



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)
Ph:0091-40-66533000 13 Lines, 66534268 (Direct) Telefax:(Programmes Office) 0091-40-23324365, Fax: 0091-40-66534356, email: poffice@asci.org.in, URL:http://www.asci.org.in

Dr. Nirmalya Bagchi
Programme Director

October 16, 2017

Programme on **MANAGING STRATEGIC INNOVATION**

(January 22 – 24, 2018)

Dear Sir/Madam,

In today's fast-moving business environment, innovating effectively and regularly is the only way of achieving and sustaining competitive advantage. Indian organizations that are facing global competition understand the importance of innovating quickly and rapidly on a global scale. Yet, only a handful of Indian organizations are able to generate ideas and effectively move them to market. Among the many constraints to innovating effectively in India, is the issue of managing innovations within Indian organizations, which more often exhibit a culture tied to hierarchy and power distance. There is also the lack of having a strategic outlook towards innovation itself. Hence mostly, innovations happen in Indian organization in spite of the system rather than due to it.

Therefore, fostering innovation within Indian organizations requires a fresh outlook that opens up space for conversation, debate, free thinking and strategic foresight. Encouraging ideation and strategically converting them through the innovation process into globally competitive products and services is the need of the hour for Indian firms.

The programme Managing Strategic Innovation changes the way middle level and senior level managers think about innovation and gives them a more comprehensive outlook for executing change to innovate strategically. Participants leave the programme knowing how to influence corporate culture for fostering innovation and alter the way an organization responds to the challenge of innovation, and create/strengthen relationships with partners along the value chain. The programmes will also look into how innovation can be promoted within the organization and how it can be measured and linked with long term performance of an organization.

The enclosed brochure contains details about the programme and highlights its value. We welcome nominations from your organization. Copies of the enclosed nomination form may be used for additional nominations.

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.

Please get in touch with us for any further information / clarification (email:nirmalya@asci.org.in).

We thank you and look forward to your response.

Yours faithfully,

Nirmalya Bagchi

Encl: Programme Brochure & Nomination Form

Programme on

Managing Strategic Innovation

January 22–24, 2018



Administrative Staff College of India

PROGRAMME OVERVIEW

In today's fast-moving business environment, innovating effectively and regularly is the only way of achieving and sustaining competitive advantage. Indian organizations that are facing global competition understand the importance of innovating quickly and rapidly on a global scale. Yet, only a handful of Indian organizations are able to generate ideas and effectively move them to market. Among the many constraints to innovating effectively in India, is the issue of managing innovations within Indian organizations, which more often exhibit a culture tied to hierarchy and power distance. There is also the lack of having a strategic outlook towards innovation itself. Hence mostly, innovations happen in Indian organization in spite of the system rather than due to it.

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PROGRAMME CONTENT

1. Ideageneration and its management
2. Organization culture for fostering innovation
3. The innovation process
4. Rewards and incentives for innovation
5. Innovation Strategy
6. Innovation tools and techniques
7. Top Management Initiatives for innovation
8. Design innovation
9. Blue ocean strategy
10. Crowd sourcing and open innovation

IMPACT

- ◆ Develop skills to enable participants to foster the culture of innovation in their organizations
- ◆ Develop an innovation based thinking process amongst participants
- ◆ Create an appreciation, understanding and awareness of innovation management and its value for the organization.

PARTICIPANT PROFILE

Senior and middle level executives of private and public sector organizations, service organizations such as Financial Institutions, Banks etc., IT and ITES organizations, Government departments, and R & D organizations. Also useful for HR Professionals and Trainers.

PADAGOGY

- ◆ Lectures
- ◆ Demo
- ◆ Cases
- ◆ Problem Solving Exercises

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 **January 22 – 24, 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 if foreign) plus GST 18% per participant will be charged to cover tuition, board and lodging, courseware and other facilities of the College including Internet usage.

Rs.28,000/- plus GST 18% will be charged per Indian participant (not availing hostel accommodation) 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 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 19, 2018. Bank details are given below.

For Foreign Participants:

Receiver's	Bank of America, New York (SWIFT: BOFAUS3N)
Correspondent Bank	Via Chips ABA 0959 for Account UID 002473 Via Fedwire 026009593
For Credit of	State Bank of India, Treasury Department, Mumbai, India, SWIFT BIC – SBININBBH04Nostr A/c No.6550992180.

Ultimate Beneficiary	Administrative Staff College of India Account No.62090698960 State Bank of India Bellavista Branch Raj Bhavan Road, Hyderabad.
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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 A/c Name	Administrative Staff College of India
Bank Account Number	62090698675
Bank MICR No	500002306
NEFT IFSC Code	SBIN0020063

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 January 08, 2018. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

January 15, 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. Nirmalya Bagchi

E-mail: nirmalya@asci.org.in

ASCI Management Development Programs 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

ECONOMICS

Financial Systems, Management and Accountability in Government - New Delhi	13/Nov/2017	17/Nov/2017
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FINANCE

Finance for Non-Finance Executives	04/Dec/2017	06/Dec/2017
Strategies for Cost Leadership	08/Jan/2018	10/Jan/2018
Treasury and Risk Management in Banks/Financial Institutions	22/Jan/2018	24/Jan/2018
Business Collaborations - Strategic Alliances, Joint Ventures and Acquisitions	29/Jan/2018	31/Jan/2018
Business Risk Management	05/Feb/2018	09/Feb/2018
Advanced Financial Management	12/Feb/2018	14/Feb/2018
Evaluating and Financing Public Private Partnership Projects	26/Feb/2018	2/Mar/2018

HEALTHCARE MANAGEMENT

Certificate Course in Healthcare Quality	10/Jan/2018	12/Jan/2018
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HUMAN DEVELOPMENT

Educational Leadership for Senior Level Officials of Universities/Educational Institutions	22/Jan/2018	24/Jan/2018
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HUMAN RESOURCE MANAGEMENT

Leadership Engagement and Development	04/Dec/2017	08/Dec/2017
Conflict Management and Negotiation Skills	11/Dec/2017	13/Dec/2017
Team Dynamics- Activity Based Approach	11/Dec/2017	15/Dec/2017
Leadership Skills Development	18/Dec/2017	22/Dec/2017
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	05/Mar/2018	07/Mar/2018

INFORMATION TECHNOLOGY

Leveraging Big Data and Analytics	20/Dec/2017	22/Dec/2017
IT Enabled Knowledge Management	29/Jan/2018	31/Jan/2018
e-Learning and Digital Education	26/Mar/2018	28/Mar/2018

INFRASTRUCTURE DEVELOPMENT

Homes for All: Attaining the National Agenda	23/Nov/2017	25/Nov/2017
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

Customer-Centric Brand Management	04/Sep/2017	06/Sep/2017
Creating Social Value Through Corporate Social Responsibility	11/Dec/2017	13/Dec/2017

OPERATIONS

Materials and Supply Chain Management	27/Nov/2017	01/Dec/2017
Project and Contract Management	08/Jan/2018	12/Jan/2018
Procurement Procedures for The World Bank Aided Projects	12/Feb/2018	23/Feb/2018

PUBLIC POLICY GOVERNANCE AND PERFORMANCE

Translating Entrepreneurship to Enterprise	04/Dec/2017	08/Dec/2017D
Rama Rao		

STRATEGIC MANAGEMENT

Driving Performance through Transformational Leadership	19/Feb/2018	23/Feb/2018
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URBAN GOVERNANCE

Towards Universal Sanitation in Urban Areas	11/Dec/2017	13/Dec/2017
GIS for Urban Development	18/Jan/2018	20/Jan/2018
Public Private Partnership in Urban Infrastructure & Service Delivery	07/Feb/2018	09/Feb/2018
Integrated Solid Waste Management	12/Mar/2018	14/Mar/2018



Administrative Staff College of India

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

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Phone : 0091-40-66534247, Fax : 0091-40-66534356

Delhi Campus

C-24, Institutional Area
South of IIT, Behind Qutub Hotel
New Delhi-110 016.

Tel: 011-26962204, 26961750, 26961850

www.asci.org.in

Nomination Form

Programme on

MANAGING STRATEGIC INNOVATION

(January 22 – 24, 2018)

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 of the Sponsoring Authority :