

## THE IMPORTANCE OF QUALITY ROLE IN SHIP BUILDING

Ship construction is a complex activity. Ship building is a partially a production and partially an assembly industry and totally labour oriented organization. Quality is the driving factor for ship building organization. When buying a product, a customer (ship owner) will always think about the value of the money, he is investing. Even, if the price of the money is high, the quality of the product will provoke the customer to buy it. Quality also includes cost reduction by various methods like JIT, lean manufacturing, TQM and TPM. Quality enables the firm to be competitive.

The main drive force behind the Quality movement is that ship building industry has to compete in open market with its products (ships) cheaper rates with better quality.

The ship building industry has a history of using Classification Society Rules for ensuring good quality ship construction. The qualification of welders and weld procedures is an effective way to ensure these quality requirements are met.

Quality has become a very important dimension of production management. Producing the items in required quantities at the right time is not enough to satisfy the customers. Customers demand that quality be incorporated in the product and in the service that goes along with it. You will appreciate that without quality every other thing loses relevance. Thus Quality is a strategy for survival and for expanding the markets. Quality is a marketing strategy to enter a market or to compete with existing manufacturers. Quality is the foundation for achieving customer's satisfaction. Brands get created as a consequence of that.

Quality Control Dept. takes active part in inspection of different systems, documentation of Test & Trials Reports and guides all the departments during the process of different activities by interacting and maintaining good relationship with Class/Owners to achieve the set target successfully. Therefore, the role played by the Quality Control Dept. help to ensure the Quality of the product stage by stage till the final product is achieved successfully in Shipyard with relevant standards.

The basis of Quality lies in the performance of the product and the perception of service. The ingredients or components which improve the performance of the product (ship) built into the design processes and operations. Also, proper care has to be taken while delivering services either independently or as part of the product.

Certification is another aspect of Quality as it gives public recognition to the company's attainments. It improves compliance to the processes and improves performance of the employees. Customers perception of adequacy, it not excellence, goes a long way in establishing long term relationships which is the dream of ship building organization.

The importance of maintaining Quality focuses the activities not only on a particular department, but also across all functions of organization. Quality circles are very efficient by incorporating low and non-intrusive methods of improving productivity and Quality throughout the ship building organization. With the help of automation, 100% inspection of components can be achieved, which ensure required Quality. Being practiced worldwide by different ship building organization, total Quality management has different approaches towards Quality achievement. The basic thrust of each of these is realizing excellence.

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