Manufacturing Technology Training
An IMTMA initiative

Value Engineering & Value Analysis (VA/VE)
Date : 16 to 17 March, 2026
Time : 1340 Hrs to 1700 Hrs (Online Mode)

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, Indian Machine Tool Manufacturers' Association 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. 2999/-
+18% GST
IMTMA Members/ Micro Companies/ Individuals/ Educational Institutions / Students/ IMTMA Non Members/ Others

USD 120/-
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

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REGISTRATION : Prior registration with an online advance payment is must. Number of participants is limited and will be accepted on 'First Come First Serve' basis. A Certificate of participation will be issued to participants.