

# INSTRUCTOR



## Mr. Syed Mubasheer Ali , BE( Mech) , Stanford Seed

He is a Product Design – Cost Analyst with 19 years' experience. He facilitates consultancy & workshops on New Product Initiatives ( NPI), in Design Review & Should-Cost Analysis. He has trained over 9,000 engineers as workshop instructor and project leader for New Product Designs resulting in millions of dollars of annualized savings for customers.

D-ESPAT Pvt Ltd, Chennai is associated with Boothroyd Dewhurst Incorporation, USA, the Pioneering Principals of the Design For Manufacture & Assembly Methodology for their flagship software product DFMA®.

Syed is DFMA “Train the Trainer” on DFMA® software for India & South East Asia.

**Please register on below link or copy paste in browser:**

<https://forms.gle/QS9vSsyp5tgLbETz7> or [Click Here to Register](#)

## Intended Learning Outcome

**DFMA® training : As result of classes user will have developed the following skills:**

- A functional understanding of the DFA software.
- An understanding of the minimum part criteria in DFA.
- How to use DFA to simplify product structures, reduce costs and improve quality.
- A clear understanding of handling and insertion difficulties, part symmetries and how they affect DFA times.
- How to perform a DFM Concurrent Costing analysis.
- How to use CAD with DFM Concurrent Costing.
- An understanding of the piece part and tooling costs generated by the software.
- How the Material, Operation and Machine libraries work and how to edit them.
- How DFM and DFA work together and to take advantage of Concurrent analysis
- How to review the different Results, Charts and reports generated from software.

**In case of any query, please contact following**

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# Design for Manufacture and Assembly

## Two Day Training Webinar

### Schedule

- 08:30 - 09:30 Introduction  
09:30 - 10:30 DFMA Overview  
10:30 - 11:15 DFA Software Demo  
11:15 - 11:30 Tea break  
11:30 - 12:00 DFM Software Demo  
12:00 - 13:15 DFA Hands on
- 13:15 - 14:00 Lunch Break
- 14:00 - 14:45 DFA Hands On continued  
14:45 - 15:30 DFM Hands On - Casting  
15:30 - 15:45 Tea break  
15:45 - 16:30 DFM Hands On – Sheet metal & Geo Calculator  
16:30pm - 16:45pm Case Studies
- DAY 2:**
- 09:30 - 10:15 Part Count Reduction  
10:15 - 11:00 DFM Weld Assembly  
11:00 - 11:15 Tea break  
11:15 - 12:00 DFM Machining  
12:00 - 12:30 DFM Plastics  
12:30 - 13:15 Case Studies
- 13:15 - 14:00 Lunch Break
- 14:00 - 15:30 DFMA Group Exercise  
15:30 - 15:45 Tea break  
15:45 - 16:30 DFA & DFM Features Reporting & Results  
16:30 - 16:45 Feedback & Wrap up Exit questionnaire

# DFMA®

BOOTHROYD DEWHURST

On

**11<sup>th</sup> & 12<sup>th</sup> December 2020**

**Jointly Organized by**

**SAEINDIA**  
WESTERN SECTION

**SAEINDIA**  
Society of Automotive Engineers INDIA

**D-ESPAT**  
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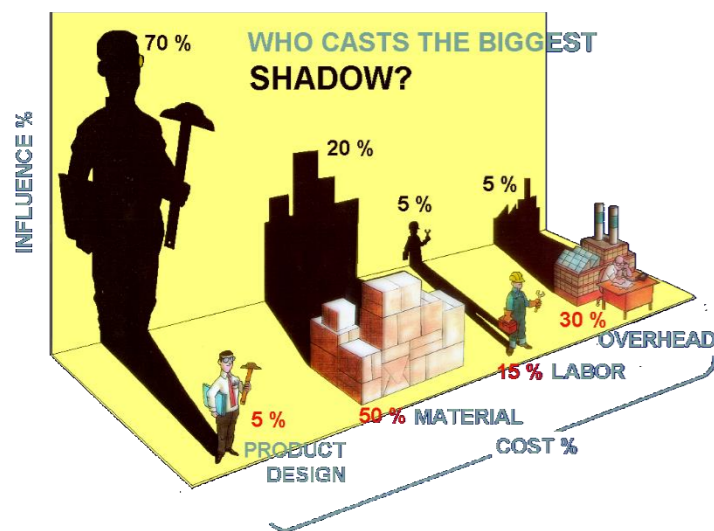


**Break the walls that exist between  
Design and Manufacturing**

**Free License**

Complimentary license for **3 weeks** after training for attending participants

## Background and Objectives



The Training Webinar will provide hands on training of DFMA® Software . Participants will be ready to apply DFMA® to their Design initiatives

The focus includes concepts, including Practice Sessions on DFMA® software for multiple standard commodities . Many overview insights to Industry Case Studies .

A systematic approach to identify and produce world class products at preferred costs?

**1. Design Review** - How to measure Product Efficiency . How to compare designs with true Cost & Time implications . How to “Quantify” impact of minimised part- count.



**2. Part Costing** – Easy to Understand cost breakdown of manufacturing parts . Glimpse at unique world Standard to Measure Design Intent without the need for “ Manufacturing Experts”.

## Registration Fees ( Including GST

Category	Fees include 18% GST
Non SAEINDIA Member From Industry	10,000
SAEINDIA Member From Industry	8,000
Non SAEINDIA Member Faculty	5,000
SAEINDIA Member Faculty	4,000
Non SAEINDIA Member Student	4,000
SAEINDIA Member Student	3,000

## Improvement Programme on

- Professionals from Industry
- Academicians from Institutions/ Teaching Faculty/ Engineering Students.
- **Registration fees include:**  
Certificate (Full attendance necessary)

## Mode of Payment

At par / multicurrency cheque or demand draft in the favor of **‘SAE Western India Group’** Payable at Pune. Or through Net Banking to following bank details:

Name	SAE Western India Group
Bank Name	Bank of Baroda
Bank Branch	ARAI Extension Counter
Savings Bank Account No.	98330100000631
IFS Code (for RTGS / NEFT)	BARB0DRCKAR (0 = Zero)
MICR Code	411012052
E-mail Id	finance.officer-ws@saeindia.org

**Note :** SAEINDIA Western Section reserves the rights to change the dates, schedule, contents, speakers, venue, etc. for the programme without any notice.

# DFMA®

BOOTHROYD DEWHURST

**DFMA® - Cutting Billions in Manufacturing Costs Since 1983**

Organized Jointly by

**SAEINDIA**  
Society of Automotive Engineers INDIA

**SAEINDIA**  
WESTERN SECTION

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## SAEINDIA Introduction

The Society of Automotive Engineers India (SAEINDIA), Western Section, Pune, is a vibrant premier professional society, having substantial following in the Indian automobile industry, involved in serving the Mobility Engineering Community engaged in design, manufacture and service of self-propelled vehicles and systems that move in land, sea, air and space. Its vision is to continuously enrich knowledge base of practitioners in mobility industry and institutions in the service of humanity. SAEINDIA is India's leading resource for mobility technology. As an individual member driven society of mobility practitioners, the ownership of SAEINDIA wrests with its members who are Individuals from the mobility community, which includes Engineers Executives from Industry, Government Officials, Academics and Students.

SAEINDIA is a Platform where all Engineers & Officers from Automotive Industries network with each other, share their ideas, improving technical knowledge and thereby build strong relations. This also helps them in their managerial roles in their respective fields and industry. For more information please visit [www.saeindia.org](http://www.saeindia.org).

## D-Espat Introduction

D-Espat Pvt Ltd, Chennai is a “SHOULD COSTING” consulting company . They assist new product initiatives with Cost Reduction Strategies at OEM, ODM, Engineering service companies across different industry settings and Academia.

D-Espat is associated with Boothroyd Dewhurst Incorporation, USA, ( BDI) the Pioneering Principals of the Design For Manufacture & Assembly Methodology for their flagship software product DFMA®.

DFMA® Software used by **Fortune 1000 companies worldwide.**

D Espat represents BDI's DFMA® software for India and South-East Asia for two decades as their DFMA® software Sales agent , Training & Deployment consultants .

**Website :** [www.despat.com](http://www.despat.com)