



ADMINISTRATIVE STAFF COLLEGE OF INDIA

# SOFT SKILLS

## FOR URBAN PRACTITIONERS & ELECTED REPRESENTATIVES

28 - 30 August, 2017



**SELF-AWARENESS**



**INITIATIVE AND  
ENTERPRISE**



**LEARNING**



**COMMUNICATION**

Individual Effectiveness & Organisational Effectiveness



**PLANNING AND  
ORGANISING**



**PROBLEM  
SOLVING**



**TECHNOLOGY**



**TEAMWORK**

## PROGRAMME OVERVIEW

India is undergoing an economic, social, and political transformation brought about by urbanization. This ongoing transition poses numerous challenges for municipal functionaries and other urban professionals involved in delivering public services to the citizens and elected representatives involved in achieving societal goals through influencing their followers, civil society, municipal functionaries and wider public. Developing soft skills (personal, interpersonal and social skills) is a fundamental requirement for managing change and for ensuring individual and organisational effectiveness.

Soft skills is the ability to be calm, compassionate, communicative and inclusive to create a safe psychological space for oneself and for others to achieve the goals identified. These skills are more to do with who people are, rather than what they know. Numerous research studies and experiences point out that while sufficient effort is placed by individuals and organisations on developing technical skills (hard skills) often times there is minimal effort placed in helping individuals excel in soft skills, which are not as easy to acquire and change.

This programme is tailored to support capacity building needs in cities with a focus on building soft skills in urban managers/ municipal functionaries and political leaders. It aims to make them effective practitioners who are communicative, citizen centric, ethical, employee friendly and service-oriented.

## OBJECTIVES

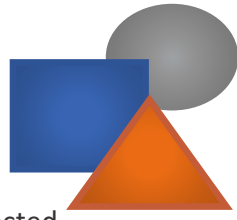
This program aims to help urban practitioners and elected representatives better their personality and perform with their duties in a more positive way. The aim is to develop an efficient and vibrant public administration system by instilling its executives with skills of professionalism, the ability to cope with change and develop efficient workplace management.

The objectives of the program are to help the participants to:

- Develop self-awareness and gain greater understanding of the impact of behaviour on motivation and performance of self and others
- Enhance emotional, spiritual and social intelligence for building productive relationships
- Practice tools to develop personal, interpersonal and social skills to enhance individual and organisational effectiveness
- Learn the etiquettes of social media and cross-cultural communication

## CONTENTS

This three-day programme focusses on latest tools and techniques for improving soft skills covering a variety of topics to enhance individual and organisational efficiency.



## PROGRAMME DELIVERY

The programme will adopt an interactive approach, with a judicious blend of pedagogical tools like lectures, case studies, self- assessment tools and exercises, role plays, experience sharing, video demonstrations, discussions and group activities to enhance the learning process.

## PARTICIPANT PROFILE

Municipal Commissioners, Municipal Engineers and Planners, Municipal Health and other functionaries from Urban Local Bodies, Elected Representatives, State level officers, consultants and representatives of non-government agencies working with cities and other professionals involved with helping cities improve their functioning and performance.

## VENUE & DURATION

The Programme is fully residential and the participants will be accommodated in air-conditioned single rooms. However, 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. The Programme duration is from Monday, August 28, 2017 to Wednesday, August 30, 2017. 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/- plus 18% GST 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 18% GST for Indian participant who does not avail 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 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 Friday, August 18th, 2017. Bank details are given below.

### 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 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

The nominations should reach in the form enclosed on or before August 18th, 2017. The last date for withdrawals is 19th August 2017 and any withdrawals after this date will entail forfeiture of fee paid.

## ASCI ALUMNI ASSOCIATION & CERTIFICATE OF PARTICIPATION

Participants of College Programmes will automatically become members of ASCI Alumni Association. The College issues a Certificate of Participation on conclusion of the Programme.

**PROGRAMME DIRECTOR**

**Dr Y Malini Reddy**

Associate Professor, Urban Governance Area  
malinireddy@asci.org.in; malinireddy.y@gmail.com  
Contact: 9848025043; 040-66534260; 66534355; 66534221

# ASCI MANAGEMENT DEVELOPMENT PROGRAMMES FOR 2017-18

## MANAGEMENT DEVELOPMENT PROGRAMMES

Ethics and Values in Administration	21-Aug-2017	23-Aug-2017
Index Based Crop Insurance - Concepts, Design and Implementation	21-Aug-2017	23-Aug-2017
Effective Land Acquisition, Resettlement & Rehabilitation (LARR)	09-Oct-2017	13-Oct-2017
Programme for Young Managers	30-Oct-2017	03-Nov-2017
*General Management Programme for Middle Level Executives*	30-Oct-2017	09-Nov-2017
MDP for Women Executives	20-Nov-2017	24-Nov-2017
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	12-Nov-2017	16-Nov-2017
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## FINANCE

Credit Monitoring & Follow-up in Banks/FIs	22-Nov-2017	24-Nov-2017
Finance for Non-Finance Executives	05-Dec-2017	07-Dec-2017
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
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## HUMAN DEVELOPMENT

Risk Management, Quality and Audit in Hospitals	25-Oct-2017	27-Oct-2017
Best Practices and Innovations in Health Care Delivery	15-Nov-2017	17-Nov-2017
Educational Leadership for Senior Level Officials of Universities/ Educational Institutions	22-Jan-2018	24-Jan-2018

## HUMAN RESOURCE MANAGEMENT

HR Audit & Analytics	04-Sep-2017	06-Sep-2017
Personal Effectiveness	11-Sep-2017	13-Sep-2017
*Abhiviyakti - Building Personality and managing stress using stories and theatre*	25-Sep-2017	27-Sep-2017
Leading with Emotional Intelligence	23-Oct-2017	27-Oct-2017
Effective Trade Union Management	06-Nov-2017	10-Nov-2017
Improving Work Culture	20-Nov-2017	22-Nov-2017
Good Governance and Sustainability through HR Practices	27-Nov-2017	29-Nov-2017
Individual Excellence for Organizational Effectiveness	27-Nov-2017	01-Dec-2017
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	06-Mar-2018	08-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

Urban Infrastructure Project Preparation and Management	10-Aug-2017	12-Aug-2017
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

Research Excellence in Organizations	07-Aug-2017	09-Aug-2017
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

Project and Contract Management	04-Sep-2017	08-Sep-2017
Procurement Procedures for World Bank Aided Projects	06-Nov-2017	17-Nov-2017
Materials and Supply Chain Management	27-Nov-2017	01-Dec-2017
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
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## STRATEGIC MANAGEMENT

Strategic Agility under Uncertainty	23-Oct-2017	25-Oct-2017
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	ASCI	ASCI
Study Tour: (India & Tel Aviv & Jerusalem in Israel) - Phase - II	Intimate Later	Intimate Later
Public Private Partnership in Urban Infrastructure & Service Delivery	21-Aug-2017	23-Aug-2017
GIS for Governance- Decision Support System	04-Sep-2017	06-Sep-2017
*International Training Programme on Smart Cities - Study Tour: (India & China)*	23-Oct-2017	31-Oct-2017
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
Long Duration Programme		
Business Management for Armed Force Officers	05-Jun-2017	17-Nov-2017



## 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

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

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

**Dr Y Malini Reddy**  
Programme Director

July 26, 2017

### **SOFT SKILLS FOR URBAN PRACTITIONERS & ELECTED REPRESENTATIVES 28 - 30 August, 2017**

I have pleasure in presenting to you ASCI's Programme on **Soft Skills for Urban Professionals and Elected Representatives (August 28-30, 2017)**.

Soft skills is the ability to be calm, compassionate, communicative and inclusive to create a safe psychological space for oneself and for others to achieve the goals identified. These skills are more to do with who people are, rather than what they know. Numerous research studies and experiences point out that while sufficient effort is placed by individuals and organisations on developing technical skills (hard skills) often times there is minimal effort placed in helping individuals excel in soft skills, which are not as easy to acquire and change.

The objective of the programme is to help urban practitioners and elected representatives better their personality and perform with their duties in a more positive way. It aims to make them effective practitioners who are communicative, citizen centric, ethical, employee friendly and service-oriented.

The program will help the participants to:

- **Develop self-awareness and gain greater understanding of the impact of behaviour on motivation and performance of self and others**
- **Enhance emotional, spiritual and social intelligence for building productive relationships**
- **Practice tools to develop personal, interpersonal and social skills to enhance individual and organisational effectiveness**
- **Learn the etiquettes of social media and cross-cultural communication**

I request you to nominate your colleagues to this very important program.

Yours sincerely,

Dr Y Malini Reddy

Encl: Programme Brochure & Nomination Form



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

**Nomination Form**  
**SOFT SKILLS**  
**FOR URBAN PRACTITIONERS & ELECTED REPRESENTATIVES**  
**28 - 30 August, 2017**

**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 : _____	
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