

# Workshop on Robust Engineering by Eng. Shin Taguchi

(The President and Chief Technical Officer of American Supplier Institute)

## January 16 – 17, 2017

### LOCATION

**Reliance Infrastructure Ltd.**

**Reliance Energy Management Institute, Opp. SEEPZ Gate no.3, JV Link Road, Goregaon (E), Mumbai – 400 065.**

Robust Design method, pioneered by Dr. Genichi Taguchi, is also called Taguchi Methods, greatly improves engineering efficiency and effectiveness. Consideration of the noise factors (environmental variation during the product's usage, manufacturing variation, and component deterioration) and the cost of failure in the field greatly enhance the efficacy of the Design Output and thus the Robust Design Concept helps to ensure customer satisfaction. Robust Design focuses on improving the ideal function of the product or process, thus facilitating flexible designs and indeed, it is the most powerful methodology available today to reduce product cost, improve quality, and simultaneously reduce development time.

The approach aims at reducing waste during manufacturing and operations. These efforts have had great impact on the cost structure and hence on the bottom line of the companies. Many of them have reached the maximum potential of the traditional Six Sigma approach. What would be the engine for the next wave of productivity improvement?

Robust Design methodology is critical for improving engineering productivity. Pioneered by Dr. Genichi Taguchi after the end of the Second World War, the method has evolved over the last five decades. Many companies around the world have saved hundreds of millions of dollars by using the method in diverse industries: automobiles, xerography, telecommunications, Aerospace industries, electronics, software, Service industries etc.

The Robust Design method has helped to reduce the development time and cost by a factor of two or better in many situations. It has a wide applicability be it engineered Products, Software development or Service applications

Registration and further information please visit:  
[www.niqrblr.com](http://www.niqrblr.com)

### ORGANIZED BY

**NIQR Bangalore**



### CO-ORGANIZED BY

Meiji University (Japan)  
American Supplier Institute (USA)  
Quality Engineering Society (Japan)  
Association of Healthcare Providers (India)  
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Premium Transmission Ltd, (India)  
Reliance Energy Management Institute (Reliance Infrastructure Ltd)  
Universiti Teknologi Malaysia, ,  
Genichi Taguchi Centre for Quality & Sustainability (Malaysia & Japan)  
National Centre for Quality Management (India)

And others



**ICRQE 2017**  
robust quality engineering

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## ABOUT SHIN TAGUCHI



As the son of the legendary quality thinker Genichi Taguchi, Shin Taguchi certainly has the pedigree of a quality guru. But he's also done the hard work to earn the honor: As a consultant and president of ASI Consulting Group, he's one of the quality industry's most sought-after professionals. His client list is a roster of industry heavy-hitters: General Motors Corp., Hyundai Motor Co., Ford Motor Co., Kodak, Texas Instruments Inc. and Lexmark International Inc. Over the years, he's trained more than 25,000 engineers worldwide in quality engineering, product and process optimization, and his father's renowned Taguchi methods. Taguchi is a disciple of robust engineering, the practice of designing products to avoid future quality problems. He believes that the quality goal of companies should be to solve quality problems before they're created. "Firefighting" quality flaws through post-production inspection is useless.

Shin Taguchi is a Fellow of the Royal Statistical Society in London, and is a member of the Institute of Industrial Engineering (IIE) and the American Society for Quality (ASQ). Mr. Taguchi is a member of the Quality Control Research Group of the Japanese Standards Association (JSA) and Quality Engineering Forum in Japan. He is an editor of the Quality Engineering Forum Technical Journal and was awarded the Craig Award for the best technical paper presented at the annual conference of the ASQ.

Shin Taguchi has been featured in the media through a number of national and international forums, including Fortune Magazine and Actionline (a publication of AIAG). He has given presentations and workshops at numerous conferences, including ASQ, ASME, SME, SAE, and IIE. Shin Taguchi holds a Bachelor of Science degree in Industrial Engineering and Statistics from the University of Michigan and trains and consults with many major corporations worldwide.

### Books Authored:

2016 – Robust Optimization (Wiley) coauthored with Subir Chowdhury

2004 – Computer-based Robust Engineering (ASQ Quality Press) co-authored with Genichi Taguchi and Rajesh Jugulum

1999 – Robust Engineering (McGraw-Hill) coauthored with Genichi Taguchi and Subir Chowdhury

ASI Consulting Group, LLC: Global leader and pioneer in Quality Improvement for more than 30 years, specializing in Six

## AUDIENCE

This course is for anyone interested in Robust Optimization, Engineers (R&D of product, manufacturing, Technical, Electrical, Chemical, Electronics, Software, Servicing Process, Quality, Aerospace etc.), all levels of Management, R&D, Personnel and Consultants. The exceptional deliveries of case studies makes it ideal to create a purposeful training and educational environment as well as for serving academic pursuit.

### FEES FOR LOCAL PARTICIPANTS

ITEM	Early Bird Registration	Standard Registration
<b>Robust Engineering Workshop Fees</b>		
a) Professionals	Rs. 10000	Rs. 12000
b) Students	Rs. 5000	Rs. 7000

### FEES FOR INTERNATIONAL PARTICIPANTS

ITEM	Early Bird Registration	Standard Registration
<b>Robust Engineering Workshop Fees</b>		
a) Professionals	US\$ 500	US\$ 600
b) Students	US\$ 250	US\$ 300

## Reply Form

### Yes I would like to register the following participant:

Professional       Student       Local Participant       International Participant

### Participant Details

Name:

Email:

Tel:

### Organization Information

Organisation Name:

Address:

Email:

Tel:

### Mode of Payment:

Cheque/bank draft/ Bank Transfer payable to National Institution For Quality & Reliability Bangalore, payable at Bangalore, India.  
 Cash

### Enquiries and registration, kindly contact:

NIQR mail id: niqr\_blr@yahoo.com, Prof. A K Chaudhuri (email: akcadaap@gmail.com; phone: +919845164031), Er. Shin Taguchi (e-mail: [shin.taguchi@asiusa.com](mailto:shin.taguchi@asiusa.com)), or Ms. Dr. Rozzeta Binti Dolah (UTM-Mayasia) (e-mail: [rozzeta.kl@utm.my](mailto:rozzeta.kl@utm.my))

## IMPORTANT DATELINES:

**November 30, 2016: Early Bird Registration**



The Venue of the Course

**Reliance Energy Management Institute, Mumbai**

