



Madras Management Association



presents

2 Days Webinar

Theory of Constraints(ToC)

The way to increase Capacity without Capex



Knowledge partner:

DeltaEta Cost Reduction

Consultants Pvt Ltd

Date: 08, 09th August 2023

Time: 02:00 Pm to 05:00 PM

BRIEF OVERVIEW

- The Theory of Constraints (TOC) is a management philosophy developed by Dr. Eliyahu M. Goldratt. It focuses on identifying and managing the constraints, or bottlenecks, that limit the overall performance of a system. TOC provides a systematic approach to improving the efficiency and productivity of organizations.
- In the context of increasing capacity without capital expenditure (Capex), TOC offers several principles and techniques that can be applied.
- Every enterprise faces a reduction in output due to declining efficiency and increasing Complexity. They turn into Constraints and limit the Throughput (Invoiceable Output). If left unchecked this can reduce the Revenue and increase the Fixed Costs per Unit. This workshop will focus on overcoming the challenge of systematically enabling enterprises to maximize Output, Throughput and Profits without Capex.

Session Content:

Day 1:

- Introduction to Theory of Constraints
- TOC Terms
- Five Focusing Steps and the first step for Improvement
- Applying TOC to a day-to-day issue - Nandanam Signal in Chennai

Day 2:

- Pro-active approach to improve capacity
- Mysore Palace – Case study
- Analysis of selling price using Contribution and Critical Constraint
- Exercise - Identify and eliminate constraints in a Factory to improve output.
- Recap and Close

For Whom:

- Senior and Mid Management
- Executives from operations and business development
- Production, Planning Managers
- Sales Managers
- Facility planners
- Business Owners

Methodology:

- Socratic Method of teaching is used to share the ideas, provoke critical thinking and draw upon participants experience to drive home the concept. Interactive PPT sessions, DIY's Case studies, Exercises, Videos shall accentuate the learning process.
- The workbook shall be used to do the exercises and be a reference for the future.

Key Takeaways:

The participants will get the insight to

- How to Improve Performance of a system?
- Know How to eliminate Critical Constraint – The Five Focusing Steps
- Know the terms used in TOC and its relevance.
- Learn to analyze Order & Customer Profitability using TOC
- Pro-active approach to eliminate Constraints in a process

Facilitator Profile:

- Mr. Ninan P Chandy, B.E (Mech), MBA (Finance) and 36 years hands on experience in major Industries like Air Pollution Control, Outdoor Lighting, Steel Forgings, Power Transmission. Worked with M/s RIECO, Pune, M/s Bharat Forge, Pune M/s Indabrador, Mumbai and M/s Al Babtain Power and Telecom (1991 -2013), Saudi Arabia where he was Export Sales Manager and later Business Unit Head of Lighting and Panel Board division. Successfully turned around the manufacturing unit increasing profits from 4% to 22 % in one year and sustained it for 2 more years before quitting to found DeltaEta.



Ninan P Chandy

- Mr. Bobby Thomas, B.E (Mech) is a seasoned Engineer with 36 years of experience, Certified Trainer, and Coach with extensive experience in Business Leadership. With expertise in revenue growth, market share, and profit enhancement, Bobby excels in all aspects of business, from ideation to scaling-up. His diverse background includes roles as an Intrapreneur, Entrepreneur, and Consultant in various industries. Bobby's passion lies in educating and empowering youth in entrepreneurship, demystifying misconceptions to fuel India's path toward becoming the world's largest economy.



Bobby Thomas

Fee :

MMA Member Fee : (₹2500/- plus + 18% GST)

Registration :

We request you to mail the list of participants to mma@mmachennai.org

*Please await our confirmation and payment advice.

For more details and clarifications (if any), please feel free to contact :

- **Vinoth - 6374603433**
- **Gp Capt R Venkataraman (Retd) - 9444700068**

Thanks & Regards,

Gp Capt R Vijayakumar (Retd), VSM

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MMA Social Media :



About MMA

Madras Management Association (MMA) was established in 1956 with the prime objective of promoting management education, training and development activities in this part of the country. The vision of MMA is “To be the Fountainhead of Worldclass Management Excellence in India”.

Over the past six decades, MMA has striven for development and nurturing management expertise, combining Indian ethos with International Management thoughts and practices. MMA has contributed immensely to the enhancement of management capability in this part of the country and in particular Tamil Nadu and Puducherry. MMA has over 8000 corporate houses, industries, professionals, academics, and executives on its rolls as members. MMA annually organizes about 750 executive development activities, including seminars for top management with a total participation of fifty-nine thousand executives and entrepreneurs.

MMA is the largest affiliate association of the All India Management Association (AIMA) in the country and has been adjudged as the Best Management Association in India by AIMA Thirteen times in a row including the year 2022-23.

The activities of MMA are planned to achieve managerial excellence in the functioning of industries and professional managers in Tamil Nadu and Puducherry. In this direction, MMA chapters have been established at various towns in Tamil Nadu mainly to cater to the needs of SMEs. Nine such MMA Local Chapters at Ambur, Attur, Erode, Hosur, Namakkal, Salem, Sri City, Trichy, and Puducherry are functioning effectively.

Apart from corporate leaders, MMA has, in its Managing Committee, the Vice-Chancellors of Madras University & Anna University, the Directors of IIT Madras, IFMR, and the Chief Secretary, Government of Tamil Nadu, as members.

MMA Management Center

