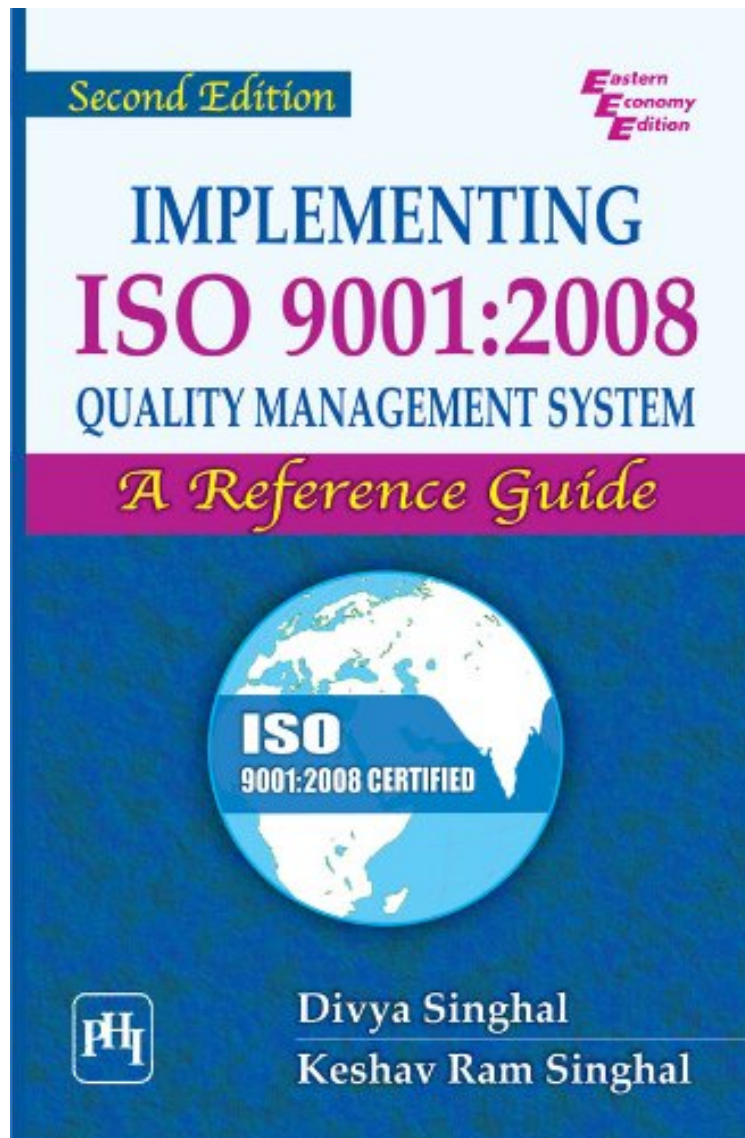


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About the AuthorDivya Singhal, Ph.D. and FDPM (IIM-A), is Assistant Professor at the Goa Institute of Management, Goa. She teaches subjects of general management including Research Methods, TQM, and Lyrics and Management. She is a gold medalist in M.A. (Economics) and a recipient of several other awards including Rastrapati Guide Award and Young Achiever Award in Quality-2006 (NCQM) and Sustaining Member Award-2011 (NCQM). She is a member of Social Responsibility Sectional Committee MSD 10 of Bureau of Indian Standards (BIS). K. R. Singhal, M.A. (Political Science), is the Ajmer Centre Coordinator and Fellow Member of National Centre for Quality Management (NCQM). He possesses several professional qualifications in the areas of banking, business finance, quality auditing, etc. and is presently engaged in the area of creating awareness of management systems including ISO 9001:2000 QMS. He is internationally recognized professional, who has undertaken jobs assigned by various organizations including ASQ (USA) and Raad voor Accreditatie (RvA) Dutch Accreditation Council (Netherlands).