

## IMPACT OF BRAIN STORMING ON PRODUCTIVITY, QUALITY, EFFICIENCY, GLOBALIZATION OF ORGANIZATION

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**ABSTRACT:** Productivity and quality are an integral component of organization's operational strategies. Globalization of market and operations forces companies to rethink their productivity and quality problems and in turn their overall organizational competitiveness. This directs the researchers and practitioners to look at productivity and quality improvements issues from a perspective of needs, issues and enablers. The productivity measure has several purposes. It is used principally to compare the economic performance of one country with that of another. It can also be used as an efficiency indicator. The economic growth of a country is usually measured by its increase in production or the gross domestic product (GDP), which comes from two sources: a larger quantity of production factors used (inputs) and/or an increase in productivity. Productivity is therefore considered to be a component of growth.

**Keywords:** GDP, ISO, PDCA, EFFICIENCY, UTILIZATION, QUALITY, PRODUCTIVITY, GLOBALIZATION

### [1] Introduction

Productivity and quality are an integral component of organization's operational strategies. Globalization of market and operations forces companies to rethink their productivity and quality problems and in turn their overall organizational competitiveness. This directs the researchers and practitioners to look at productivity and quality improvements issues from a perspective of needs, issues and enablers. Productivity of a production system is analogous to the efficiency of a machine. "Productivity" is nothing but the reduction in wastage of resources or it is connected with optimal utilization of inputs may be men, machine, energy, space time and building etc. for producing goods or service. Productivity of a production system may be defined as ratio between output and input. Output means the number of items produced or amount produced and the input means the resource used. Productivity can be increased by increasing the input but productivity may not increase Productivity means how much and how well we produce from the resources used. If we produce more or better goods from the same resources, we increase productivity. Productivity - efficiency \* effectiveness = value adding time/total time Productivity - (output/input) \* quality = efficiency \* utilization \* quality .Partial Factor Productivity:- It is the ratio of total output to a single input. Multifactor Productivity:- It is the ratio of total output to a subset of inputs. Total Factor Productivity:- It is measured by combining the effects of all the resources used in the production of goods and services (labor, capital, raw material, energy, etc.) and dividing it into the output. In manufacturing, Quality is simply defined as the products should work as intended with a minimum number of faults or failures. Quality is the characteristics of a product or service that bear on its



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ability to satisfy stated or implied needs. According to **Crossby** Quality is defined as conformance to requirements. According to **Juran** Quality is defined as fitness for use. **W. Edwards Deming** concentrates on the efficient production of the quality that the market expects and he linked quality and management. According to **ISO** Quality is degree to which a set of inherent characteristics fulfills requirements. **Genichi Taguchi** says Quality is uniformity around a target value. The inability to measure, evaluate, and manage the productivity of white-collar employees can cause a shocking waste of resources. Rewards and benefits given without requiring the equivalent in productivity and accountability causes spiraling inflation. Diffused authority and inefficiency in complex organizations cause delays and time delays. There is low motivation among a rising number of affluent workers with new attitude.

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