

VISION:

To develop Managers of Global Competence using Management Systems popularised by the Japanese to maximise benefits to society.

MISSION:

To help internalise the Principles of Management practised and propagated by the Japanese in current management practices for Organisational Excellence.

OBJECTIVES:

To impart education and training to students of management in the Management Systems & Tools that have redefined and revolutionised the whole concept of Industrial Management, along with the other conventional Modern Management Concepts .

To Inculcate-

- ❖ A **holistic** approach to management
- ❖ A **process** of continually and consciously shaping organisations through team work and dedication.
- ❖ An **appreciation** of the Management principles developed by the Japanese and available in Indian Ethos.



To provide **INDEPENDENT BENCH MARKING** of organisations using Business Excellence Models such as Deming / Malcolm Baldrige / European Model criteria, to enable organisations as well as their customers and other stakeholders to know where they stand vis-a-vis others engaged in similar activities.



SHINGO INSTITUTE OF JAPANESE MANAGEMENT

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SHINGO INSTITUTE OF JAPANESE MANAGEMENT



Integrating the best of
Modern Management Practices
with Japanese Management Systems
& Indian Ethos



A MANAGEMENT INSTITUTE JOINTLY PROMOTED AND RUN BY

ASA BHANU JAPAN CENTRE

&

K.S.MADHAVAN & ASSOCIATES

HYDERABAD

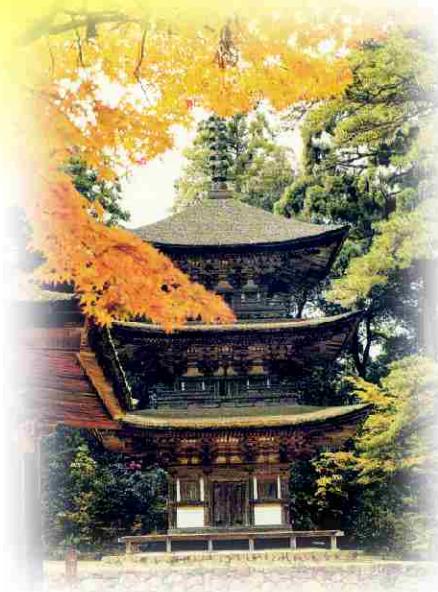


SHIGEO SHINGO

Shigeo Shingo's life-long work has contributed to the well being of everyone in the world. Shigeo Shingo along with Taiichi Ohno, Kaoru Ishikawa and others has helped to revolutionise the way we manufacture goods. His improvement principles vastly reduce the cost of manufacturing - which means more products to more people. They make the manufacturing process more responsive while opening the way to new and innovative products with less defects and better quality.

He was the first to create some of the strategies on continuous improvement through the creative involvement of all employees. Shingo's never-ending spirit of inquiry challenges the status quo at every level - he proposed that everything could be improved. Shingo believed that inventory is not a necessary evil, but all inventory is absolute evil. He is one of the pioneers of change management. He brought about many new concepts such as ZD (Zero Defects), shifting of use of statistics from the sampling approach of SQC (Statistical Quality Control) to SPC (Statistical Process Control), SMED (Single Minute Exchange of Dies), POKA-YOKE, defining Processes & Operations in two-dimensions of VA (Value Addition) and non-VA, etc.

We believe that naming the Institution after this great thinker in modern management is not only a tribute to his farsighted revolutionary management spirit, but also enables students to understand and imbibe better manufacturing management capabilities.



SIJM's CORE COMPETENCE

The Shingo Institute proposes to redirect and channelise the energies of professionals and students of Management in the direction of excellence in management through **integrated human effort**. It is also noticed that most Indian professionals and organisations are operating in the second stage of quality evolution in terms of TQM. Most of the globally competent organisations operate in the **fourth level of TQM evolution**. Shingo Institute aims to develop professionals who can guide their companies in quality evolution.

Shingo Institute of Japanese Management (SIJM) established in 2001, imparts education and training in Management Systems, tools and techniques practised and propagated by the Japanese, as well as other conventional Modern Management concepts, through a programme that includes theoretical inputs and intensive practical projects.

The core competence of the Shingo Institute is built around Japanese Management techniques. While referring to Japanese techniques, one needs to highlight the following aspects of such techniques, some of which are also part of ancient Indian wisdom:

- ❖ Focus on **human face of management**.
- ❖ High level of operational efficiency through **self-discipline**.
- ❖ **Consensus** formation as a tool of effectiveness.
- ❖ **Mutual acceptance**, respect and politeness.
- ❖ Maximising **benefits to customers as well as to suppliers**.
- ❖ Redefining **scientific management** based on above principles.
- ❖ Intensive and extensive use of **scientific tools**.

Further, we would teach intensively all the Japanese management techniques and tools like **Statistical Process Control, Design of Experiments, Robust Designs, Poka Yoke**, etc as part of TQM, TPM and other topics.

Generally Indian Managers believe that Japanese Management Systems can succeed only in the Japanese cultural environment and do not fit into Indian or Western cultures. This belief is not true. The critical and distinguishing factor that could ensure success by applying Japanese Management Systems is the vigour and thoroughness with which these are applied and practised. The cultural factors hardly make any significant contribution to this. Indian culture and Japanese Management Systems are compatible, as evident from the fact that Japanese have imbibed from the ancient Indian teachings thoroughly.

PGDJM

Post Graduate Diploma in Japanese Management

The Institute offers a Post Graduate Diploma in Japanese Management (PGDJM) since its inception and the admission to its second batch is open. The PGDJM course is open to all practising professionals and managers; particularly from the manufacturing environment as well as service sector and members of senior management who would like to get fully educated in Management Systems popularised and practised by the Japanese. With globalisation, the world is becoming a market place for all enterprises with intense competition. In order to have the competitive edge and provide cost effective, high value addition, high quality goods to the consumer, companies need to be extremely efficient and focussed in management and strategies. They also need to have managers with excellent skills in management. Those trained and certified by the Institute will have a bright future in ensuring that the organisations they work for, perform at their best. The Japanese techniques equip the managers and executives with, globally effective proven tools of management and give them complete confidence in their work. They can take the organisations along with furtherance of their own personal growth. Japanese Management approach fits the application of tools and techniques into broader, complete and coherent concepts that enable the organisations to perform in a superior way and to endure over time. Also it provides a framework that blends styles, skills, staff and superordinate goals with the notions of strategy, structure and systems into an interdependent reinforcing one. The details of the course content will be based on existing management literature available in the respective areas fully backed up by textbooks, reading and reference materials.

The institute would also try and organise training in Japan at the student's or their sponsor's cost.

The courses are based on approximately 6 hrs per week of classroom lectures and contact programme for 36 weeks, and about 10 hrs per week of assignments and mini projects to be taken up in the students' work environments. At the end there will be a full-fledged project undertaken by each student for a period of 12 weeks.

FOR WHOM

The institute will impart training in Japanese Management techniques to practising managers from industries. The Diploma course is meant for those who have the ambition to uniquely position themselves with knowledge and skills to meet the demands of Global Competitive Environment

ELIGIBILITY

- A. Executives and Managers in Industry / Govt. Sector / Institutions with a minimum of 3 years experience. Should possess at least a First Class Bachelor's Degree in Engineering / Science or a higher Second Class Degree in Commerce / Arts (Relaxable in case of candidates sponsored by their employers)
- B. Fresh graduates / Post graduates and Management students with excellent track record can also apply. Such candidates will have to undergo one year internship in an organisation decided by the Institute.

COURSE DURATION

1 year (Part-time) consisting of 2 semesters of 4 1/2 months each and 3 months of project work in their subjects of specialisation.

COURSE FEES

- A. Company-Sponsored Candidates-Rs. 50,000. To be paid in two instalments:
Rs. 30,000 on admission & Rs. 20,000 at start of II semester.
- B. Individuals & Students Rs. 30,000. To be paid in two instalments:
Rs. 20,000 on admission & Rs. 10,000 at start of II semester.



HDJM

Higher Diploma in Japanese Management

The institute offers Higher Diploma in Japanese Management (HDJM) specially focused on Diploma Holders. It is similar to PGDJM with greater focus on bridging the knowledge gap between graduate engineers and diploma holders. In addition to the content of PGDJM, there will be classes in manufacturing management, quality management and other areas giving special exposure to courses that are not given to diploma holders but to degree holders.

FOR WHOM

The institute will impart training in Japanese Management techniques to practising diploma engineers from industries. The Diploma course is meant for those who have the ambition to uniquely position themselves with knowledge and skills to meet the demands of a highly Competitive Environment.

ELIGIBILITY

First class Diploma in Engineering with minimum 2 years of work experience. (Relaxable in case of candidates sponsored by their employers).

COURSE DURATION

1 year (Part-time) consisting of 2 semesters of 4 1/2 months each and 3 months of project work in their subjects of specialisation.

COURSE FEES

- A. Company-Sponsored candidates : Rs. 25,000. To be paid in two instalments:
Rs. 15,000 on admission & Rs. 10,000 at start of II semester.
- B. Self-sponsored & Students : Rs. 18,000. To be paid in two instalments :
Rs. 10,000 on admission & Rs. 8,000 at start of II semester.

PROJECT WORK (PGDJM & HDJM)

The project work would be related to the student's elective course. Each student will have to undertake a project based on the related management information in his/her company.



COURSE CONTENT

I SEMESTER

1. 5S
2. Total Employee Involvement
3. General Management Environment, Finance and Operations
4. Design Engineering to preserve the future of Mankind providing a new dimension to design.

II SEMESTER

Students will select one of the following electives:

1. Total Quality Management
2. Total Productive Maintenance
3. Design of Experiments

FACILITIES & INFRASTRUCTURE

The classrooms are equipped with modern amenities. The Institute provides Library facilities for its Students.

FACULTY MEMBERS

Faculty Members associated with the institute are highly qualified management professionals who have rich experience in teaching and consultancy. They have considerable experience in implementing Japanese Management systems and tools. The list of the present Faculty is given separately.

ADMISSION PROCEDURE

Application should reach THE DIRECTOR, Shingo Institute of Japanese Management, 128, Phase III, Kamalapuri Colony, Hyderabad 500 073
Applicants will be interviewed before admission to the course

Last Date for submission of Application : **10 - 11 - 2002**
Date of Commencement of Course : **01 - 12 - 2002**

BENCHMARKING AND CERTIFICATION

The Institute has plans to undertake assessment and benchmarking of companies and other non-commercial organisations in respect of their maturity levels in any of the major areas of performance, like Total Quality Management, Total Productive Maintenance, 5-S, Kaizen etc. On the basis of such assessment the Institute would certify the organisations in respect of their attainment in these areas, for which the professionals and resources to undertake such tasks are available and would be employed.

Such certification would be called

- ▶ "SIJM TQM Maturity Level Certification",
- ▶ "SIJM TPM Maturity Level Certification"
- ▶ "SIJM 5-S Maturity Level Certification"

The results of such studies would be kept strictly confidential and made available only to the top management of the organisation, in order to make them aware of the real situation within their organisations. It would also identify the gaps in performance, and the areas that need improvement. When the number of organisations so assessed is substantial, they would be benchmarked with reference to the Indian environment. Global benchmarking would also be undertaken over time. The results would not be made public. If the organisations so desire they might do so from their end. The certification would grade the organisations' maturity level under five categories

Level-1 : Process Installed

Level-2 : Satisfactory Progress in a few areas.

Level-3 : Satisfactory Progress in most areas.

Level-4 : High Level of Attainment & Maturity in most areas.

Level-5 : Global Level of Attainment & Maturity.

We would assemble a team of reputed, independent and well-trained consultants to carry out the assessment of organisations. If an organisation plans to emerge as a key Global player in its area of operation , we would invite international experts to serve on the team that would undertake certification work.

SHORT DURATION TRAINING COURSES

In addition to the Diploma course, the Institute is organising short duration training workshops, uniquely designed to ensure that the learning is complete and fully imbibed by the participants and put into practice in their own workplaces, blending well with the work-place environment available in each organisation. These workshops will all be of **three phases**. The first phase of learning along with a number of case studies (**Phase-I**), would be generally similar to the conventional workshops, and would be followed by an actual project related to the problem to be solved in the participants' organisations in **Phase-II**. We insist that teams are formed in the participants' organisations that would solve the problems together, typically in the Japanese spirit of teamwork and learning from one-another. The participants would then teach what they learnt in the workshop to their colleagues. In **Phase-III**, the participants would re-assemble and discuss their experiences in implementing what they learnt in a practical situation. In this process they will get rid of false notions and mindset and eventually reinforce the right kind of learning.

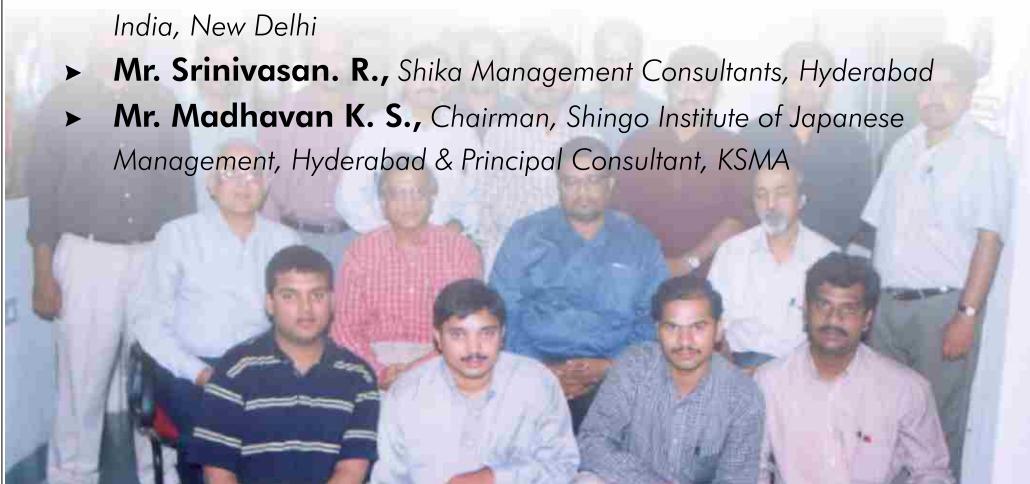
The Institute initiated its first short duration training Workshop in Poka Yoke in which 15 Executives from different types of industry participated. It was a three-phase programme with the first phase spent at the Institute where lecture-cum-discussion sessions, case studies and group assignments were organised. In the second phase the participants carried out a project in their respective organisations, implementing the tools learnt in the workshop. The final phase was a three-day programme in the Institute when the participants shared their experiences, reviewed and reinforced the learning. It also included visits to some factories where Poka Yoke projects were carried out in the second phase, and the participants undertook in-depth studies there.

The Institute has plans to offer courses on various topics of interest to the learning professional, who want to improve his knowledge and the ways of utilising it successfully in his work environment for his own and for the organisational benefit. Each one of the workshops would be taking the participants through the entire process of imparting knowledge and seeing to it that he/ she practises it. Some of the topics that would be covered in course of time, are Achieving KRA's, Sure Success Pathways of Project Management, SMED, Kaizen, Pre-JIT Approaches in Materials Management, JIT, QCC, etc. in addition to Poka Yoke.

ADVISORY BOARD

The following are the members of Advisory Board:

- ▶ **Mr. Anil Kumar Epur**, Former Director, VST Distribution, Storage and Leasing Co. Ltd., Hyderabad
- ▶ **Mr. Ganesh L.**, Vice Chairman, Rane Group Industries, Chennai
- ▶ **Mr. Gopalakrishna M.**, Chairman, AP State Finance Corporation Hyderabad
- ▶ **Mr. Nanda R. S.**, Managing Director, Coromandel Fertilisers Ltd Hyderabad
- ▶ **Mr. Pradeep Dhoble**, CEO, ITC Bhadrachalam Paperboard Div., Hyderabad
- ▶ **Mr. Prasad G. V.**, Vice-Chairman & COO, Dr. Reddy's Labs Ltd, Hyderabad
- ▶ **Mr. Rama Bhadra**, Vice Chairman, Shingo Institute of Japanese Management, Hyderabad
- ▶ **Dr. Ramesh K. S.**, Director, Shingo Institute of Japanese Management, Hyderabad & Director, Karishma Software Ltd.
- ▶ **Mr. Ryuichi Ishii**, Former Consul-General, Consulate General of JAPAN, Chennai & Academician of repute
- ▶ **Mr. Rama Raju B.**, Managing Director, Satyam Computers
- ▶ **Dr. Rama Rao**, Former Vice Chancellor, Hyderabad Central University
- ▶ **Mr. Sasada. K.**, Representative, Mitsubishi Electric Corporation of India, New Delhi
- ▶ **Mr. Srinivasan. R.**, Shika Management Consultants, Hyderabad
- ▶ **Mr. Madhavan K. S.**, Chairman, Shingo Institute of Japanese Management, Hyderabad & Principal Consultant, KSMA



BOARD OF STUDIES

The following are the members of Board of Studies:

- ▶ **Mr. Murali Krishna**, Officer On Special Duty, Centre For Distance Education, University of Hyderabad
- ▶ **Mr. Rajan Mahendra**, Independent Consultant.
- ▶ **Mr. Ram Bhadra**, Vice Chairman, Shingo Institute of Japanese Management, Hyderabad
- ▶ **Dr. Ramesh K. S.**, Director, Shingo Institute of Japanese Management & Director, Karishma Software Ltd.
- ▶ **Mr. Raghav Rao. T.**, Independent Consultant
- ▶ **Dr. Srinivasan A. V.**, Director, Corporate Planner Indian Network
- ▶ **Mr. Madhavan K. S.**, Chairman Shingo Institute of Japanese Management & Principal Consultant, KSMA

INVOLVED FACULTY

- ▶ **Prof. L N Pappu**, Former Faculty, ASCI Hyderabad & Management Consultant, Hyderabad
- ▶ **Mr. Raghav Rao T.**, Independent Consultant, Hyderabad
- ▶ **Mr. Rajan Mahendra**, Independent Consultant, Hyderabad
- ▶ **Dr. Ramesh K. S.**, Former Faculty, ASCI, Hyderabad & Director Shingo Institute of Japanese Management
- ▶ **Mr. Sitapati Rao U. V.**, K S Madhavan & Associates, Hyderabad
- ▶ **Dr. Srinivasan A. V.**, Corporate Planner - Indian Network, Hyderabad
- ▶ **Mr. Srinivasan R.**, Shika Management Services, Hyderabad
- ▶ **Mr. Srinivasan R.**, K S Madhavan & Associates, Chennai
- ▶ **Lt Col (Retd.) Subramanian S.B.**, K S Madhavan & Associates, Hyderabad
- ▶ **Dr. Surya Anantapantulu**, Ananta Consulting, Hyderabad
- ▶ **Mr. Madhavan K. S.**, K S Madhavan & Associates, Hyderabad.

And many other visiting faculty.

