



# GENERAL MANAGEMENT PROGRAMME FOR SENIOR EXECUTIVES

(Session-131)

'Building Competencies for Effective Management'

**October 1-26, 2018**



**Administrative Staff College of India**



## PROGRAMME OVERVIEW

The General Management Programme for Senior Executives is a flagship programme of ASCI. This four-week programme is designed to equip senior executives with competencies that would facilitate their transition from being functional heads to unit heads.

The participants of the programme learn what is required to become agile leaders who could withstand the pressures of the VUCA world. They also gain to learn from the rich multicultural learning environment the programme offers, which is undoubtedly one of its biggest strengths.

The programme comprises modules that aim at developing managerial competencies that would help organisations steer through stiff competition and complex business environment. The programme not only provides deeper understanding of the functional management but also places thrust on leadership, strategy, change and innovation, all of which are necessary to become global leaders.

Apart from attracting participants from Asian, African, European and Latin American countries, this programme had participants from organizations like Hindustan Feeds Mfg. Co., Shipping Corporation of India, IFFCO, RINL, ACC, ABB, ONGC, NTPC, Tata Power, HPCL, RBI, SBI, BSES, CESC, MS Sawa Clay & Minerals Pvt. Ltd., BPCL, Tasty Bites, Telco, Seagrams, Usha Beltron, Andhra Bank, Punjab National Bank, Corporation Bank, Voltas, SAIL, NFCL, Singareni Collieries Co. Ltd, Andhra Cements, Oil India Ltd, IDBI, NMDC, Indian Aluminium Co. Ltd, Power Grid Corporation of India, Gabriel India Ltd, Visakha Steel Ltd, Hindustan Zinc, Clariant Chemicals, Ministries of Foreign & Regional Integration, Infrastructure & Energy, Tourism, Environment & Water, Sports Affairs, and Department of Agriculture & Rural Development, among others.

The programme provides a huge opportunity to hone managerial skills by focusing on self, people and organisational competencies through profound reflection and meaningful interaction in a vibrant and diverse learning environment.

## OBJECTIVES

- Build contextual intelligence by providing an overview of global business scenario
- Facilitate understanding of competencies necessary to become agile leaders
- Expand the repertoire of cross functional skills
- Learn through interaction and networking



## PROGRAMME STRUCTURE

### Business Environment and Strategy

- Trends in the Global Economy
- Global Financial Markets
- Emerging Global Challenges
- Strategy Formulation and Implementation
- Making Strategic Decisions

### Management Concepts

- Understanding Management
- Enterprise Social Responsibility
- Ethical Governance
- Managing Diversity
- Managing Change and Innovation

### Functional Management

- Financial Management
  - Fundamentals of Financial Management
  - Managing Financial Systems in Government
  - Cost Concepts
  - Financial Decision Making
- Operations Management
  - Project and Contract Management
  - Supply Chain Management
  - Quality Systems for Operational Excellence
  - Public Procurement
- Marketing Management
  - Customer Relationship Management
  - Managing Products and Services

- Image Building and Branding
- Digital Marketing
- Human Resource Management
  - Leveraging Human Resources
  - Managing Performance
  - Talent Development and Retention
- Information Technology
  - IT for Process Improvement
  - E-governance

### Public Service Delivery

- Public Private Partnership
- Internal and External Service Quality
- Innovations in Public Service Delivery

### Self-Mastery

- Expanding Self Awareness
- Emotional Intelligence
- Interpersonal Communication
- Making Effective Presentations
- Agile Leadership
- Creative Problem Solving
- Dealing with Difficult People
- Conflict Management and Negotiations
- Leading Teams
- Psychological Well-being

## SPECIAL FEATURES

- Interactive Sessions
- Andragogic Approach
- Experience Sharing
- Project Work
- Field Visits
- Outbound Training
- Local Sightseeing
- Wellness Programme



## WHO SHOULD ATTEND

The programme is designed for senior executives with work experience of at least ten years. It is meant to help them shoulder higher responsibilities in the future. The programme, which is an amalgam of intense learning and rich experience sharing might be of immense value to:

- Senior Executives in Public and Private Sector Units
- Government Officials in Senior Positions
- Academic Administrators
- Executives in Regulatory Bodies
- Executives from the Social/Development Sector

**Organisational Sponsorship is Essential**



## PROGRAMME SCHEDULE

The programme will start at 0930 hrs on Monday, October 1, 2018 and will end at 1730 hrs on Friday, October 26, 2018. The sessions are scheduled between 0900 hrs and 1730 hrs from Monday to Saturday, except first day.

The programme schedule includes recreational activities, social networking get-togethers, cultural event, and sports activities such as Croquet, Tennis, Badminton, Chess, Billiards, Swimming and Table Tennis.

## VENUE

The programme is fully residential and will be held at the picturesque Bella Vista / College Park campus of the College in the heart of Hyderabad. Participants will be provided with air-conditioned single room lodging and boarding facilities. Transportation from and to airport will also be arranged. The College is WiFi enabled in a comprehensive way.

The participants may plan their travel to reach the College a day before commencement and leave the Campus a day after the conclusion of the programme. Any additional stay before or after the programme duration would be on chargeable basis, subject to availability.

## FEE

The fee includes tuition, board and lodging, courseware and use of other campus facilities.

Indian Participants:

Single Participant

Rs.1,72,500 + GST as applicable

Foreign Participants:

Single Participant

USD 3510 + Tax as applicable

A discount of 10% on the programme fee for three or more participants from the same organisation will be given, provided the fee is credited into our Bank account before Friday, September 28, 2018.

Bank details are given below :

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, 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 Bella Vista, Raj Bhavan Road, Somajiguda, Hyderabad -500082

Nostro Account (optional) 6550992180

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg/2018-19/1/20) to e-mail: [income@asci.org.in](mailto:income@asci.org.in) for confirmation.





### **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 hospitalisation. The participants are expected to incur their medical expenses, if any during their stay at the College. The College in no circumstances would bear any medical expenses.

### **YOGA**

Yoga classes will be arranged every morning during the programme.

### **LAST DATE FOR NOMINATION**

The nominations should preferably be received at least 15 days in advance but in no case later than one week before the commencement of the programme. The Nomination Form duly filled in along with the Demand Draft/Wire transfer details in favour of 'Administrative Staff College of India' payable at Hyderabad should reach the Programmes Officer by September 17, 2018. Kindly contact the Programmes Officer for further details (email: [poffice@asci.org.in](mailto:poffice@asci.org.in)).

### **LAST DATE FOR WITHDRAWAL**

The last date for withdrawal of nomination is September 24, 2018. Any withdrawal thereafter will entail forfeiture of fee paid.

### **ASCI ALUMNI ASSOCIATION**

Participants are offered Membership of ASCI Alumni Association.

### **CERTIFICATE OF PARTICIPATION**

The College issues a Certificate of participation on conclusion of the programme, provided the participants have full attendance.

### **ALUMNI SPEAK**

This is a very good programme for both junior and senior general managers and executives. The leadership management games and activities are fun and logic where you can apply it to life in terms of making leadership decisions and the management of your organization. Hope you will participate in the future programmes. Thank you and all the best for future undertakings.

- Mrs Irmaliza, BRUNEI DARUSSALAM

This programme is a fantastic programme for emerging leaders and managers who want to contribute for development of their organizations, Country and family. - Mr Sunil Jayawardena, SRI LANKA

This course was too much effective for developing our management skills. - Mr Ahmed Seyar, AFGHANISTAN

Diverse and cross cutting one stop programme. - Ms Peggy Garebaitse, BOTSWANA

General Management Programme of ASCI is the best course for the people who are interested to develop and enhance their managerial knowledge and skills. - Ms Fathimath Suzna, MALDIVES

The course is great. - Ms Cornelly Walcott, GUYANA

The course opened my eyes to the challenges that India faced and how they resolved it. These can be used in other Countries.

- Mrs Siti Mariah, BRUNEI DARUSSALAM

This Course is the most important to every senior person for his individual and organizational growth. I experienced this course as our own organization. - Mr Shantaram Phadtare, Hindustan Feeds Mfg. Co., INDIA



## ABOUT ASCI

Founded in 1956 as the joint initiative of the Government of India, the Administrative Staff College of India is a pioneer in the field of post-experience management education, the only one of its kind in India. Combining a unique blend of management development, consultancy and research, ASCI remains among the leading institutes in the country engaged in developing professionalism in management. Over 1,40,000 executives from government, public and private sector undertakings, including participants from overseas have taken advantage of the residential programmes offered by the College.

The ASCI Library is acknowledged as one of the finest in the country for its collections on a wide array of management topics. The library provides access to electronic information resources including database, virtual library, and other internet-based resources through its intranet.



RAJKIRAN V BILOLIKAR is currently working as an Associate Professor in Energy Area, in the Centre for Energy, Environment, Urban Governance and Infrastructure Development of Administrative Staff College of India (ASCI), Hyderabad. He is a graduate in Electrical, Electronics and Power Engineering from Government Engineering College, Aurangabad, post graduate with MBA in Power Management from National Power Training Institute. He also holds a Post graduate diploma in advance computers from C-DAC, Mumbai.

Mr Bilolikar has been working in various capacities since last 17 years in Electricity Distribution Management, Energy Conservation and Energy Efficiency in Buildings, Techno economic feasibility studies, Regulatory affairs of Electricity Industry, Tariff analysis, Annual Performance analysis of Power utilities, IT application development in utilities and Renewable Energy and its integration in India.

Government of Andhra Pradesh appointed Mr. Bilolikar as a member of Technical Committee to look into the implementation aspects of Energy Conservation Building Code (ECBC). Mr Bilolikar played key instrumental role in mandatory compliance framework in the states of Andhra Pradesh and Telangana for ECBC implementation. He was involved in advising GoAP in bifurcating power sector, O&M planning of 1200 MW of Singareni Thermal Power Plant, Study of ICT usage in Customer Relationship Management in electricity utilities in India, Sri Lanka and Bangladesh, Asset Valuation of MPECS etc.

Prior to joining ASCI he was heading the Energy Team in Andhra Pradesh Technical Consultancy Organization Limited, Hyderabad. There, he worked on UNDP-GEF Project on CO<sub>2</sub> emission reduction programme in steel re-rolling industry, BEE-SME project in different clusters like Ice making, Rice milling, Sponge iron and Refractory.

Mr Rajkiran is a former employee of Maharashtra State Electricity Board. He was involved in 'High voltage distribution system' and 'Single phasing system' in Maharashtra State Electricity Distribution Company Limited. He has worked extensively on Maharashtra Emergency Response system in its inception stage. Thereafter he worked with ABPS Infrastructure Advisory Services, Mumbai and Enzen Global Solutions Private Limited, Bangalore. He worked with clients like, MERC, Suzlon Energy, Adani Power, UNDP, BEE and MNRE. He also has to his credit a number of papers presented at seminars and conferences at national and international level. He is a regular speaker at Asia Clean Energy Forum, Manila hosted by Asian Development Bank. He is resource person for UNDP, ADB, World Bank and South Asia Forum for Infrastructure Regulators. He presented papers at AEEE conference USA, IEA France, ADB Manila and other places.

His current areas of interest are Energy Conservation and Energy Efficiency, Electricity Distribution, Rural Electrification, Policies and Regulations in Power Sector, Electricity Markets, Tariff Analysis, Renewable Energy and IT application in Power Sector.

RAJASHEKHAR REDDY is an Associate Professor at the Administrative Staff College of India (ASCI), Hyderabad, India, in the Technology Policy, Management and Innovation Area, under the Centre for Innovation and Technology. He worked in the Industry as General Manager before transitioning to Academia and has an overall experience of nineteen years. He holds a B.E. (Hons) degree from Birla Institute of Technology & Science (BITS), Pilani, India and MBA from Asian Institute of Management, Manila, Philippines. He is a certified Project Management Professional (PMP) from the Project Management Institute, PMI, USA. He is currently pursuing PhD from Jawaharlal Nehru Technological University (JNTU), Hyderabad. Other academic qualifications include M.A. Public Administration, Post Graduate Diploma in Intellectual Property Rights (IPR) and a Post Graduate Diploma in Human Rights. Prior to joining ASCI, he worked as Associate Professor with IBS Hyderabad. He has publications and conference presentations to his credit. He participated in the Panel Discussion on "Public Sector Innovation: The new Normal", conducted by the Organization for Economic Cooperation and Development (OECD) and the European Commission Directorate for Research and Innovation, in November 2017, at Paris, France.

He undertakes Research & Consultancy assignments and conducts Management Development Programme (MDP) in the areas of Public Sector Innovation, Research Management, General Management, Intellectual Property Rights (IPR) and Technology Management for Senior Management Executives and Scientists of the Department of Science & Technology (DST) / Council of Scientific & Industrial Research (CSIR) labs, Defense Organizations, Indian Council for Agricultural Research (ICAR) institutes and other Public Sector Units of Government of India. His other areas of interest are - Entrepreneurship Development, Strategic Management, International Business, Project Management, B2B Marketing and Business Ethics & Corporate Governance.

He worked in Industry for more than a decade with Dr.Reddys' Laboratories, Zydus Cadila Healthcare, Lupin Laboratories and Piramal Healthcare Ltd across functions such as Technology Transfer, Scale up of Research Projects, Manufacturing, Project Management, Marketing and held the position of General Manager of an SBU. He was involved in the Business Development activities for Asia Pacific Region and the Delivery of Projects to clients in US and Europe.

### Programme Directors

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### For further details, please contact :

**The Programmes Officer**

0091 40 66534247/+91 9246203535

pooffice@asci.org.in



### Administrative Staff College of India

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### Delhi Campus

C-24, Institutional Area

South of IIT, Behind Qutub Hotel

New Delhi - 110 016

Phone Nos: 011 - 26962204, 26961750, 26961850

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



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## ADMINISTRATIVE STAFF COLLEGE OF INDIA

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0091-40-23324365 Fax: 0091-40-66534356, email: poffice@asci.org.in  
URL: <http://www.asci.org.in>

July 16, 2018

**Rajkiran V Bilolikar**  
**Rajashekhar Reddy**  
Programme Directors

### **General Management Programme for Senior Executives : Session - 131** **'Building Competencies for Effective Management'** **(October 1 – 26, 2018)**

Greetings from the Administrative Staff College of India (ASCI)!

ASCI is pleased to announce the 131<sup>st</sup> Session of General Management Programme for Senior Executives, also known as Senior Executive Course (SEC) from October 1 - 26, 2018.

SEC is a flagship programme of ASCI and has been instrumental in building capacities of senior managers in organisations such as yours. SEC - 131 has been redesigned to deliver a programme that is in consistent with the needs of the current complex business scenario.

The programme design consists of modules reflecting key areas essential for building the competencies of leaders in excellence-driven organisations. The programme will focus on global business challenges, economic uncertainties & complexities and will address key business domains of strategy, leadership skills and decision making for senior managers. The programme will enable managers to understand contemporary concepts and applications in functional areas such as Finance, Marketing, Human Resources, Operations, IT etc., and will focus on superior understanding of oneself and developing personal power to become effective leaders.

SEC has been specifically designed to enable managers enhance their competencies to meet the imperatives of developing organisational excellence for sustaining growth. The programme will focus on enhancing leadership potential for organisational success.

The SEC-131 programme brochure is attached for your perusal. We invite you to nominate participants from your esteemed organisation for SEC-131. We are confident that the participating executives will immensely benefit from attending this Course.

The last date for receipt of Nomination Form is September 17, 2018.

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 hospitalisation.

We look forward to receiving your support and sponsorship for SEC-131. We will be happy to respond if you have any queries.

With warm regards,

Sincerely,

**Rajkiran V Bilolikar**

**Rajashekhar Reddy**

Encl : Brochure and Nomination Form



# ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India  
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 Fax:0091-40-66534356email:poffice@asci.org.in, URL: http://www.asci.org.in

## Nomination Form General Management Programme for Senior Executives (Session-131) 'Building Competencies for Effective Management' October 1 - 26, 2018

### Part A: To be filled in by the Nominee

Please affix  
Your Photograph  
Here

#### Nominee's Personal Information

Name (Mr./Ms./Any other____)			
Designation			
Date of Birth			
Address for Communication (Official)			
Phone(s)	Office :	Home:	Mobile:
Fax		E-mail:	
Name as in Passport	Issued at	Passport No.	Validity upto

#### Your Education (Graduation onwards)

Degree	Institution	Year	Subject

#### Your Experience in the Present Organization

Position	Reporting to	Responsibility	No. of Years

#### Your Experience in Previous Organization(s)

Organization	Position	Reporting to	Responsibility	No. of Years

#### ASCI-SEC 131

What are your expectations from this programme?



## Important Management Development Training Programmes Attended

In ASCI		Other Institutions		
Year	Programme Title	Institution	Programme Title	Year

### Your Health

<b>Good;</b> Fit for overseas Travel Yes <input type="checkbox"/> No <input type="checkbox"/>	<b>Specify chronic ailments if any (Please list)</b>
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### Medical Insurance

Name of the Insurance Agency	Policy Number	Validity upto

*Note: Coverage should be available in Hyderabad, India*

Date:

Signature

## NOMINATION FORM

Part B: To be filled in by the Sponsor

### Sponsoring Organization: Business Information

Name of the Organization		Sector	
<b>Address &amp; Contact Numbers</b>			
	E-mail:		
Range of Services / Products			
Size (in Rs. lakhs)	Revenue	Asset Base	Employees

### Programme fee payable to Administrative Staff College of India

Payment Amount		Mode of Payment (DD/Cheque)	
Instrument Number		Date of Instrument	
Name of the Bank			

Name & Designation of Sponsoring Authority

Signature:

Date:

Completed nomination forms and the demand draft/cheque may please be sent to:

The Programmes Officer  
 Administrative Staff College of India  
 Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, T.S., India  
 Tel : +91-40-66534247, Fax : +91-40-66534356 / 23324365, E-mail : poffice@asci.org.in