Manufacturing Technology Training
An IMTMA initiative

Customer Delight through Value Engineering
Date : 29 September, 2026
Venue : TVS Training & Services, Chennai

INTRODUCTION

The **Value Analysis/Value Engineering (VA/VE)** is a systematic and structured approach used to analyse and improve the product design and manufacturing processes. It helps achieve an optimum balance between function, performance, quality, safety, and cost. The proper balance results in the maximum value creation for the customer.

This course will acquaint the participants with basic to intermediate level of knowledge on VA/VE and its practical approach for implementation. The focus is on improving value that would also result in functional improvement and cost reduction, by way of teamwork-based evaluation and analysis.

HIGHLIGHTS:

- Value engineering principles and Major Phases of Value management.
- The course is delivered with real-time case studies examples
- Real-time project identification

Keeping this in view, Indian Machine Tool Manufacturers' Association jointly with TVS Training & Services is organizing is organizing a training on **Customer Delight through Value Engineering.**

FOCUS AREAS

- Introduction to Value Engineering/Value Analysis – Concepts & Principles, types of values
- Six phases of VA/VE
  - Information Phase – Data collection and problem understanding
  - Function Analysis - Function definition, Types of functions, etc.
    - Functional Analysis System Technique (FAST)
    - FAST for Product design & Process Design
    - Case studies
    - Group Activity – Identify VA/VE project and develop FAST diagram
  - Creative Phase – Idea generation (Brainstorming & Other techniques)
  - Evaluation Phase – Screening and Evaluating the ideas
  - Development Phase – Cost analysis, feasibility, ROI
  - Presentation Phase – Preparing and presenting recommendations
- VE tools & techniques – Cost worth analysis & Overview of TRIZ principle
- Overview of DFMA concept
- Life Cycle cost – considering all factors
- Tools & techniques – SCAMPER Technique, Product teardown, benchmarking, etc.

KEY TAKE AWAYS

At the End of the Course the Participants will be able to

- Understand the characteristics of Value Engineering along with related terminology.
- Know the difference between value analysis and value engineering.
- Recognize how to consolidate Value Engineering/Analysis proposals
- Develop FAST diagram for product and process
- Understand the principles of Life Cycle Cost Analysis principles as applied to VE.
- Focus on functions and thereby develop creative thinking towards value creation.
- Execute simple VA/VE projects

PARTICIPATION FEE

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 20% for 6 and more delegates being nominated from the same company

FACULTY

This programme will be conducted by, Subject Matter Expert.

He has worked in the field of Quality Assurance & Management Representative, worked with Japanese MNC. Had a great success in building the Quality System. Also had a great exposure in New product development, Interacted & worked as supplier with Marti Suzuki India, Toyota & Nissan, TVS Motors Ford, TAFE, Ashok Leyland, etc. Last 5 years I am working as a trainer, consultant & implementation. Developing people to become a solution developer for their organization. Handled over 300 plus training sessions in the field of Quality, manufacturing, safety, environment systems. Trained more than 200 Plus companies (Auto OEMs, Tier1, Food industry, FMCG, Service industry)

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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.