



INDIAN VALUE ENGINEERING SOCIETY

(Eastern Zonal Council)

Organises

25th National Conference

On

**Value creation through
Value Methodology**

**Venue: Hotel Taj Bengal
34-B, Belvedere Road, Alipore,
Kolkata – 700 027
☎ 91 33 6612 3266
☎ 91 33 2223 1908
Email:tbhbqt.cal@tajhotels.com**

**18th & 19th December 2009 (Friday & Saturday)
Time: Registration - 9.30 AM**

1.0 Value creation through Value Methodology

Change is the only permanent feature, where others are changing. In prevalent financial crisis, some businesses are emerging as leaders in accelerating change. And they are the businesses that will be best placed to win in the post-crisis world. *Opportunities in adversity* provide a basis for their advancement as they grapple with the implications of the economic downturn. Management of cash, generated out of value creation, is a key determinant of success. Every company falls somewhere on a stress pendulum between cash burn and cash earn; and for every business there is an appropriate course of action to take. By executing that course of action quickly and effectively, management teams can seize a potential source of competitive advantage. Some companies are identifying and taking positive steps to capture organizational benefits and market opportunities. There is a rich harvest of value to be gathered through management action. Change for everyone seems inevitable, but already some businesses are emerging as leaders in accelerating that change. Value Methodology provides a wherewithal to effect the Change for value creation.

2.0 Takeaway

VE methodology, which encompasses Value Engineering & Value Analysis, is an internationally accepted Technique. It helps organizations compete more effectively in local, national and international markets by:

- Decreasing overall costs
- Increasing value to users & profits to organisations
- Improving quality
- Simplifying Processes & Procedures
- Improving procurement effectiveness
- Optimising Project/ Capital expenditures
- Providing Minimum Technical Solutions
- Saving time
- Facilitating problem solutions at the root cause
- Improving resource productivity and
- Developing Value Attitudes in Employees

VE methodology easily produces savings of upto 25 percent of the estimated cost for manufacturing a product, constructing a project or providing a service. There are companies in the world, which have saved 3% of their sales turnover, through VE.

3.0 About INVEST

The Indian Value Engineering Society (**INVEST**), established in October 1977, has been serving Indian professionals for more than three decades, with dissemination of specialized knowledge and helping various industries in improving their profitability through well established and proven techniques of VE . INVEST is affiliated to Society of American Value Engineers (SAVE International – USA) & is authorised to administer various examinations, such as Associated Value Specialist (AVS), Value Methodology Practitioners (VMP) & Certified Value Specialist (CVS) in India.

4.0 Conference Framework

- ✓ Inauguration and key note speeches by eminent personalities.
- ✓ Technical papers presentation by experienced professionals and VM practitioners of national repute.
- ✓ Knowledge sharing of successful VM case studies.
- ✓ This National Conference brings under one roof the collective wisdom of several value practitioners. This gives the participants unique opportunity to interact and get to know first hand, how to go about systematically, reducing cost and increasing value in their own organization, to face the competition of globalization, effectively.

5.0 For Whom and Why

This is meant for Entrepreneurs, Senior Executives / Managers, Consultants, Students, Business executives and Value Practitioners in Government, Private and Public Sector Organizations, Small and large scale enterprises. It will help them to keep abreast of emerging trends in VM and to deliberate on future strategies, interaction of ideas and exchange of experiences. To facilitate continuation of interaction automatic membership of INVEST for one year would be awarded to delegate participants.

6.0 Delegate Fees

- INVEST Members: Rs.4000/-
- Non-Members: Rs. 5000
- Group of 3 & above would get 10% discount
- INVEST Corporate members will have 20% discount
- Teachers, Lecturers & Professors: Rs3000/-
- Students: Rs1500/-

NOTE:

Discounts are applicable ONLY for confirmed registration before the Registration due date (16 November 2009).

Delegate nomination with full particulars on the company letterhead with payment (by DD/Cheque) shall be sent to the address mentioned below. Please give your e-mail address for confirmation of Nominations. Registered nominations would get information regarding Hotels, Travel Mode etc., from our end by 30th November 2009)

7.0 Call for Papers

Persons who wish to present papers in the conference are requested to submit their papers as detailed below, on or before November 16th 2009.

1. The Topic of the paper should be either relevant to the theme of the Conference or on detailed implemented VM case studies or on research in VM.
2. Papers should be submitted in a CD. The paper may, in addition, be e-mailed to the Chairman (Technical Committee) at anilm13@rediffmail.com
3. The preferred software for processing the paper is MS Word. The format shall be Times New Roman 12 point font, single column and single margin. Margins are for paper size (8.5" x11"). Please adjust the margins to allow a 6.5" x 9" print space.
4. Every paper should begin with an abstract of not more than two hundred words with a Passport size coloured photo of the author(s).
5. The presenter of the paper should submit a brief bio-data of not more than 100 words.
6. Technical Committee would review all papers & their decision would be final & binding.
7. All papers should be original and should not have been presented / published elsewhere. Papers will not be returned to authors and will automatically become the property of INVEST for future publications.
8. Selected papers shall be presented by the Author(s) only.

8.0 AWARDS

INVEST will award the followings:

8.1 Best Paper

Two awards will be given for the best papers that are presented. Judges for this evaluation will be

selected from a pool of Experts and their decision will be final. The awards will carry cash prizes of Rs. 4000/- plus book for the first prize and Rs, 3000- plus book for the second prize.

8.2 Best VM Organisation

8.2.1 Honda Golden Key and Rolling Trophy (First Prize)

8.2.2 Prof. Vasant Rao Trophy (Second Prize)

8.3 Individual performance on VM

“The Soundaram Kannappan Medal”

8.4 Best VM project

The Mohta Prize

8.5 Fellowship

Details of these awards are separately indicated in the brochure.

9.0 Award details

Best VM organisation

- a) **“HANDA GOLDEN KEY and ROLLING TROPHY” (First Prize)**
- b) **“PROF. VASANT RAO TROPHY” (Second Prize)**

These are National Awards. Competition for this award is open to any organization (public or private) located in India, including Government Departments. A group of organization cannot enter collectively, but only as a unit by itself. The award and trophy will be presented to an organization which demonstrates that it has realised the importance of Value Methodology (VM), as an organized corporate activity, and in the opinion of INVEST, has excelled in fruitfully deploying this technique to improve the total value of its operations and has also encouraged the dissemination of VM at all levels within the organization during the past 3 years, in reference to the conference year.

Vasant Rao Trophy shall be awarded to the second best entry for VM as an organised corporate activity. Contestants shall supply information as required in the enclosed questionnaire.

9.2 Questionnaire for “HANDA GOLDEN KEY AWARD”

(Entrants are required to answer the following questions and attach supporting evidences, wherever required. Answers should be neatly typed on separate sheets bearing the organisation’s logo and attested by the Chief Executive or a designated person. The entries, including answers to the questionnaire, should be submitted in four copies).

9.3 Particulars of Entrants:

1. Name and address of the Organisation
2. Activities of the Organisation
3. Total number of employees
4. Name, designation and address of two persons in the entrant organization who may be contacted in connection with this award.

9.4 QUESTIONNAIRE

- 1) Is your organisation a corporate member of INVEST?
- 2) Is VM an organised activity in your organisation?

If yes, please indicate :

- a. When was it instituted?

- b. How many personnel have received formal VM training?
 - c. Duration of training.
 - d. How was the training imparted?
 - e. If there is a VE/VA team in your organization, briefly describe the structuring and Charter of Duties.
 - f. In what areas or departments have VM been successfully used in your organization?
 - g. What is the designation or the person under whose direct charge the VM activity is placed?
 - h. To whom does the person in-charge or VM report?
 - i. If you are practicing VM within your organization, but not as a systematic effort, describe how this work is undertaken, by whom and in which areas.
- 3) Is VM separately budgeted? If so, please describe your System.
 - 4) What benefit has your organization derived from VM, both quantitatively and qualitatively?
 - 5) Physical benefits are not so important as the VM techniques cited like:
 - a. Job Plan
 - b. Functional analysis
 - c. Cost/ worth evaluation, etc.

The VM case example furnished will become an INVEST case study,
 - 6) How do you help promote value awareness in your organisation: -
 - a. VM seminars (give frequency and duration)
 - b. VM newsletter (attach sample copy)
 - c. VM exhibitions (indicate when last held)
 - d. VM award to employees (briefly give details)
 - e. Any other ways that you have initiated to promote in your company value awareness.
 - 7) Will any of your employees be participating in the forthcoming National INVEST Annual Conference?
 - 8) How do you ensure that the systematic application of VM is meeting its objectives and effectively implementing change? (Attach copies of VM workbooks. VECP implementation checks sheets. etc.)
 - 9) How do you ensure that the proposals are speedily and effectively implemented, and what measures do you take to ascertain that such changes have been successful, and accepted by the client?
 - 10) What environment or other constraints have you experienced which inhibit your value engineering effort and what are the steps taken or proposed to be taken to overcome the same?
 - 11) Do you have a VM incentive clause with your suppliers? If yes, attach a copy of a sample contract clause.
 - 12) Has the use of VM helped you to make any change in your product or service, which was desired by your customer? (Please give brief details).
 - 13) How do you ensure that the benefits of VM are shared equally by the manufacturer, the middleman and the user?
 - 14) If improved components/ raw material are an essential item, please give particulars of efforts made to substitute and / or indigenise during the last two years.
 - 15) What projects have your VM team undertaken, pertaining to:
 - a. Materials Management
 - b. Life Cycle Costs
 - c. Design to Cost (Please give brief details)
 - d. Target Cost Programmes
 - e. Quality Assurance
 - f. Project completion time
 - g. Appearance Engineering
 - 16) Is there a suggestion system in your organisation? If so how is it linked with the VM process?
 - 17) Attach one example of a VM change successfully implemented in your organisation:
 - a. Give only those details, which will clearly show the change and benefits.
 - b. Methodology is more important than the quantum of savings.
 - c. Weightage will be given to creativity and originality.
 - d. What was the value added?
 - 18) How are the VM projects selected in your organization and how does management ensure that these are in consonance with the organizations objectives?
 - 19) What, in your opinion, should be a satisfactory rate of return of benefits resulting from time and money spent on this activity?

- a. How do you quantify these benefits in your organization?
 - b. What has been the rate of return in your organization?
- 20) Describe, in 300 words or less. 'What, in your organisation, management's expectations of VM and how this activity is planned to fulfil these goals.

Signature and designation of Chief Executive) designated person

9.5 Announcement of Winner

The Winner(s) will be notified in advance of the Conference.

9.6 Award presentation

The organization which wins this award will be requested to send a senior executive to the Conference to receive the award and trophy.

9.7 Individual performance on VM

“SOUNDARAM KANNAPPAN MEDAL”

The medal will be awarded to a member who has delivered highest number of lectures / sessions, but not less than 6, in public forum on Value Methodology during a period of one year (previous to conference year). The spirit behind the award is to encourage members to spread Value Methodology message widely and effectively. The details of the award are as under:

1. The award will comprise a medal and a certificate and it will be given at the time of the conference.
2. Applicant should be member of INVEST, not having any outstanding dues of subscription.
3. The interested members should send their applications to the Secretary of the respective zonal Councils giving full details of lectures along with adequate proof of having conducted the same. The proof can be in the form of a letter from the organizers of the event. For this purpose, the year will be considered as commencing from 1st April of the previous year upto 31st March of the year of the award e.g. for 2009 award, the year will be 1st April -08 - 31st March 09).
4. The lectures & sessions taken by professionals in the course of their business activity for monetary benefits will not be considered. The lectures / sessions taken by employees for their own company's captive audience will not be considered.
5. A member, awarded once, will be considered for award only after three years.
6. The award will be decided by a panel of experts duly constituted by National Council for this purpose. If, in a year no application is found suitable, the medals will not be awarded. The decision of the panel will be final and binding on all concerned. The medal will be awarded for the year 2009 in the National Conference to be held in Kolkata on 18-19 December 2009.

Last date for receipt of entries: 16th November 2009.

9.8 Best VM Project

THE MOHTA PRIZE

The Mohta Prize, for the best Value Methodology effort, will be awarded to that VE/VA Team, which, in the assessment of the judges, has submitted the best VE project report which was implemented during the immediate one year prior to the Conference date. The entry should be sent by the team leader, certified by a Senior Executive of the Company (preferably by a Director or General Manager). A scroll with cash award of Rs.2500/- will be given to the team leader and merit certificates will be given to team members.

9.9 Award requirements

1. Contestants shall supply information for the Handa Golden Key Awards.
2. The validity of the information submitted by a contestants shall be attested by the Chief Executive of the organization, or by his/her accredited representative.
3. The contestants should make available to INVEST, or its nominee, proof in support of the claims made for the awards. INVEST shall receive the award entry forms on or before 16th November 2009. Entries to be sent in quadruplicate (4 copies), in a sealed envelope, marked 'Entry for National Awards', to the Secretary – INVEST (EZC) at the prescribed address.

10.0 INVEST offers Fellowship

General guide lines for Fellowship of INVEST

Eligibility

1. The applicant should be more than 40 years old.
2. He/She should be a Life Member of INVEST.
3. He/She should be a member of INVEST for at least 10 years standing.

10.1 How to apply

1. The applicant fulfilling the above eligibility would be required to fill up the necessary details and forward his/her application to the Secretary, INVEST –EZC.
2. All applications should be submitted 2 months (60 days) in advance wrt the date of the National Conference.
3. Secretary, EZC would forward all the eligible applications to the Awards Committee for their considerations.
4. The Awards Committee will make its recommendation to the National Council of INVEST.
5. The National Council of INVEST will then review it in all respects and would approve/ disapprove the award of 'Fellowship' to the applicant.
6. If approved, the award would be presented during the National Conference of INVEST, 2009. If not approved, the applicant would be intimated.

10.2 Details to be furnished by the applicant for the Fellowship

1. Name
2. Date of Birth
3. Age in years
4. INVEST Membership No. and Date of admission
5. Academic qualification
6. Professional Qualifications
7. Career Growth profile (with designation, duration in each designation)
8. Particulars of various elected office(s) held in INVEST and their duration
9. Involvement in spreading VE as a faculty and through facilitation of Projects
10. Involvement in propagating VE activities other than in your organization as well as in the Society
11. Detail of VE related publications
12. Details of Seminars and conferences attended- both in VE as well as in other professions
13. Details of Value teaching
14. VM Awards received
15. Contribution on organising VM Seminars / Conference
16. Any other particulars not listed above

17. Member of other professional bodies (give details)

The last date for Fellowship Application submission: 19th October, 2009. It shall be submitted to the Secretary INVEST -EZC

11.0 Publication

A commemorative souvenir will be released during the conference. The souvenir will be distributed to all the participants, special invitees and guests attending the Conference. We request you to support generously the publication of the souvenir by sending us your company advertisement, which will certainly attract the attention of many who matter.

The tariff is as under:

Back cover : Rs. 20,000/-

Golden page : Rs 15,000/-

Inside Cover : Rs. 10,000/-

Middle Page : Rs. 8000/-

Full Page : Rs. 7,000/-

Half Page : Rs. 5,000/-

Your advertisement with full text and/ or block along with full payment should be sent before 16th November 2009, to the Secretary, INVEST-EZC.

12.0 Banners

Any organisation may put up an advertisement inside the conference hall by displaying banners of Size 10' X 3'. Charges: Rs 10000/- per banner. This would be on first come first served basis. Organisations need to book in advance with full payment before 16th November 2009, to the Secretary, INVEST-EZC. The Banner (elegant & fresh looking) must reach Secretary before 10th December 2009.

13.0 Note

All payments to be made through crossed cheque/ DD payable at Jamshedpur, drawn in favour of INVEST-EZC (please add Rs:50/ for outstation and non-at par Cheques). The Cheque/ DD shall be sent to the Secretary, INVEST - EZC, as per address mentioned.

14.0 INVEST Certification programme

Provision will be made for the interested candidates to appear for the CVS/AVS examination. The concerned candidates are requested to contact Mr A K Mukhopadhyay, CVS, Administrator, Certification Board at 'anilm13@rediffmail.com'

For more details on Conference, please contact

INVEST ZONAL COUNCIL SECRETARIAT - East Zone

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E-mail: alok.ghosal@tatasteel.com

Conference Committee Chairman and Chairman, INVEST-EZC

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