



## INTRODUCTION

An organization can lose 25% to 35% of sales amount due to warranty issues, complaint servicing, scraps, redesign, resources, and capacity loss due to rework and reprocessing, free replacement delivery, loss of management time, loss of orders, loss of interest in delayed payments and 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, we are organizing an online training on **How to Reduce the Cost of Poor Quality (COPQ)**.

## FOCUS AREAS

The topics for this session are:

- 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

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

- 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 delivered by **Mr. Anand Deshpande**.

He is experienced Operational excellence professional with:

- A degree in Production Engineering and an MBA from HULT International business school
- Total 30 years of experience, including 14 years of global experience and 11 years of consulting experience.
- Global experience in Operational Excellence and leading practitioner of LEAN.
- Work experience with the likes of Ford Motor Company, Dell, Philips, and Deutsche Bank Operations International.
- Author of the book: 'Making Apparel Manufacturing Lean'.

### For Registration Contact

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