



asci

Leadership through Learning



Creating and Managing Digital Presence

June 19 - 21, 2017

- ✓ Digital Strategy Framework and Benchmarks
- ✓ National and International Best Practices
- ✓ Social Media for enhanced Service Delivery and Citizen Engagement
- ✓ Digital Road map for Implementation on a Mission Mode

DIGITAL INDIA PROGRAMME

SMART CITIES MISSION

LESS CASH ECONOMY

NATIONAL E-GOVERNANCE PLAN

Administrative Staff College of India

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-commerce 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
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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

VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned 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 Monday, June 19, 2017 to Wednesday, June 21, 2017. 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\$1495 if foreign) plus 15% Service Tax per participant will be charged to cover tuition, board and lodging, courseware (in electronic form) and other facilities of the College including Internet usage.

Rs.28,000/- plus 15% Service Tax for Indian participant who does not avail hostel accommodation will be charged to cover tuition , course ware (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 organisation will be given, provided the payment is made in to our Bank account before Friday, June 16, 2017.

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 is June 05, 2017. Kindly contact Ms Swapna, Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

June 12, 2017. 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

ASCI MANAGEMENT DEVELOPMENT PROGRAMMES FOR 2017-18

MANAGEMENT DEVELOPMENT PROGRAMMES

Social Impact Assessment	26-Apr-2017	28-Apr-2017
Ethical Leadership In Public Governance	19-Jun-2017	21-Jun-2017
High Impact CSR - Need Assessment to Impact Evaluation	03-Jul-2017	07-Jul-2017
Leadership and Performance Management	10-Jul-2017	14-Jul-2017
General Management Programme for Senior Executives (SEC) - 129	10-Jul-2017	04-Aug-2017
Advanced Management Programme: Empowering Proven Leaders to Drive Strategic Renewal for Sustainable Growth - ASCI (Study Tour to EU)	07-Aug-2017	18-Aug-2017
Ethics and Values in Administration	10-Sep-2017	24-Sep-2017
Index Based Crop Insurance - Concepts, Design and Implementation	21-Aug-2017	23-Aug-2017
Effective Land Acquisition, Resettlement & Rehabilitation (LARR)	09-Oct-2017	13-Oct-2017
Programme for Young Managers	30-Oct-2017	03-Nov-2017
General Management Programme for Middle Level Executives	30-Oct-2017	09-Nov-2017
MDP for Women Executives	20-Nov-2017	24-Nov-2017
General Management Programme for Senior Executives (SEC)-130	08-Jan-2018	02-Feb-2018
ASCI-NRCR Joint Certification Course on Improved Management of Land Acquisition, Resettlement & Rehabilitation (LARR)	29-Jan-2018	09-Feb-2018

ECONOMICS

Data Analytics for Banking & Financial Services	24-Jul-2017	28-Jul-2017
Financial Systems, Management and Accountability in Government - New Delhi	12-Nov-2017	16-Nov-2017

ENERGY

Regulating Electricity Tariffs and Related Issues	03-Jul-2017	07-Jul-2017
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ENVIRONMENT

Environmental Impact Assessment for Projects	12-Jun-2017	14-Jun-2017
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FINANCE

Credit Appraisal in Banks & Financial Institutions	17-Jul-2017	21-Jul-2017
Project Appraisal and Financing	31-Jul-2017	04-Aug-2017
Credit Monitoring & Follow-up in Banks/FIs	22-Nov-2017	24-Nov-2017
Finance for Non-Finance Executives	05-Dec-2017	07-Dec-2017
Strategies for Cost Leadership	08-Jan-2018	10-Jan-2018
Treasury and Risk Management in Banks/FIs	22-Jan-2018	24-Jan-2018
Business Collaborations - Strategic Alliances, Joint Ventures and Acquisitions	30-Jan-2018	01-Feb-2018
Business Risk Management	05-Feb-2018	09-Feb-2018
Advanced Financial Management	13-Feb-2018	15-Feb-2018
Evaluating and Financing Public Private Partnership Projects	26-Feb-2018	02-Mar-2018

HEALTHCARE MANAGEMENT

Certificate Course in Healthcare Quality	10-Jan-2018	12-Jan-2018
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HUMAN DEVELOPMENT

Creating Change Makers: Training Programme for New Age Women Professionals	20-Aug-2017	24-Aug-2017
Risk Management, Quality and Audit in Hospitals	25-Oct-2017	27-Oct-2017
Best Practices and Innovations in Health Care Delivery	15-Nov-2017	17-Nov-2017
Educational Leadership for Senior Level Officials of Universities/ Educational Institutions	22-Jan-2018	24-Jan-2018

HUMAN RESOURCE MANAGEMENT

Managing Recruitment, Selection and Induction	10-May-2017	12-May-2017
Leadership through Self-Discovery	17-Jul-2017	19-Jul-2017
Enhancing Managerial Effectiveness	24-Jul-2017	26-Jul-2017
Building High Performance in Organizations through Work Life Balance	31-Jul-2017	02-Aug-2017
Leadership Skills Development	31-Jul-2017	04-Aug-2017
HR Audit & Analytics	04-Sep-2017	06-Sep-2017
Personal Effectiveness	11-Sep-2017	13-Sep-2017
Abhivyakti - Building Personality and managing stress using stories and theatre	25-Sep-2017	27-Sep-2017
Leading with Emotional Intelligence	23-Oct-2017	27-Oct-2017
Effective Trade Union Management	06-Nov-2017	10-Nov-2017
Improving Work Culture	20-Nov-2017	22-Nov-2017
Good Governance and Sustainability through HR Practices	27-Nov-2017	29-Nov-2017
Individual Excellence for Organizational Effectiveness	27-Nov-2017	01-Dec-2017
Leadership Engagement and Development	04-Dec-2017	08-Dec-2017
Conflict Management and Negotiation Skills	11-Dec-2017	13-Dec-2017
Team Dynamics- Activity Based Approach	11-Dec-2017	15-Dec-2017

Leadership Skills Development	18-Dec-2017	22-Dec-2017
Values Driven Leadership	08-Jan-2018	10-Jan-2018
Effective Learning and Development	08-Jan-2018	12-Jan-2018
Communication Skills for Managers	29-Jan-2018	02-Feb-2018
Building and Leading Effective Teams	05-Feb-2018	09-Feb-2018
Enhancing Interpersonal Effectiveness through Transactional Analysis	05-Feb-2018	07-Feb-2018
Positive Organizational Behaviour	12-Feb-2018	14-Feb-2018
Strategic Human Resource Management with International Study Tour (Singapore and Malaysia)	12-Feb-2018	24-Feb-2018
Decision Making for Effective Leadership	19-Feb-2018	23-Feb-2018
Strategic Human Resource Management	26-Feb-2018	02-Mar-2018
Managing Creativity & Innovation	06-Mar-2018	08-Mar-2018

INFORMATION TECHNOLOGY

e-Procurement	03-Jul-2017	05-Jul-2017
Leveraging Big Data and Analytics	20-Dec-2017	22-Dec-2017
IT Enabled Knowledge Management	29-Jan-2018	31-Jan-2018
e-Learning and Digital Education	26-Mar-2018	28-Mar-2018

INFRASTRUCTURE DEVELOPMENT

Urban Infrastructure Project Preparation and Management	10-Aug-2017	12-Aug-2017
Homes for All: Attaining the National Agenda	23-Nov-2017	25-Nov-2017
Urban Infrastructure Project Preparation and Management	22-Feb-2018	24-Feb-2018

INNOVATION AND TECHNOLOGY

Research Excellence in Organizations	07-Aug-2017	09-Aug-2017
Strategic R & D Management	11-Dec-2017	13-Dec-2017
Managing Strategic Innovation	22-Jan-2018	24-Jan-2018

MARKETING

High Impact Sales Management	22-May-2017	26-May-2017
Customer-Centric Brand Management	04-Sep-2017	06-Sep-2017
Creating Social Value Through Corporate Social Responsibility	11-Dec-2017	13-Dec-2017

OPERATIONS

Procurement Procedures for World Bank Aided Projects	10-Jul-2017	21-Jul-2017
Inventory Management	24-Jul-2017	26-Jul-2017
Project and Contract Management	04-Sep-2017	08-Sep-2017
Procurement Procedures for World Bank Aided Projects	06-Nov-2017	17-Nov-2017
Materials and Supply Chain Management	27-Nov-2017	01-Dec-2017
Project and Contract Management	08-Jan-2018	12-Jan-2018
Procurement Procedures for World Bank Aided Projects	12-Feb-2018	23-Feb-2018

PUBLIC POLICY GOVERNANCE AND PERFORMANCE

Translating Entrepreneurship to Enterprise	04-Dec-2017	08-Dec-2017
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STRATEGIC MANAGEMENT

Developing Strategic Mindset for Functional Managers	19-Jun-2017	23-Jun-2017
Driving Performance through Strategic Initiatives	24-Jul-2017	26-Jul-2017
Creating Progressive Boards	16-Aug-2017	18-Aug-2017
Strategic Agility under Uncertainty	23-Oct-2017	25-Oct-2017
Driving performance through transformational Leadership	19-Feb-2018	23-Feb-2018

URBAN GOVERNANCE

Integrated Solid Waste Management	17-Apr-2017	19-Apr-2017
Faecal Sludge Septage Management	15-May-2017	17-May-2017
Orientation on GIS, Remote Sensing, GPS & Surveying for Managers	25-May-2017	27-May-2017
Soft Skills for Professionals in Urban Management	29-May-2017	31-May-2017
*International Certification Programme - Change Management for Achieving Continuous Water Supply for All in Urban Areas - Phase - I	ASCI	ASCI
Study Tour: (India & Tel Aviv & Jerusalem in Israel) - Phase - II	13-Jun-2017	15-Jun-2017
Creating and Managing Digital Presence	16-Jun-2017	22-Jun-2017
Towards Zero Waste- Decentralised Solid Waste Management	19-Jun-2017	21-Jun-2017
Public Private Partnership in Urban Infrastructure & Service Delivery	28-Jun-2017	30-Jun-2017
GIS for Governance- Decision Support System	21-Aug-2017	23-Aug-2017
International Training Programme on Smart Cities - Study Tour, (India & China)	04-Sep-2017	06-Sep-2017
Towards Universal Sanitation in Urban Areas	23-Oct-2017	31-Oct-2017
GIS for Urban Development	11-Dec-2017	13-Dec-2017
Public Private Partnership in Urban Infrastructure & Service Delivery	18-Jan-2018	20-Jan-2018
Integrated Solid Waste Management	07-Feb-2018	09-Feb-2018
Long Duration Programme	12-Mar-2018	14-Mar-2018
Business Management for Armed Force Officers	05-Jun-2017	17-Nov-2017



Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad,
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C-24, Institutional Area

South of IIT, Behind Qutub Hotel

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Phone Nos: 011 - 26962204, 26961750, 26961850

Website : <http://www.asci.org.in>



ADMINISTRATIVE STAFF COLLEGE OF INDIA

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

0091-40-66533000, 13 Lines Telefax: (Programs Office) 0091-40-23324365,

Fax : 0091-40-66534356, email: poffice@asci.org.in, URL: <http://www.asci.org.in>

Dr Y Malini Reddy
Programme Director

April 19, 2017

Programme on Creating and Managing Digital Presence June 19 – 21, 2017

I have pleasure in presenting to you ASCI's Programme on Creating and Managing Digital Presence (June 19 – 21, 2017). 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
4. Online transactions, image and reputation management
5. Experiences and good practices initiated by cities and corporates.
6. Road map for making transition towards digital cities/ organisations on a mission mode

I request you to nominate your officers to this very important program 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



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

Nomination Form
Programme on
Creating and Managing Digital Presence
June 19 – 21, 2017

Nominee's Contact Information

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

Sponsors Details

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

Bank details are given below:

For Foreign Participants :

Receiver's Bank of America,
New York (SWIFT: BOFAUS3N)
Correspondent Bank Via Chips ABA 0959 for Account
UID 002473 Via Fedwire 026009593
For Credit of State Bank of India,
Treasury Department, Mumbai, India,
SWIFT BIC – SBHYINBB002 Nostro
A/c No.6550992180.
Ultimate Beneficiary Administrative Staff College of India,
Account No.62090698960,
State Bank of India, Bellavista,
Raj Bhavan Road Branch, Hyderabad.

For Indian Participants :

BANK PARTICULARS
Bank Name State Bank of India
Address line 1 6-3-1092, 1st floor, A Block
Address line 2 Raj Bhavan Road Branch, (Bellavista)
Address line 3 Hyderabad – 500 082
Beneficiary Account Name Administrative Staff College of India
Bank Account Number 62090698675
Bank MICR No 500004008
NEFT IFSC Code SBHY0020063

Note: Details of Bank / Wire transfer may be sent to fo@asci.org.in for confirmation.

Fee particulars

Amount Payable :	_____	Mode of Payment (DD/Ch/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 of the Sponsoring Authority :

NOTE : Forward nomination form to : Ms. Swapna, Programmes Officer, Administrative Staff College of India, Bella Vista, Hyderabad - 500 082. Phone: 0091-40-66534247, 66534221, 66534260, Mobile: 09848025043, Telefax: 0091-040-23324365, Fax: 0091-040-66534356, e-mail: pooffice@asci.org.in