle Forum of India publication, Nov-04-Jan-05.
- Robert R. Rehder (1981): “What American and Japanese Managers are Learning from Each other”, 1981, Business Horizons 24 March-April, 68.