Manufacturing Technology Training
An IMTMA initiative

How to reduce Cost of Poor Quality (COPQ)
Date : 21 to 22 May, 2026
Venue : IMTMA Technology Centre, Pune

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 training programme 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.

PARTICIPATION FEE

Rs. 4999/-
+18% GST
IMTMA Members/ Micro Companies/ Individuals/ Educational Institutions / Students/ IMTMA Non Members/ Others

USD 200/-
Overseas Participants

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

PARTICIPANT PROFILE

Supervisors and above from all Manufacturing Industries.

FACULTY

This programme will be conducted by **Mr. Charudatta Atre**.

Mr. Charudatta Atre is a Qualified Mechanical Engineer and industry expert with more than 30 years of experience the field of Quality, LeanManagement, Six Sigma, Lean Six Sigma etc. Mr. Charudatta is qualified Master Black Belt in Lean Six Sigma. He has conducted severaltraining programs, work shops in topics related to Lean Management, Six Sigma, Lean Six Sigma etc. Mr. Charudatta Atre is former AssociateVice President of Quality with Kalyani Maxion Wheels Pvt Ltd. He has also served in TUV SUD South Asia, Saint Gobain Sekurit Ltd.

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.