

Program on
MANAGING CREATIVITY AND INNOVATION
February 20 - 22, 2017



Administrative Staff College of India

THE PROGRAM OVERVIEW

In the present day scenario, creating competitive advantage only on the basis of resource, factors of production or knowledge has become difficult. Distinctive competencies of the organizations are nurtured by the creativity and innovativeness of its employees. With competitive forces becoming more pressing day by day, organizations have to rethink creatively innovative ways to sustain and prosper.

Creativity is the thinking process that helps us to generate ideas; and innovation is the practical application of such ideas towards meeting the organization's objectives in a more effective way. There is an urgent need to expose the employees to the process of creativity and remove their blocks so that they can contribute their mite towards developing their organizations. Further, creation and nurturance of a creative and innovative climate has also become a necessity in the organizations.

The program on Managing Creativity and Innovation has been designed to impart the skills of creative thinking to enable the organisations to compete effectively and develop the employees' motivation, job satisfaction and team work.

OBJECTIVES

The objectives of the program is to facilitate

- Conceptual and operational understanding on creativity and innovation.
- To learn various techniques of creativity.
- To build a creative and innovative organisational climate to sustain innovative ideas and practices and convert ideas into action and products.

PROGRAM CONTENT

The contents of the program include the following among others :

- Understanding the nature and process of creativity and innovation
- Blocks to creativity and innovation
- Creativity enhancement techniques and strategies
- Creative thinking and problem solving
- Building creative teams
- Creative leadership in the organization
- Managing innovation
- Building creative culture

LEARNING TECHNOLOGY

The Program is designed to facilitate experiential learning through interactive sessions, which are organised around exercises, group activities, games, discussions and case studies.

PARTICIPANT LEVEL

The Program is meant for senior and middle level executives of public, private and government sector organisations, both in the functional as well as in the human resources area.

VENUE

The Program is fully residential and the participants will be accommodated in air-conditioned single rooms. 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 Program duration is from February 20 - 22, 2017. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the program.

PROGRAM 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 participants not availing 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 Program 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, February 17, 2017. Bank details are given below.

For Foreign Participants:

Receiver's Correspondent Bank	Bank of America, New York (SWIFT: BOFAUS3N) Via Chips ABA 0959 for Account UID 002473 Via Fedwire 026009593
For Credit of	State Bank of Hyderabad, Treasury Department, Mumbai, India, SWIFT BIC – SBHYINBB002Nostro A/c No.6550992180.
Ultimate Beneficiary	Administrative Staff College of India, Account No.62090698960,State Bank of Hyderabad, Bellavista, Raj Bhavan Road Branch, Hyderabad.

For Indian Participants :

Bank Particulars

Bank Name	State Bank of Hyderabad
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

Organisational sponsorship is essential

Note: Details of Bank / Wire transfer may be sent to fo@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 hospitalization.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date is February 06, 2017. Kindly contact Programs Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

February 13, 2017. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of the College programs will automatically become members of the ASCI alumni association.

CERTIFICATE OF PARTICIPATION

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

Program Director

Dr. Prabhati Pati

E-mail: ppati@asci.org.in

ASCI MANAGEMENT DEVELOPMENT PROGRAMS FOR 2016-17

MANAGEMENT DEVELOPMENT PROGRAMS		
Empowering to Lead: Skill Enhancement Program for Young Women Professionals (N)	20-Feb-2017	24-Feb-2017
Ethical Leadership in Public Governance	6-Mar-2017	8-Mar-2017
ENVIRONMENT		
EIA and EMP for Mining Projects	6-Feb-2017	8-Feb-2017
FINANCE		
Strategies for Cost Leadership	30-Jan-2017	1-Feb-2017
Corporate Valuation & Due Diligence	6-Feb-2017	8-Feb-2017
Business Collaborations - Strategic Alliances, Joint Ventures and Acquisitions	13-Feb-2017	15-Feb-2017
Business Risk Management	27-Feb-2017	3-Mar-2017
HEALTHCARE MANAGEMENT		
The Essence of Hospitals (N)	23-Jan-2017	25-Jan-2017
HUMAN RESOURCE MANAGEMENT		
Communication Skills for Managers	27-Mar-2017	31-Mar-2017
Building and Leading Effective Teams	6-Feb-2017	10-Feb-2017
Mentoring & Coaching : Developing Future Leaders	6-Feb-2017	10-Feb-2017
Strategic Human Resource Management	13-Feb-2017	17-Feb-2017
Managing Creativity and Innovation	20-Feb-2017	22-Feb-2017
Decision Making for Effective Leadership	27-Feb-2017	3-Mar-2017
Human Factors in Workplace Safety (N)	13-Mar-2017	15-Mar-2017
INFORMATION TECHNOLOGY		
IT Enabled Knowledge Management	23-Jan-2017	25-Jan-2017
e-Learning and Digital Education	20-Mar-2017	22-Mar-2017
INFRASTRUCTURE		
Urban Infrastructure Project Preparation and Management	9-Jan-2017	11-Jan-2017
Urban Apps Global Urban Applications with International Component	26-Feb-2017	4-Mar-2017
INNOVATION AND TECHNOLOGY		
Managing Intellectual Property for Competitive Advantage	02-Feb-2017	04-Feb-2017
MARKETING		
Creating Social Value through Corporate Social Responsibility	9-Jan-2017	11-Jan-2017
OPERATIONS		
Project and Contract Management	16-Jan-2017	20-Jan-2017
Procurement Procedures for World Bank Aided Projects	13-Feb-2017	24-Feb-2017
PUBLIC POLICY GOVERNANCE AND PERFORMANCE		
Translating Entrepreneurship to Enterprise	23-Jan-2017	27-Jan-2017
STRATEGIC MANAGEMENT		
Linking HR to Strategy for Organisational Effectiveness for Top and Senior Management (N)	30-Jan-2017	3-Feb-2017
Driving Performance through Transformational Leadership (N)	20-Feb-2017	22-Feb-2017
URBAN GOVERNANCE		
Public Private Partnership in Urban Infrastructure & Service Delivery	6-Feb-2017	8-Feb-2017
Integrated Solid Waste Management	9-Mar-2017	11-Mar-2017



Administrative Staff College of India

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

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Phone : 0091-40-66534247, Mobile: 9246203535

Fax : 0091-40-66534356, E-mail: poffice@asci.org.in

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>



ADMINISTRATIVE STAFF COLLEGE OF INDIA

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Dr. Prabhati Pati
Program Director

January 05, 2017

**Program on
MANAGING CREATIVITY AND INNOVATION
(February 20 - 22, 2017)**

Dear Sir,

We are happy to announce that the Administrative Staff College of India is offering the program on Managing Creativity and Innovation from February 20 to 22, 2017 at ASCI, Hyderabad. A detailed brochure is enclosed for information.

Organisations are currently functioning in a highly competitive and global environment characterised by rapidly changing technologies and processes. The customers' expectations on quality of products and services are increasing day by day. In order to remain competitive, organisations have become increasingly interested in promoting employee creativity. This program has been designed to help employees learn the techniques to become more creative and also to enable them to create a conducive climate for nurturing creativity in their organisations.

Nominations for the program may be made in the enclosed form. Photocopies of the form are also acceptable in case you would like to nominate more than one person from your organization. The form can also be accessed from our website.

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 early nominations from your organisation.

Thanking you,

Yours sincerely,

Prabhati Pati

Encl : Program Brochure & Nomination Form



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Leadership through Learning

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

Nomination Form
Program on
MANAGING CREATIVITY AND INNOVATION
(February 20 - 22, 2017)

Nominee's Personal Information :

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

Training Programs Attended : _____

Nominee's Career Profile

Organisation	Position	Responsibility	No. of Years

Expectations from the program :

Medical Insurance :

Name of the Insurance Agency	Policy Number	Validity upto

Note: Coverage should be available in Hyderabad, India.

Amount Payable :	Mode of Payment (DD/Chq) :
Instrument Number :	Date of Instrument :
Name of the Bank :	

Signature of the Sponsoring Authority :

Name :

Designation :

Date :

NOTE : Forward nomination form to : Ms V Naga Swapna, Programs Officer, Administrative Staff College of India, Bella Vista, Hyderabad - 500 082. Phone: 0091-40-66534247, 66533000, Mobile: 09246203535, Telefax: 0091-040-23324365, Fax: 0091-040-66534356, e-mail: poffice@asci.org.in