

D; k vki viuh vkwukbt'sku eapiw DokfyfV dh dherp (Cost of poor quality) tkurs g& lkks jkt'sk Hk&/k



XqkoRrk ds ckjs es dkQh fy[kk , d dgk x; k g& Yk&du e&; g ekurk gWfd ifj/kku m | kx ea vHkh Hkh xqkoRrk dk fo'k; ijh rjg l sugh l e>k x; k g& Hkkjr ea ifj/kku fuekZk / mRiknd vi&sy e&; QDpjji 1/2 vHkh Hkh xqkoRrk , d fufj{k.k dks , d gh l eku ; k , d gh l e>rs g& e&s ; kn g& , d ckj , d i&[k fu; k&rd 1/2 yhfM& , d l i&v/ 1/2 us dgk Fkk fd ml dh vkwukbt'sku xqkoRrk {k= ea dkQh l rd g& , d bl dk i&k.k ml g&us cMs xoz l s ; g dg dj fn; k fd bUMLVjh ea l cl s cMk DokfyfV dUVjksy MikV&V muds ikl g& e&; g l qdj e&djkus ds vrfjDr dN vkj D; k cky l drk Fkk\ l eL; k ; g g& fd dN dks Nk&dj T; knkrj ifj/kku fuekZk / mRiknd (vi&sy e&; QDpjji) dks xqkoRrk dks utjv&kt djus dh vl y ykxr dk Kku ugh g& ejh fy[kh i&rd "e&ft& i&MDVfofV bu xkjesV bUMLVjh" e&n"kkz s , d fp= }kjk fn[kk; k x; k g&fd fdl rjg e&; QDpfjx dkWV dk 20% l s 25% dk i& k /kh&/khs cgrk tk jgk g& ; g dkWV tks pi&j DokfyfV dh otg l s g& bl s pdk&V vk&D DokfyfV ; k pxqkoRrk dh dherp dgk tkrk g&

pd&V vk&D DokfyfV dh cgrj l e> , d Kku fuf"pr : lk l s bu dk&VI ~ 1/2 ykxr 1/2 dks de djus ea , d yk&inrk dks c<kus 1/2 improve profitability 1/2 ea l gk; d gks&hA

dk&V vk&D DokfyfV dk oxt&j.k &

cgrj l e> , d dUVjksy ds fy; } dk&V vk&D DokfyfV dk fuEu pkj Hkk&ka ea oxt&j.k fd; k x; k g&

fuokj.k@jkdF&e@cpko dh ykxr (fi&B'ku dk&V) &

fMtk&zu djus dh 1/2 Mtk&zu& 1/2 yk&w djus dh 1/2 belyhe&UV& 1/2 , d DokfyfV fl LVe cuk; s j [kus ds fy; s l Ec&fU/kr yk&ka l s t&h yk&ra bl ea fl LVe vk&V djus dh yk&r Hkh "kkfey g&



ef; k&du I EcfU/kr ykx ¼ sijsty dKVV&

; g vk"okfl r djus ds fy; s fd ¼ kMDV¼ Hkkx ¼ dEi kusVI ½ , & [kjhs x; s I keku ¼ eSVfj; y½ xqkoRrk ekudks (Quality standard) , & in"ku dh vko"; drk vuq kj gS; k ugh& dks eki us , & ef; k&du djus; k vKVV djus dh ykxR

vkrfjd vl Qyrk I s I EcfU/kr ykx ¼ vUjuy Qsy; j dKVV&

[kjc mRikn ¼ kMDV¼ Hkkx ¼ dEi kusVI ½ , & I keku ¼ eSVfj; y½ tks vko"; d xqkoRrk I fgr ugh cu ikrs , & ftudh otg I smRiknu ¼ eS; QDpfj&½ dk upl ku gkrk g&

ckgjh vl Qyrk I s I EcfU/kr ykx ¼ DI Vjuy Qsy; j dKVV&

[kjc mRikn xkgdks dks fhktokus dh otg I smRilu g&Z ykxR dbZ ekeyks ea fuokj.k@jkdFkke I EcfU/kr ykx ¼ iD"ku dKVV½ , & ef; k&du I EcfU/kr ykx ¼ sijsty dKVV½ dks I kFk ea "vuq irk ¼ d I eku½ I EcfU/k ykx ¼ dKVV vkD duQjveI ½" Hkh dgk tkrk gS tcf d vkrfjd ¼ vUjuy Qsy; j dKVV½ , & ckgjh ¼ DI V"uy Qsy; j dKVV½ vl Qyrk I s I EcfU/kr ykx dks LkFk ea "x&vuq irk ¼ vl eku½ I EcfU/kr ykx ¼ dKVV vkD uk& duQjveI ~ ; k ik& vkD uk& duQjveI ½" Hkh dgk tkrk g& , d vki/xukbt'sku dk mn&s; iw&Z : Ik I s Qsy; j ¼ vl Qyrk½ I s t&h ykxR& dks fuokj.k ¼ kd&Fkke½ dh ykx , & mfpr ef; k&du ¼ iD"ku dKVV , & , sijsty dKVV½ dh ykxR& ea fuo'sk dj dj] gVkuk gksuk pkfg; & ; g cgr egROIw&Z gS fd vi&y eS; QDpj] I ~ ¼ fj/kku fue&rk / mRiknd½ I gh ek; uks ea xqkoRrk dks utjv&kt djus dh vl y ykx dks I e>& vxj QD&h , d cMh od&kd Z dk& tks fujh{k.k ¼ bu I iD"ku½ ds fy; s , & xkj&SV fji& j ds fy; s fu; & r dh xb&Z g& ml s , d gh ckj ea I gh xkj&SV I ~ cukus ds fy; s ns rks u fl QZ fj tD"ku , & fji& j dh I & ; k de gks&h cfYd mRikndrk Hkh dkQh gn rd c<x&hA gky&id DokfYkfv¼ xqkoRrk½ , & e&st&e&V xq n"kdka I s & dKVV vkD DokfyfVp ds ckj&se&ckr djrs vk jgs g& y&fdu v&rk'a&h; LRkj ij ifj/kku m/k&sx ea bl fo'k; ij cgr de vuq & kku ¼ j I p&Z g&rk g& ; g e& ; r%bl otg I s g&S fd ftl rjg dk MkV&k dKVV vkD DokfyfV ds fy; s t: jh g&S ml rjg dk M& / k ifj/kku m | k&sx es

D; k vki viuh vkw/xukbt'sku eapivj Dokfyv dh dherp
 (Cost of poor quality) tkursga
 lkks jkts'k Hk&/k



cuk; k ugh tkrk , d vxj bl rjg dk M&/k mi Yk&/k Hkh gS rks ml s cgr xdr j [kk
 tkrk gA ejh fjl pZ l Hkor; k jk'Vjh; LRkj dh bl fo'k; ea , dek= fjl pZ gA
 ifj/kku fu; k'r m |ksx dh ifrLi/kkZ (dEIkfhVVhous) cuk, sj [kus ea xqkoRrk dk , d
 vge LFkku gA ; w, l - bEiks/jl ~vkND VDI VkbZy , d vijy WUSITA½ ds , d v/; ; u
 ds vuq kj] , d fl yfl ydkj xqkoRrk ½consistent quality½ ; g fu.kZ yus ea fd
 vk; kr ½beiks/½ vkwMI Z dgkVij fn; s tk, p ed; ekinM gqk djrk Fkka bl ds ckn
 LiHM VwekdV ½cktkj ea xfr½ de nke] i&MDV MopyieV dh {kerk , d l k'sky
 dEiykbDI ¼ keftdrk dk ikyu½ t\$ sekinMks dks n\$kk tkrk Fkka
 buMLVjh dk iz kl vHkh fufj {k.k }kj k xYrh; ka dks idMus ij dSunr gA gea ; g
 l e>us dh t: jr gSfd xqkoRrk fufj {k.k dj dj ugh cukbz tk l drh ml sigyh
 ckj es gh l gh cuk; k tk l drk gA bu fnuka tc m |ksx ka ea xqkoRrk dks gj nl
 yk [k ea gPZ xFYr; ka , d vol jka ¼MQDVI ~ij fefy; u fil s ½ ds: lk ea vkadk tkrk
 gS , d fl DI fl xek dk; Z z kkyh dks l qkj ds fy; s viuk; k tkrk g\$ ogha ifj/kku
 m |ksx , sD; w, y- 2-5 ij xqkoRrk ikr djus ds fy; s l akZk dj jgk gA ¼Hk&/k½ 2005½
 ; g egROI wZ gSfd ifj/kku fuekZrk / mRiknd ; g l e>a fd igyh ckj es mRiknu
 cukus l s fuekZrk/ mRiknd yxHkx 50% rd ykHkinrk ¼ykHknk; drk½ cMk l drs gA
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 xokrs gA bl v/; ; u l s ; g Hkh fl nA gqk fd vxj , d vk\$ ru ifj/kku mRiknd
 vxj Dokfyv dh dher dks okf'kd fcdh 14% l syxHkx 6% rd ys vkrk gS rks
 0; ol k; ea yxHkx 50% rd ykHkinrk ¼ykHknk; drk½ cMkbZ tk l drh gA bl dk
 eryc gS vfrfjDr 1-6 fefy; u MkVj l ~ dk eqkQk mu 0; ol k; ds fy; s ftudk
 l \$ l VZuvkoj ¼cfdz dkjkc½ ½ 20 fefy; u MkVj l ~gA
 ekstmk ekgkSy es tgkVfu; k'r ½Export½ ea l syx ikbZt ½cpus dk eq; ½ dk cMk ncko
 g\$ dkV V vkND Dokfyv dks de dj ikbZt ifrLi/kkZ (dEIkfhVVhous) ykHkinrk
 cjdjkj dh tk l drh gA ifj/kku m |ksx es dkV V vkND Dokfyv eV; ka du
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