

## INTRODUCTION

An organization strives to ensure that costs are kept under control to protect profitability and competitiveness of their business. However, direct & indirect costs can arise due to warranty issues, complaint servicing, scraps, redesign, resources, and capacity loss due to rework / reprocessing, free replacement delivery, loss of management time, loss of orders, loss of interest due to delayed payments eventually leading to loss of customers. Cost of Poor Quality has a deep impact on the company’s top line and bottom line.

Hence, it is the responsibility of all professionals in every organization to identify, measure, analyze, reduce and prevent poor quality from being generated in every process and activity to contribute to reducing cost and ensure profitability. It is all the more imperative today when many organizations are struggling for profitability and the Government of India is prioritizing 'Make in India' for both local consumptions and global supplies.

Keeping this in view, Indian Machine Tool Manufacturers' Association (IMTMA) is organizing an online training on **How to Reduce the Cost of Poor Quality (COPQ)**.

## FOCUS AREAS

- Definition of Quality and Dimensions of Quality.
- Understanding the Voice of the Customer – Using the Kano Model.
- Operational Definition.
- Six Sources of Variation.
- Shift and Drift in Process capability.
- First Time Through and Yield%.
- Cost of Poor Quality, Elements of COPQ.
- Direct and Indirect COPQ.
- COPQ curves.
- Developing a COPQ system
  - Forming the Team.
  - Developing an implementation Team.
  - Selecting the Pilot Area.
  - Starting the program.
  - Identify and classify the cost elements.
  - Identifying and establishing the inputs to the system.
  - Formats for presenting the outputs.
  - Modifying and expanding the program based on lessons learned.

## KEY TAKE AWAYS

- Apply the Kano Model to determine the customer requirements.
- Understand the definition of quality.
- Know the six M’s and the concept of shift and drift.
- First Time Through% and its impact on quality improvement.
- Know the type of costs included in the cost of poor quality.
- Develop a COPQ system in the workplace.

## 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

Supervisors and above from all Manufacturing Industries.

## FACULTY

This Program will be conducted by Mr Subrata Mitra Majumdar  
Subrata Mitra Majumdar, is a Management and Operational Excellence Consultant and a faculty of IMTMA. He is a Mechanical Engineer from Bengal Engineering College, Shibpur”, Calcutta in 1986, Six sigma Master Black Belt, Lean Black Belt,TQM trained in Japan. He has about 33 years of regional and global experience in multiple executive roles in Business management, Profit & Loss Management, Strategy, Operations, Quality ,Safety and Environment Management, Supply Chain , New Product Development, Enterprise Operating system deployment, Operational and Business Excellence.  
He has worked with both Indian and MNCs like Anand Automotive, ABB, Saint Gobain, TATA Autocomp, Kennametal and YG1. Conducted training in India and outside – China,Singapore, Thailand, Malaysia, Japan, Korea, Taiwan, Australia, Israel, Germany. Trained more than 3200 people so far in last 20 years and implemented TQM, Lean Manufacturing, Six Sigma at about 40 plants,12 countries in Asia. Led, coached, mentored more than 1800 improvement projects that have generated financial benefits ( Top and Bottom line ) of more than 40 Million USD.

### For Registration Contact

**Digvijay Nath Pandey**  
**Programme Coordinator**  
7349067391  
[digvijay@imtma.in](mailto:digvijay@imtma.in)  
**Back End Operations**  
9742626488  
[enquiry@imtmablrr.com](mailto:enquiry@imtmablrr.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

