

Programme on  
**MANAGING CREATIVITY AND INNOVATION**  
March 4 - 6, 2019



**asci**  
Leadership through Learning

**ADMINISTRATIVE STAFF COLLEGE OF INDIA**

## 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 structured 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.

***Organisational sponsorship is essential***

## VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single occupancy 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 4 - 6, 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. 34,000/- (US \$690 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. 28,000/- 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 credited into our Bank account before March 1, 2019.

**Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg/18-19/1/90) to e-mail: [income@asci.org.in](mailto: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,<br>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,<br>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 February 25, 2019. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

## LAST DATE FOR WITHDRAWAL

February 26, 2019. 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](mailto:ppati@asci.org.in)

## ASCI MANAGEMENT DEVELOPMENT PROGRAMMES FOR 2018-19

### BUSINESS COMMUNICATION

Managing Creativity & Innovation

04-Mar-19 06-Mar-19

### ENVIRONMENT

Climate Change Adaptation and Disaster Risk Reduction

04-Feb-19 06-Feb-19

### FINANCE

Entreprise Risk Management

04-Feb-19 07-Feb-19

Advanced Financial Management

11-Feb-19 13-Feb-19

### HUMAN RESOURCES DEVELOPMENT

Programme on 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

### INFRASTRUCTURE DEVELOPMENT

Urban Infrastructure Project Preparation and Management

07-Feb-19 09-Feb-19

### MARKETING

Creating Social Value Through Corporate Social Responsibility

25-Feb-19 27-Feb-19

### OPERATIONS

Procurement Procedures for World Bank Aided Projects

11-Feb-19 22-Feb-19

### PUBLIC POLICY GOVERNANCE AND PERFORMANCE

SDGs and Good Governance

25-Mar-19 29-Mar-19

### STRATEGIC MANAGEMENT

Driving performance through Transformational Leadership

18-Feb-19 22-Feb-19



### 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, 66533000, Mobile: 9246203535

Fax : 0091-40-66534356, E-mail: [poffice@asci.org.in](mailto: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, 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 28, 2018

### **Programme on MANAGING CREATIVITY AND INNOVATION (March 4 - 6, 2019)**

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 4 to 6, 2019 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

**Programme on  
MANAGING CREATIVITY AND INNOVATION  
(March 4 - 6, 2019)**

**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 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