



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

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Dr Y Malini Reddy
Programme Director

July 30, 2018

Programme on
Creating and Managing Digital Presence

October 4 - 6, 2018

I have pleasure in presenting to you ASCI's Programme on Creating and Managing Digital Presence (October 4 - 6, 2018). Digital technology revolution has indelibly changed the way how the services are organized, planned and delivered worldwide. Organizations, particularly government departments are yet to make effective use and leverage digital technology for better performance.

Developing digital strategy and online relationship with citizens/customers is critical for achieving service delivery and citizen/ customer satisfaction. Several organizations including governments are struggling to keep pace with the rapidly evolving world of digital economy that involves using internet and electronic devices to profitably engage with citizen/customers and other stakeholders/partners in a timely, relevant, personal, engaging and cost-effective manner.

This programme is equally relevant for officials from government departments and executives of public, private and social enterprises. This programme has its focus on the following:

- 1. Digital Strategy Framework and Benchmarks**
- 2. Practicing all social media tools for e-business and e-commerce in a workshop mode**
- 3. Online communication, image and reputation management**
- 4. Citizen/Customer experiences and good practices initiated by cities and corporates.**
- 5. Road map for making transition towards digital cities/ organisations on a mission mode**

I request you to nominate your officers to this very important programme that would be delivered through a combination of lectures, demonstrations and hands-on exercises.

We look forward to receiving nominations from your organisations for this Programme. You can reach me on: +91 9848025043, 040 - 66534260, 040- 66534221 malinireddy@asci.org.in

With best regards,

Yours sincerely,

Dr Y Malini Reddy

Encl: Programme Brochure & Nomination Form

PROGRAMME OVERVIEW

Developing digital strategy and online relationship with citizens/customers is critical for achieving service delivery and citizen/customer satisfaction. Several cities and organizations are struggling to keep pace with the rapidly evolving world of digital economy that involves using internet and electronic devices to profitably engage with citizen/customers and other stakeholders/partners in a timely, relevant, personal, engaging and cost-effective manner.

Government of India's '**India Digital Plan**' 2019 promises that 250k villages in India will have internet, all public places to have Wi-Fi and every Indian to have a smart phone device by 2019. The **Smart Cities programme** requires the use of Digital media to engage with citizens. Cities need to understand how the delivery of public services can be enhanced using Digital media. Given the movement towards **less-cash economy**, as citizens shift towards going cashless for different services, organisations and cities need to work towards having systems to facilitate e-business and e-transactions. Private and Public sector enterprises need to understand how they can use the digital media to enhance their reach, reputation, share and profits. Social sector needs to understand how they can use the digital media to communicate and connect with a large number of stakeholders to achieve their social objectives effectively.

This programme is designed to help develop the participants into confident and knowledgeable practitioners who would take advantage of digital revolution for organizational excellence. It provides an in-depth coverage of the current tools, techniques, channels and platforms required for creating as well as implementing a digital strategy. It is delivered in an easy to understand and guided 'do-it-yourself' practice based pedagogy to crystallize learning.

CONTENTS

A combination of lectures, demonstrations and hands-on exercises would be used by faculty at ASCI and practitioners to deliver the following topics:

I. OVER VIEW OF DIGITAL MEDIA AND EMERGING DIGITAL TECHNOLOGIES

- Internet (Website, Email, directories and listing, search engine optimization, social media, public relations, blogs, online advertising, search engine marketing)
- Mobile (SMS, MMS, apps, games, web, Bluetooth, QR codes)
- Digital out of home (Billboards, Print, Dynamic interactive media)

II. DEVELOPING THE DIGITAL STRATEGY AND PLAN

- Digital strategy framework
- Digital performance benchmarks
- E-business and e-governance models
- Online citizen behavior
- Customer acquisition and retention strategies
- Citizen feedback and grievance redressal systems

- Transaction and Relationship Management

- Moving towards less-cash economy

III. SOCIAL MEDIA MANAGEMENT

- Social Media Strategy – engaging with target audiences
- Social Media for Business (facebook, twitter, youtube etc)

IV. CREATION OF CORPORATE IDENTITY AND REPUTATION

- Branding and Image building
- Building presence in professional networks
- Online reputation management

V. MEASUREMENTS AND ANALYTICS

- Methodologies to improve Search Engines Ranking (Google, Yahoo, Bing).
- Google tools and Analytics

VI. PROJECT

- Observations on your current online activity – A diagnosis and recommendations
- Putting together a complete and compelling digital strategy, using all of the tools

PARTICIPANT PROFILE

The programme is most appropriate for executives from Government, Social sector and Private and Public Enterprises and independent consultants with profiles related to Information Technology; Marketing; Sales; Branding; Public Relations and Corporate Communications; Citizen/ Customer Relationship Management; Grievance Redressal; Smart City consultancy; and Digital and Social Media consultancy.

Organisational Sponsorship is essential.

VENUE

The Programme is fully residential and the participants will be accommodated in airconditioned single rooms. However, the College does not provide accommodation for the family, transport between Airport /Railway Station and venue will be arranged by the College. The College is WiFi enabled in a comprehensive way.

DURATION

The Programme duration is from **October 4-6, 2018**. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Rs.34,000/- (US \$690 if foreign) plus GST as applicable, presently 18% per participant. The fee covers tuition, boarding and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee : Rs.28,000/- plus GST as applicable presently 18% per participant. The fee covers tuition, courseware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the programme fee for three or more participants from the same organization will be given, provided the payment is credited into the College bank account before October 3, 2018.

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalization.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nomination form is **September 27, 2018**. Kindly contact Mr. G. Srinivas Yadav, Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

September 28, 2018. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of College Programmes will automatically become members of ASCI Alumni Association.

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the Programme.

PROGRAMME DIRECTOR

Dr Y Malini Reddy

E-mail: malinireddy@asci.org.in

Mob: 9848025043

ASCI Management Development Programmes for 2018-19

MANAGEMENT DEVELOPMENT PROGRAMMES

General Management Programme for Senior Executives – SEC - 131	16-Jul-2018	10-Aug-2018
Advanced Management Programme	30-Jul-2018	10-Aug-2018
Building Competencies for Leading Strategic Change (Study Tour to EU)	09-Sep-2018	23-Sep-2018
Programme for Young Managers	26-Nov-2018	30-Nov-2018
MDP for Women Executives	03-Dec-2018	07-Dec-2018
General Management Programme for Senior Executives – SEC - 132	07-Jan-2019	01-Feb-2019

BUSINESS COMMUNICATION

Leadership through Self-Discovery	25-Jul-18	27-Jul-18
Individual Excellence for Organizational Effectiveness	26-Nov-18	30-Nov-18
Leadership Skills Development	17-Dec-18	21-Dec-18
Communication Skills for Managers	21-Jan-19	25-Jan-19
Managing Creativity & Innovation	04-Mar-19	06-Mar-19

ECONOMICS

Assessment and Monitoring of Business Performance	04-Jul-18	06-Jul-18
Creating Development Roadmap for India through Sustainable Development Goals: Vision 2030	05-Sep-18	07-Sep-18
Financial Systems, Management and Accountability in Government	26-Nov-2018	30-Nov-2018

ENERGY

Regulating Electricity Tariffs and Related Issues	17-Sep-18	21-Sep-18
Smart Grid Technology and its Application in Power Sector	10-Dec-18	12-Dec-18
Renewable Energy Regulation	21-Jan-19	23-Jan-19

ENVIRONMENT

Design and Operational Aspects of Sewage and Faecal Waste Treatment Plant-STP & FSTP	07-May-18	09-May-18
Environmental Impact Assessment for Projects	11-Jun-18	13-Jun-18
SDGs and Climate Change: Opportunities and Challenges of Adaptation and Mitigation	03-Dec-18	05-Dec-18
Climate Change Adaptation and Disaster Risk Reduction	04-Feb-19	06-Feb-19

FINANCE

Infrastructure Financing	19-Nov-18	23-Nov-18
Finance for Non-Finance Executives	10-Dec-18	12-Dec-18
Strategies for Cost Leadership	23-Jan-19	25-Jan-19
Enterprise Risk Management	04-Feb-19	08-Feb-19
Advanced Financial Management	11-Feb-19	13-Feb-19

HEALTH CARE MANAGEMENT

Certificate Course in Health Care Quality in AYUSH Hospitals	27-Jun-18	29-Jun-18
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HUMAN RESOURCE DEVELOPMENT

Managing Recruitment, Selection and Induction	07-May-18	09-May-18
Educational Leadership for Senior Officials of Universities/Educational Institutions	06-Jun-18	08-Jun-18
HR Analytics	11-Jun-18	13-Jun-18
Ethics and Values in Administration	20-Jun-18	22-Jun-18
Enhancing Managerial Effectiveness	23-Jul-18	25-Jul-18
HR Audit and Analytics	03-Sep-18	05-Sep-18
Personal Effectiveness	17-Sep-18	19-Sep-18
Enhancing Skills of Young Women Professionals	24-Sep-18	28-Sep-18
Leading with Emotional Intelligence	22-Oct-18	26-Oct-18
Effective Trade Union Management	05-Nov-18	09-Nov-18
Best Practices and Innovation in Health Care Delivery	14-Nov-18	16-Nov-18
Improving Work Culture	19-Nov-18	21-Nov-18
Conflict Management and Negotiation Skills	10-Dec-18	12-Dec-18
Leadership Engagement and Development	10-Dec-18	14-Dec-18
Team Dynamics: Activity Based Approach	17-Dec-18	21-Dec-18
Ensuring Health Care Quality: Risk Management and Innovation	16-Jan-19	18-Jan-19
Building and Leading Effective Teams	04-Feb-19	08-Feb-19
Positive Organizational Behaviour	04-Feb-19	06-Feb-19
Decision Making for Effective Leadership	18-Feb-19	20-Feb-19
Enhancing Interpersonal Effectiveness through Transactional Analysis	18-Feb-19	20-Feb-19

Strategic Human Resource Management with International Study Tour	11-Mar-19	23-Mar-19
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INFORMATION TECHNOLOGY

e-Procurement	25-Jun-18	27-Jun-18
e-Learning and Digital Education	24-Sep-18	26-Sep-18
Leveraging Big Data and Analytics	19-Dec-18	21-Dec-18

INFRASTRUCTURE DEVELOPMENT

Housing for All: Attaining the National Agenda	21-Jun-18	23-Jun-18
Urban Infrastructure Project Preparation and Management	27-Sep-18	29-Sep-18
Urban Infrastructure Project Preparation and Management	07-Feb-19	09-Feb-19

INNOVATION AND TECHNOLOGY

Research Excellence in Organisations	08-Aug-18	10-Aug-18
Strategic R & D Management	10-Dec-18	12-Dec-18

LAND ACQUISITION, RESETTLEMENT AND REHABILITATION

Land Acquisition: Addressing Implementation Issues in Social Impact Assessment & Recognition of Forest Rights	09-Apr-18	13-Apr-18
ASCI-NRCR Joint Certificate Course on Improved Management of Land Acquisition, Resettlement and Rehabilitation	16-Apr-18	29-Apr-18
High Impact CSR-Need Identification to Impact Evaluation	09-Jul-18	13-Jul-18
Effective Land Acquisition, Resettlement and Rehabilitation	24-Sep-18	28-Sep-18
Index-based Crop Insurance-Concepts, Design and Implementation	17-Dec-18	19-Dec-18

MARKETING

Customer Centric Brand Management	04-Oct-18	06-Oct-18
High Impact Sales Management	10-Dec-18	14-Dec-18
Creating Social Value Through Corporate Social Responsibility	21-Jan-19	23-Jan-19

OPERATIONS

Procurement Procedures for The World Bank Aided Projects	16-Jul-18	27-Jul-18
Inventory Management	30-Jul-18	01-Aug-18
Project and Contract Management	24-Sep-18	28-Sep-18
Procurement Procedures for The World Bank Aided Projects	19-Nov-18	30-Nov-18
Materials and Supply Chain Management	03-Dec-18	07-Dec-18
Project and Contract Management	07-Jan-19	11-Jan-19
Procurement Procedures for The World Bank Aided Projects	11-Feb-19	22-Feb-19

PUBLIC POLICY GOVERNANCE AND PERFORMANCE

Sustainable Development Goals and Good Governance	25-Mar-19	29-Mar-19
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POVERTY STUDIES AND RURAL DEVELOPMENT

Capacity Building Programme on Rural Industrial Development and Entrepreneurship	07-Jan-19	11-Jan-19
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STRATEGIC MANAGEMENT

Developing Strategic Mindset for Functional Managers	23-Jul-18	27-Jul-18
Creating Progressive Boards	17-Sep-18	19-Sep-18
Driving Performance through Transformational Leadership	18-Feb-19	22-Feb-19

URBAN GOVERNANCE

Integrated Municipal Waste to Resource Management	3-May-18	5-May-18
International Certification Programme – Change Management for Achieving Continuous Water supply for All in Urban Areas - (India, Jerusalem and Tel Aviv, Israel)	06-Jun-18	07-Jun-18
08-Jun-18	14-Jun-18	
Creating and Managing Digital Presence	18-Jun-18	20-Jun-18
Water Sanitation and Hygiene in Schools	21-Jun-18	23-Jun-18
Towards Zero Waste- Decentralised Solid Waste Management	28-Jun-18	30-Jun-18
Non-Revenue Water and Water Loss Control Management: Smart Solution for Indian Cities	09-Jul-18	11-Jul-18
Public Private Partnership in Urban Infrastructure and Service Delivery	09-Aug-18	11-Aug-18
Infrastructure Planning and Implementation for Smart Cities	19-Sep-18	21-Sep-18
Change Management for Achieving Continuous Water Supply (24/7) For All In Urban Areas	29-Nov-18	01-Dec-18
Faecal Sludge Septage Management	21-Jan-19	23-Jan-19
Towards Universal Sanitation in Urban Areas	04-Feb-19	06-Feb-19



Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad,
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Delhi Campus

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South of IIT, Behind Qutub Hotel
New Delhi-110 016.

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www.asci.org.in



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Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)

Nomination Form

Programme on

Creating and Managing Digital Presence

October 4 - 6, 2018

Nominee's Contact Information :

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____
		Home :	_____
e-mail :	_____	Fax :	_____

Sponsor's Details

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN :	_____
Address :	_____
	_____ Pincode : _____
Phone(s) :	(Off) : _____ (Mobile) : _____
e-mail :	_____ Fax : _____

BANK PARTICULARS

For Foreign Participants:

Bank A/c No. 62090698960
Beneficiary Name Administrative Staff College of India
Swift Code SBININBBH04
Bank Name State Bank of India,
Branch Address Bella Vista, Raj Bhavan Road,
 Somajiguda, Hyderabad - 500082.

For Indian Participants :

Bank A/c Number 62090698675
Beneficiary Name Administrative Staff College of India
IFSC Code SBIN0020063
Bank Name State Bank of India
Branch Address Bella Vista Branch, Raj Bhavan Road,
 Somajiguda, Hyderabad – 500 082.

Note: Kindly forward us the details of Bank / Wire transfer of fee payment indicating the programme code (**prg/18-19/1/14**) to income@asci.org.in for confirmation.

Fee Particulars

Amount Payable :	_____	Mode of Payment (DD/Chq/NEFT) :	_____
Name of the Bank :	_____	Date of Instrument/Transfer :	_____
Instrument Number :	_____	UTR Number for NEFT :	_____

Medical Insurance

Name of the Insurance Agency	Policy Number	Validity upto

Note : Coverage should be available in Hyderabad, India

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in