



MAXWELL

Centre for Industrial Training & Development



ISO 9001 : 2015 Certified Organization



- A leading training organization .
- Successfully completed 32 years of service in the training industry.
- Provides training services across India & Abroad.



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• All Over Tamilnadu | Puducherry | Bangalore | Hyderabad | Pune

• Bangalore | Mumbai | Kolkata | Delhi | Hyderabad

Soft Skills | Technical Skills | Outbound Training | Open - House Workshop

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ABOUT MAXWELL

- Established in the year 1992 by V.K. Gurumoortthy (An Electronics Engineer by Profession).
- Started by conducting open house technical training programme and scaled up by conducting variety of training programme for different industries.
- Maxwell conducts both In House as well as Open House Workshops.
- Till date has served nearly 13650 clients in India & Abroad.
- So far successfully conducted 8629 In House Programme & 1500 Open House Programme.
- More than 5 Lakhs people trained by Maxwell.

Our Mission:

Provide Versatile and Customized Training / Consultancy Services for Industries / Individuals with Highly Experienced / Specialized Faculty / Consultant.

Our Vision:

To be a World Class Global Training / Consultancy Service Provider.

Our Values:

M – Mutual Trust
A – Authenticity in information
X – Xcellence in Service
W – Wisdom through experienced trainers
E – Educate & Develop
L – Learn & Share
L – Loyalty & Passion



“MAXWELL” KNOWN FOR ITS VALUES, PRINCIPLES, TRUST AND COMMITMENT PROVIDES DIFFERENT TRAINING PROGRAMS FOR THE LIST OF INDUSTRIES

- Auto & Auto Ancillary
- Banking
- Capital goods
- Cement and concrete
- Chemical
- Construction & Infrastructure
- FMCG, FMCD
- Health care
- Hotel
- Information Technology
- ITES
- Insurance
- Logistics
- General Manufacturing
- Media
- Paint
- Petroleum, Oil & Natural gas
- Power and energy
- Pharmaceutical
- Retail & Textile
- Tyre

SOFT & BEHAVIOURAL SKILLS

7 Habits of High Effective People
 Art of Delegation
 Attitude for Success
 Building High Performance team
 Change Management
 Coaching & Mentoring
 Competitive Excellence Critical success Factors
 Corporate Communication for Image Building
 Creativity in work Environment
 Customer Care Management
 Developing Sub – ordinates
 Diversity Dynamics
 Effective Communication Techniques
 Effective Performance Appraisals
 Effective Selling Skills
 Emotional Intelligence for Leadership Growth
 Empowerment
 Enhancing Managerial Capability through Stress Management
 Evolving, Performing, Organisation Through People
 Excellence in Supervision
 Goal Setting and Achieving

How to Develop Ownership & Commitment
 International Business Etiquette
 Interviewing Skills
 Leadership Skills for Women
 Listen and Learn
 Management by Lateral Thinking
 Managerial Effectiveness
 Managing Disagreement
 Managing Organizational Change
 Neuro Linguistic Programming
 People Management
 Personal Effectiveness
 Phone Sales Management
 Positive Thinking and Accepting Change
 Preventing Sexual Harassment in the Workplace
 Problem Solving & Decision Making Skills
 Process of Management
 Risk Factors and Risk Taking Ability
 Selection of Personnel
 Six Thinking Hats
 Strategic Leadership for Senior Management
 Team Building and Conflict Management
 Team Leadership
 Transactional Analysis

Win / Win Approach
 Work Life Balance
 Analytical & Analyzing Skills
 Assertive Training
 Better Business Communication
 Business Ethics
 Business Writing Skills
 Channel Sales Management
 Coaching Employees to Deliver their Best
 Creativity and Problem Solving Skills
 Decision Making Skills
 Direct Attention Thinking Tools
 Diversity Series Training
 Effective Communication for Managerial Success
 Effective Meeting Skills
 Effective Presentation Skills
 Emotional Intelligence
 Emotional Quotient for Executives
 Enhancing Corporate Productivity for Competitiveness
 Handling Conflict and Confrontation
 How to Coach an Effective Team

Interpersonal skills / Interpersonal Communication Skills
 Leadership for Excellence
 Leadership Skills for young managers
 Making Humour Work
 Managing Change at Work & Beyond
 Managing for Commitment
 Manners and Behaviors of Service People
 Motivation and Goal Setting
 Persuasion & Influencing Skills
 Pre-Retirement Counseling
 Prevention of Absenteeism
 Role Behaviour Analysis
 Selling Strategies for Managers
 Strategic Human Resource Management
 Strategic Planning Skills
 Synergy & Team Bonding
 Team Development Series
 Team Problem Solving
 Work culture and work Ethics
 Working as a Team
 Enjoying everyday life

Mantras of Stress Management
 Work life Balance
 Bring in the change! (positive attitude)
 Stop worrying and start living
 Dealing difficult people and difficult times
 Hard work Vs Smart work
 Practical Anger Management
 Fitness in busy life
 Work Health Balance
 Diet For Health
 Make your workplace work for you (Ergonomics)
 Sleep Management
 The power of positive health
 Telephone Handling Skills and Office Etiquette
 Managerial Skill Development
 Self Development
 Self-Discipline & Motivation
 Supervisory Skills
 Leadership Skills
 Dare to lead
 Quality of Work
 Workplace Behavior And Etiquette

5.Create Discipline Body Language
 Campus to Corporate
 Negotiation Skills
 Communication Skills
 Sales Based Business Writing Skills
 Work Culture, Communication, Work Ethics
 Problem Solving & Root Cause Analysis
 Sales Effectiveness
 Scale Up (Values & Focuses)
 Staff Development
 Art of Declaration
 Kepner Tregoe
 Positive Attitude & Motivation
 Effective Marketing Skills
 Total Employee Involvement (OBT)
 Sales Advancement
 Coaching & Mentoring
 Pygmalion Effects
 Pike Place Magic
 Brian Tracy's Perform At Your Best
 ABLE - Activity Based Learning Expert
 Attitude to Altitude

COST & FINANCIAL MANAGEMENT

Corporate finance
 Cost audit
 Total Cost Management for Competitive Advantage
 Tax management
 Financial audit
 Finance for Non-Finance Executives
 Investment Research for Fund Managers
 Cost Effective Management

Effective Tools for Better Business Planning
 Negotiation & Cost Cutting Methods
 How to Prepare a Cost Effective Budget
 Revised Model Law on Goods & Service Tax
 Cost Estimation
 Union Budget
 Latest provisions on E-Way Bill, Important Amendments,
 Impact of GST on Finalization of Books of Accounts for the year ending March 2018

TECHNICAL SKILLS

Advanced Product Quality Planning (APQP)

Production Part Approval Process (PPAP)

Statistical Process Control (SPC)

Measurement Systems Analysis (MSA)

Failure Mode Effect Analysis (FMEA)

IATF 16949:2016- Awareness

QMS - ISO 9001:2015- Awareness

IATF 16949:2016- Internal Audit

QMS - ISO 9001:2015- Internal Audit

Problem Solving Tools & Techniques

Design of Experiments (DOE)

Shainin DOE

Layered Process Audit

Geometric Dimensioning and Tolerance (GD & T)

EMS- ISO 14001:2015

EMS- ISO 14001:2015- Internal Audit

ISO 45001:2018 Awareness

ISO 45001:2018 Internal Auditor training

Seven Q C Tools

Quality Function Development

Quality Circle

Design of Punch & Dies for sheet metal

Effective Operation and Maintenance of Boilers

Hydraulics training for Spare parts

manufacturing team

Just-in-time (JIT)

Low cost Automation using PLC

Mechatronics & Robotics

Press tool basics and Design

Pressure Die Casting - Casting Defects and remedies

Total Productive Maintenance (TPM)

Value Engineering

Water Treatment Practices - Ion Exchange

Membrane Technology, Ro, etc.,

Welding Technology

Workshop Calculation

'5' S Activities

TQM Principles and Practice

Information Security Management Systems ISO

27001:2005

Poke -Yoke (Mistake Proofing)

Toyota Production System

8D Problem solving

3M Techniques

Basic Electrical Engineering

Boring Machines Theory and Operation.

Design of Jigs & Fixtures

Engineering Drawing

Heat Treatment & Metallurgy Including Cryogenics

Industrial Engineering Techniques

Industrial Hydraulics Maintenance &

Trouble Shooting

Industrial Pneumatics - Trouble Shooting &

Maintenance

Lean Manufacturing

Legal requirement in Environment Management

Machine Tool Maintenance

Metrology and Calibration

Painting Techniques

Process Mapping for Continuous Improvement

Tool Design

Welding Defects, Analysis (Using NDT & DT)

Bench Marking

Kaizen

Quality Cost Analysis and Profitability

Creating a world class visual factory

Rapid Prototyping

Business Process Re-Engineering

Metalizing

Tool Setting

Nil Spill Mindset

Maintenance management

5 Why Analysis

Value Stream Mapping

Work study and Time Study

CNC Programming

Kanban

Visual shop Floor Management

Foundry Technology (Casting defects in CI and SG iron)

Trends & Changes in Automobile Castings

Industry 4.0

4 P of Packaging

CQI-9 Heat Treatment (4th Edition)

INDUSTRIAL SAFETY MANAGEMENT

Sustaining the Safety Movement
in the Industry

First Aid

Safety in Operations

Accident Investigation

On site / Off site Emergency Preparedness

Chemical Safety

Gas cylinders Safety

Statutes Related to Safety Health
and Environment

Safety Audits and Inspections

Modern Security Systems & Procedures

Occupational Safety Health & Hygiene

Statutory Requirements Related to Safety
Health and Environment

Risk Analysis

Electrical Safety

Fire Safety

Occupational Hazards in Industry

Personnel Protective Equipments

Awareness of Safety

Hazard Identification HAZOP Analysis

ADVANCED ELECTRICAL SAFETY

BEHAVIOR BASED SAFETY

Emergency Situation &

Mock Drill and Man, Machine,

Material Safety

Fork Lift

SARA- Safety Audit

PRODUCTION PLANNING & MAINTENANCE

Productivity Improvement Techniques

Optimized maintenance Planning

Effective Maintenance of Cooling

Systems

Cost Reduction Through

Elimination of Waste

Bearing Maintenance

Condition monitoring of Electrical
Equipments

19 Ways of Cost Reduction In

Manufacturing Industry

Electric Vehicle

OFFICE MANAGEMENT

Paper Work Discipline

SAP- ABAP Programming Techniques

Basic IT Skills(Presentation, Word & Outlook)

Primavera PPM and Agile Scrum Methodology -

an overview

MS Office (Word, Excel & PowerPoint)

MS Project

Advanced Macros Programming

Cyber Security & Awareness

Power Query & Power Automation

Project Management for IT Professionals.

Python

AI & Machine Learning

MATERIALS MANAGEMENT

Enhancing profitability through effective inventory control

Effective negotiations skills for purchase managers

Spare Parts Management

Logistics management

Vendor development & supply chain

Supply Chain Management

Risk Management for Purchase Team

Supplier Development

Material Handling

Inventory Management

Jhisu Honen (Step 1 to 3) 5S / QCC

Stores and Inventory Management

SUPPLIER DEVELOPMENT AND SCHEDULE ADHERENCE

ORGANIZATIONAL DEVELOPMENT

Balanced Score Card

Human Relations Development

Manufacturing Excellence

How to Set-up Personnel Department

Knowledge Management for Competitive

Advantage

Performance Appraisal

Project Management Skills

Competency Matrix

LEGAL ,STATUTORY OBLIGATION AND TAX LAWS

Labour Laws & Statutory Compliance

Taxation (Overview of Direct & Indirect Taxes)

Export , Import Policy Procedure's -WTO
obligations

Labour Laws and Industrial Relations

SUCCESS STORY OF V K GURUMOORTHY IN THE FIELD OF TRAINING AND DEVELOPMENT

MAXWELL CENTRE FOR TRAINING AND DEVELOPMENT, Chennai has a trusted name in the industry for their outstanding services in the field of training and development.

The name is synonymous as an **“ONE STOP SOLUTION”** for fulfilling the training needs in any topic for industries and individuals.

It has taken more than 32 years of sustained hard work, dedication and **“NEVER GIVE UP”** attitude coupled with an innovative business model by its founder director.

V K Gurumoorthy to gain such a reputation in the field of training and development.

V K Gurumoorthy had a humble beginning - graduating in Electrical and Electronics Engineering in 1992 from SRM Engineering College, Chennai. After graduation, he wanted to do something different and unique – both for his livelihood and giving something back to society. Not interested in routine 9 to 5 job, he began in a small way by conducting motivational training programs.

Tasting success, what started as a small initiative blossomed into a full-fledged organization and thus, **MAXWELL CENTRE FOR TRAINING AND DEVELOPMENT** was born in the year 1992 .

Slowly Gurumoorthy started associating with more and more experts in their own areas and utilised their services to offer top notch training sessions for his customers including support to individuals/industries after the conduct of programs.

The success of **MAXWELL** lies in catering to customer’s specific and unique needs on a host of topics.

MAXWELL has expanded its presence to Pan India – in cities like Coimbatore, Bengaluru, New Delhi, Mumbai where the associated with trainers offer programs to the customers located in that region.

To enhance the reputation, V K Gurumoorthy decided to get **MAXWELL** certified to the Global Quality.

Management System Standard ISO 9001:2015 and now **MAXWELL** is a proud holder of ISO 9001:2015 Certificate in Training Services.

Apart from running successful training organization, V K Gurumoorthy divides his time in social welfare activities as well. He is an active member in Rotary Club and organises regular blood donation camps.



OUR CLIENTS

