



## INTRODUCTION

Value Engineering is a proven Technique for cost reduction of products. This is very essential for the company to remain competitive. Systematic analysis of the functions and its Value to remove redundant functions and features are addressed in Value Engineering. Value engineering (VE) and Value analysis (VA), with core methodology being same for both, differs only in the point of application phases of product life cycle.

Keeping this in view, IMTMA is conducting a detailed training program on Value engineering to enhance competitiveness of Industry.

## FOCUS AREAS

- Introduction to participants and agenda
- Difference between VE & VA
- Value and it's types
- Introduction to value engineering
- Function & types
- Capturing customer needs including QFD
- Different steps in VE
- Creativity and lateral thinking
- Application of brainstorming
- Value engineering tools & techniques -
  - FAST Diagram
  - Functional Block Diagram
  - Functional Tree
  - Managing divergent thinking
  - Idea evaluation

## KEY TAKE AWAYS

At the end of the program, the participant shall:

- Understand value and how Customer perceives value
- Learn on analysis of functions
- Have an understanding about application of VA/VE Techniques
- Identify areas where VA/VE can be applied

## FEE PER PARTICIPANT (PER LOGIN)

**Rs. 7500/-**  
+18% GST

**IMTMA Members/ Micro Companies/ Individuals/  
Educational Institutions / Students/ IMTMA Non  
Members/ Others**

**USD 300/-**  
**Overseas Participants**

**Group Concession : 10% for 3 to 5 and 30% for 6 and more delegates being nominated from the same company**

## PARTICIPANT PROFILE

Managers and Engineers from areas of New product development, R&D, Quality, Engineering, Manufacturing, purchase, marketing, etc

## FACULTY

This Program will be conducted by **Mr. Satish P S.**

**Mr. Satish P.S.**, a Post graduate from IIT, has 35+ years of Industrial Experience including 4 years in Germany. He worked close to 23 years in Bosch in R&D, purchase, logistics and project management. He headed Robert Bosch IPO (International Purchase Office) in India for 10 Years and developed close to 25 Suppliers suitable for export. After leaving the corporate world in 2011, he is pursuing his passion in corporate training and mentoring manufacturing industries. He has developed and delivered 45+ training modules in supply chain, purchase, quality, marketing, engineering, soft skills, and management. He worked 5+ years as adjunct professor in M/s Ramaiah University, Bangalore and was teaching for M. Tech students in supply chain management, project management and operation management He is the author of the books, 'Knowing is not same as doing' and 'The Great Entrepreneur Blueprint - 52 Dimensions'. Have written 75+ articles related to manufacturing Industries.

### For Registration Contact

**Shruthi GS**  
**Programme Coordinator**  
9886331231  
[shruthi@imtma.in](mailto:shruthi@imtma.in)  
**Back End Operations**  
9742626488  
[enquiry@imtmablr.com](mailto:enquiry@imtmablr.com)

### Contact Address

**INDIAN MACHINE TOOL MANUFACTURERS' ASSOCIATION**  
Plot 249F, Phase IV, Udyog vihar, Sector - 18,  
Gurgaon - 122015  
Tata no- +91-124-6463101  
Tel : 0124 4014101 - 04  
Fax : +91-124-4014108



imtmatraining.67038796@hdfcbank