

Programme on  
**MANAGING CREATIVITY AND INNOVATION**  
March 05 - 07, 2018



**asci**  
*Leadership through Learning*

**ADMINISTRATIVE STAFF COLLEGE OF INDIA**

## **THE PROGRAMME 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 programme 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 programme 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.

## **PROGRAMME CONTENT**

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

## **PARTICIPANT LEVEL**

The Programme 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 Programme 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 Programme duration is from March 05 - 07, 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 \$1495 for foreign) plus GST (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 (presently 18%) per Indian 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 fee is credited in to our Bank account before March 02, 2018. Bank details are given below:

### For Foreign Participants:

Receiver's	State Bank of India, New York
Correspondent Bank	SWIFT: SBINUS33 ABA Routing No.: 026009140
For Credit of	State Bank of India, Treasury department, Hyderabad, India, SWIFT-SBININBB602 NOSTRO A/C No.: 2111001212001 REF.NO.05055
Ultimate Beneficiary	Administrative Staff College of India, Account No.: 62090698960, State Bank of India Bellavista, Rajbhavan 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	Bellavista Branch, Raj Bhavan Road
Address line 3	Hyderabad – 500 082
Beneficiary Account Name	Administrative Staff College of India
Bank Account Number	62090698675
Bank MICR No	500002306
NEFT IFSC Code	SBIN0020063

#### ***Organisational sponsorship is preferable***

**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 19, 2018. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

## LAST DATE FOR WITHDRAWAL

February 26, 2018. Any withdrawals after this date will entail forfeiture of fee paid, if any.

## ASCI ALUMNI ASSOCIATION

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

## CERTIFICATE OF PARTICIPATION

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

**PROGRAMME DIRECTOR**  
**Dr. Prabhati Pati**  
E-mail: ppati@asci.org.in

# ASCI MANAGEMENT DEVELOPMENT PROGRAMMES FOR 2017-18

## MANAGEMENT DEVELOPMENT PROGRAMMES

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

## FINANCE

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
--	-------------	-------------

## HUMAN DEVELOPMENT

Educational Leadership for Senior Level Officials of Universities/ Educational Institutions	22-Jan-2018	24-Jan-2018
---	-------------	-------------

## HUMAN RESOURCE MANAGEMENT

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

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	22-Feb-2018	24-Feb-2018
---	-------------	-------------

## INNOVATION AND TECHNOLOGY

Strategic R & D Management	11-Dec-2017	13-Dec-2017
Managing Strategic Innovation	22-Jan-2018	24-Jan-2018

## MARKETING

Creating Social Value Through Corporate Social Responsibility	11-Dec-2017	13-Dec-2017
---	-------------	-------------

## OPERATIONS

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
--	-------------	-------------

## STRATEGIC MANAGEMENT

Driving performance through transformational Leadership	19-Feb-2018	23-Feb-2018
---	-------------	-------------

## URBAN GOVERNANCE

"International Certification Programme - Change Management for Achieving Continuous Water Supply for All in Urban Areas - Phase - I Study Tour: (India & Tel Aviv & Jerusalem in Israel) - Phase - II GIS for Urban Development	ASCI Intimate Later	ASCI Intimate Later
Public Private Partnership in Urban Infrastructure & Service Delivery	18-Jan-2018	20-Jan-2018
Integrated Solid Waste Management	07-Feb-2018	09-Feb-2018
	12-Mar-2018	14-Mar-2018



## Administrative Staff College of India

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

Telefax (Programmes Office) : 0091-040-23324365

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

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

Phone : 0091-40-66533000, 66534247, Telefax: (Programmes Office) 0091-40-23324365,

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

**Dr. Prabhati Pati**  
Programme Director

December 18, 2017

**Programme on  
MANAGING CREATIVITY AND INNOVATION  
(March 05 - 07, 2018)**

Dear Sir,

We are happy to announce that the Administrative Staff College of India is offering the programme on Managing Creativity and Innovation from March 05 to 07, 2018 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 programme 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 programme 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 : Programme Brochure & Nomination Form



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

**Nomination Form  
Programme on  
MANAGING CREATIVITY AND INNOVATION  
(March 05 - 07, 2018)**

**Nominee's Contact Information**

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

**Sponsors Details**

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

**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. V. Naga Swapna, Programs Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Telefax: 0091-040-23324365, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in