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Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

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Srilekha Ravvarapu
Programme Director

October 30, 2018

Capacity Building Programme on
Developing Rural Industries and Entrepreneurship
(January 07-11, 2019)

Dear Sir/Madam,

We are happy to inform you that the Administrative Staff College of India, Hyderabad is offering a five-day capacity building programme on "Developing Rural Industries and Entrepreneurship", targeting Development Officers from All India and State Services engaged in policy making and administration of schemes related to industrialization of agricultural, horticultural, sericultural produce, food processing, handlooms, handicrafts and other related sectors. Officers and Consultants engaged in implementing programmes in MSME and Industrial Cluster Development are also welcome to join.

The programme is drawn up with a view to orient participants to policies and practices on promotion of innovations, industrial development in rural development context and their impact on employment and regional development.

The programme is designed with unique features such as talks by experts in rural industrial development, exposure visits, panel discussions and group activities.

We would like to highlight that the recently conducted batches have received exceptional rating from the participants.

We would be happy to receive nominations from your Department and it is certain that the participants carry home concrete inputs in industrial development and entrepreneurship promotion.

Please note that 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.

Sincerely

Srilekha Ravvarapu

Encl : Brochure and Nomination form



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Capacity Building Programme on
**Developing
Rural Industries
and
Entrepreneurship**

07-11 January, 2019



Key Focus Areas

- ◆ Best Practices in Industrial Policies and Programmes
- ◆ Business Potential Mapping
- ◆ Motivating & Mentoring enterprises
- ◆ Integrated approach with banks
- ◆ Marketing strategies for small scale enterprises
- ◆ Monitoring & Evaluation

Administrative Staff College of India

INTRODUCTION

“The Soul of India lives in its Villages”, stated by the Father of the Nation still holds good as the rural economy continues to be the bedrock of the much- envisaged inclusive development. “Rural Development is a sub-set of Rural Transformation which involves increasing commercialization, diversification of production patterns and livelihoods, expansion of off- farm employment and entrepreneurial opportunities” (International Fund for Agricultural Development). “The rural economy holds significant potential for creating decent and productive jobs and contributing to sustainable development and economic growth” (International Labour Organization). Therefore, Rural Industrial Development and Entrepreneurship are valued as potential levers of growth, world-wide.

The primary sectors of the economy driven by its lush natural resources and bewildering diversity is also known to be constrained by difficult terrains and lack of adequate infrastructure. The proposed capacity building programme; “Developing Rural Industries and Entrepreneurship” is premised around this context and targeted at the policy makers and change leaders engaged in rural development and livelihoods promotion in the country. The capacity building programme intends to promote pragmatic approach to policy development, a key to spurring rural industrialization and entrepreneurship and thereby the overall economic development.

OBJECTIVES

- ◆ Orient participants to policies and practices on promotion of innovations, industrial and entrepreneurship development in rural development context and their impact on employment and regional development
- ◆ Provide exposure and insights into successful models and proven practices in rural industrial development and
- ◆ To facilitate cross-fertilization of ideas and exchange of constructive views and ideas on what works and what doesn't

CONTENTS

(A) What Part of the Course

- ◆ Importance of Rural Industrialization in socio - economic upliftment of the farming community, marginalized groups and economically disadvantaged groups
- ◆ Emerging opportunities, challenges and enablers of rural industrialization in the global Indian and context

(B) How Part of the Course

Creating awareness, nurturing, promoting and incentivizing rural industrialization, entrepreneurship

- ▶ Enhancing Motivation for Entrepreneurship Development among Rural Stakeholders
- ▶ Identifying and Nurturing Grass root Innovations
- ▶ Facilitating Go - To- Market strategies
- ▶ Integrated approach with Banks and Financial Institutions

Accelerating the cycle of Entrepreneurship

- ▶ Role of Technology Business Incubators
- ▶ Role of cluster development in Industrial promotion

Reward and Recognize Innovations and proven models

- ▶ Ensuring scaling up; “Entrepreneurs to Enterprises”
- ▶ Recognizing and rewarding Innovations

“Maximum Governance, Minimum Government” and E- Governance

- ▶ Ethics in Governance
- ▶ Technology driven governance
- ▶ Service Delivery Effectiveness
- ▶ Inter - Departmental Coordination
- ▶ Monitoring & Evaluation

WHO SHOULD ATTEND

- ▶ Development Officers from sectors including but not limited to agriculture and allied, handlooms, handicrafts and other relevant sectors
- ▶ Officers and consultants engaged in implementing programmes related to MSME or industrial cluster development

VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single occupancy 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 Wi-Fi enabled in a comprehensive way.

DURATION

The Programme duration is from **January 07 - 11, 2019**. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 54,000/- (US \$1100 for foreigners) plus GST as applicable, presently 18% per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: Rs.46,500/- plus GST as applicable, presently 18% per participant. The fee covers 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 January 04, 2019.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg./2018-19/1/70)** to e-mail: **income@asci.org.in** for confirmation.

Bank details are given below :

For Indian Participants :

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

For Foreign Participants:

Bank Account Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBBH04
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Nostro Account (Optional)	6550992180

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 **January 02 2019**. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

January 03, 2019. 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

Srilekha Ravvarapu

E-mail: srilekha@asci.org.in

ASCI Management Development Programmes for 2018-19

MANAGEMENT DEVELOPMENT PROGRAMMES

Programme for Young Managers	26-Nov-2018	30-Nov-2018
MDP for Women Executives	03-Dec-2018	07-Dec-2018

BUSINESS COMMUNICATION

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

Financial Systems, Management and Accountability in Government	26-Nov-2018	30-Nov-2018
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ENERGY

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

Regulations & EMP for Common Environmental Infrastructure	12-Nov-18	15-Nov-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

HUMAN RESOURCE DEVELOPMENT

Effective Trade Union Management	12-Nov-18	16-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
Personal Effectiveness	7-Jan-19	9-Jan-19
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

INFORMATION TECHNOLOGY

Leveraging Big Data and Analytics	19-Dec-18	21-Dec-18
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INFRASTRUCTURE DEVELOPMENT

Urban Infrastructure Project Preparation and Management	07-Feb-19	09-Feb-19
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INNOVATION AND TECHNOLOGY

Strategic R & D Management	10-Dec-18	12-Dec-18
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LAND ACQUISITION, RESETTLEMENT AND REHABILITATION

Index-based Crop Insurance-Concepts, Design and Implementation	17-Dec-18	19-Dec-18
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MARKETING

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	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

Driving Performance through Transformational Leadership	18-Feb-19	22-Feb-19
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URBAN GOVERNANCE

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



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Delhi Campus

C-24, Institutional Area
 South of IIT, Behind Qutub Hotel
 New Delhi-110 016.
 Tel: 011-26962204, 26961750, 26961850

Nomination Form

Capacity Building Programme on

Developing Rural Industries and Entrepreneurship

(January 07-11, 2019)

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 : _____

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