Manufacturing Technology Training
An IMTMA initiative

How to reduce Cost of Poor Quality (COPQ)
Date : 2 September, 2025
Venue : Indian Machine Tool Manufacturers Association, Chennai

INTRODUCTION

Amongst various measures of performance of Industry one of the powerful measures is the measure of Quality Cost. When world-class companies operate, they try to control the Quality Cost by within 7 -8% of the turnover. QC covers failures in all areas like design, marketing, materials, production / manufacturing, administration, finance etc.

Collection of data on all the aspects of Cost of Quality and its analysis. Proactive approach to reduce the cost on a continuous basis.

FOCUS AREAS

- Quality Cost definition
- Quality principles, how to produce good quality, to reduce Q cost
- Taguchi Loss Fn important
- Reduce 6s ,centre the process basics
- How to improve quality to reduce costs in processes
- Prevention costs with examples
- Appraisal costs with examples
- Failure costs Internal, External with examples
- Cost curve from design to field to understand effect at many stages
- Why Quality costs occur?
- Which one to improve and how to use pareto? Why?
- What is to be done in each dept?
- Finding out the Q cost with data collection, Analysis first step, Only collection no use.
- Find the causes, Root causes, how to overcome.?
- How Quality Cost is used as a performance measuring
- Team Tasks of Knowledge Professional
- Team Building interventions at individual, group, and organizational levels
- Role, Task and Leadership

KEY TAKE AWAYS

After undergoing the programme, the participants will be able to learn about -

- The lesser the percentage the higher the image perceived by stake holders and customers
- Minimizing Quality Cost improves Productivity
- Profitability improves if Quality Cost is reduced
- It is used as Bench Marking Tool for industries
- Focus on reduction on failures ensures the bottom line
- Enhance your organization's financial performance by reducing the cost of poor quality.

PARTICIPATION FEE

Rs. 6600/-
+18% GST
IMTMA Members/ Micro Companies/ Individuals/ Educational Institutions / Students/ IMTMA Non Members/ Others

USD 260/-
Overseas Participants

Group Concession : 10% for 3 to 5 and 20% for 6 and more delegates being nominated from the same company

PARTICIPANT PROFILE

This program will benefit Personnel from Production, QC / QA, Engineering, Supplier Quality, Process, Production, Maintenance functions in manufacturing units as well as Entrepreneurs, Consultants, Executives and Engineers. Benefits Automobile, Aerospace, Machine Tool Defence, Railways, Medical industries.

FACULTY

The program shall be delivered by **Mr. Naveen GS.**

Mr. Naveen GS is an Instrumentation Engineer, and an MBA in Operations Management with 26+ years' of work experience in Automotive Industries, Vocational Skills, Industrial Engineering and Certification services. Expert in managing Profitability, Delivery, Operations, Quality Management Systems, Product Quality, Supplier Quality.

Apart from having a strong background in Delivery and Quality Management Systems, Naveen also comes with an extensive experience in areas like Quality Assurance in Strategic Sourcing and Supply Chain Management, Information Systems, Product development and Operations.

Naveen has extensive work and travel experience across India. He has also worked out of Sweden and Finland and has undertaken work related travel to United Kingdom, Malaysia and Srilanka. Naveen was the Head of Sales, Delivery, Quality, Operations and Training in multiple organizations including MNCs and reputed Indian companies. He has worked as "Management Representative" in multiple organisations and has the experience of putting in place robust management systems for meeting the international standard requirements and the continuously demanding industry needs. Having been responsible for P&L for many years, he is able to explain financial linkages to operational challenges. Having implemented and leveraged various systems across industries, Naveen is an expert in APQP, PPAP, ISO 9001, ISO 14001, AS 9100, TS 16949, Warranty Complaints, Audits, Skills Assessment, CMMI Level 5, GDPR, DPO, Six Sigma and Various Quality tools.

Currently Naveen GS is working as Director Training in Indian Machine Tools Manufacturing Association. Before his association with IMTMA, Naveen was associated with organizations such as VDO India, Mahindra & Mahindra (Tractor Division), Dynamatic Technologies, Wipro Infrastructure Engineering (A division of WIPRO Ltd.), Manipal – City & Guilds and TUV Nord India.

For Registration Contact

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REGISTRATION : Prior registration for participation is necessary. Number of participants is limited and will be accepted on 'First Come First Serve' basis. A Certificate of participation will be issued to participants.
Important Information : Participation fee includes, course material, working lunch and tea / coffee. Interested companies are requested to register online by clicking on 'REGISTER' button and by filling up the nomination authority and participant's details in specified form.