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Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)
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Fax: 0091-40-66534356, e-mail: poffice@asci.org.in, URL: <http://www.asci.org.in>

M. Raja Shekhar Reddy
Programme Director

September 7, 2017

Dear Sir / Madam,

Programme on
Strategic R&D Management
(December 11 – 13, 2017)

Converting the outputs of R&D into new products and services and gaining competitive advantage in the market from this is a game most firms in developed countries are adept at playing. In India, R&D has not been getting the attention of top management that it deserves. Many of the problems of translating R&D into profitable new products and services can be traced to the manner in which R&D itself is managed. Managing R&D with a Strategic objective in mind is therefore a new frontier that needs urgent attention in Indian companies. This programme is designed to enable managers to do just that. The programme flows from the many years of experience of the programme director and ASCI in conducting such programmes on managing R&D efficiently and effectively for government clients like the Department of Science and Technology, DRDO, ISRO, DBT, ICFRE, ICAR, CSIR and BARC.

The objective of the programme is to train Scientists, Managers of R&D, marketing and other functions on the unique management tools and techniques that are required to be applied to get maximum value out of R&D in a firm. Strategic R&D Management helps Scientists and Managers engage in and support R&D in a way that supports – rather than dissipates – their planning and implementation strategy. Given R&D's primary strategic role, managers, scientists and engineers involved in R&D have to build the organizational structure and processes that will successfully guide innovation and gain tools to manage relationships with other functions.

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: rajashekhar9@asci.org.in). We thank you and look forward to your response.

Yours sincerely,

Raja Shekhar Reddy

Encl: Programme Brochure & Nomination Form

Programme on

Strategic R&D Management

December 11–13, 2017



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Administrative Staff College of India

INTRODUCTION

The post-liberalization era has opened Indian markets to foreign goods and services. This is leading to intense competition and forcing Indian companies to pay more attention to knowledge generation through Research and Development (R&D). Indian organizations are realizing that true competitive advantage can only be derived from R&D. Over a period of time, R&D management has moved from back office to center stage, becoming a key driver of organizational development.

Today, R&D Scientists and Managers need not only to broaden their managerial and strategic perspectives and enhance their operational and business instincts, but also sharpen their ability to tackle management challenges with fewer resources. Doing so successfully means quickly adapting to shifting circumstances, utilizing skill-sets, and effectively managing the resources. The drive for growth, the search for new ideas, and increasing competitive pressures has transformed the R&D function into one of strategic importance.

Strategic R&D Management helps Scientists and Managers engage in and support R&D in a way that supports —rather than dissipates— their planning and implementation strategy. Given R&D's primary strategic role, managers, scientists and engineers involved in R&D have to build the organizational structure and processes that will successfully guide innovation and gain tools to manage relationships with other functions.

OBJECTIVES OF THE TRAINING PROGRAMME

The proposed training programme on Strategic Research and Development Management is broadly intended to provide perspective, insights and knowledge required for effective and efficient management of R&D environment. The specific objective of the training programme is to enhance the capacities in the stakeholders, viz. R&D managers and Senior Scientists in:

1. Understanding the concepts and characteristics behind R&D management
2. Gaining greater appreciation of the views and approaches of other stakeholders to the issues of R&D management and governance
3. Assessing the stock of existing R&D management practices instituted in public and private sector

4. Addressing issues of concern in contemporary R&D management practices
5. Identifying the gaps and scope for improvement in the existing practices
6. Endeavoring to evolve R&D management systems that might find greater acceptance among the stakeholders
7. Exploring ways of institutionalizing such acceptable R&D management principles and practices

PROGRAMME CONTENT

The programme would cover:

1. Distinctive need, importance and structure for management of R&D systems
2. Push, pull and contextual factors that affect R&D management
3. Relationship between R&D objectives and innovation
4. R&D management approaches/methods,
5. R&D mission as well as project portfolio management
6. Issues of concern in designing and implementing R&D management systems,
7. R&D management against the background of overall technology management,
8. Integration of the R&D management systems into innovation management, technology management, knowledge management and other functions like finance and business development activities
9. Intellectual property management, valuation and exploration

PEDAGOGY

- ◆ Lectures by faculty and experts drawn from ASCI, scientific & research communities, academia, government, industry as well as private agencies.
- ◆ Interaction with professionals with expertise and experience of R&D management
- ◆ Theme-based group discussions and exercises
- ◆ Experience-sharing, participative and interactive learning
- ◆ Case study illustrations, analyses and presentations

PARTICIPANT PROFILE

Scientists and Senior & middle level executives dealing with R&D or having interface with R&D of private and public sector organizations, Government departments, and R & D organizations. Also useful for HR Professionals and Trainers.

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 **December 11 – 13, 2017**. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

PROGRAM 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 18% GST 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 December 08, 2017. Bank details are given below.

For Indian Participants

Bank Name	State Bank of India
Address line 1	6-3-1092, 1st floor, A Block
Address line 2	Raj Bhavan Road Bellavista Branch,
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

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

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 **November 27, 2017**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

December 04, 2017. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of College Programmes will automatically become members of ASCI Alumni Association.

CERTIFICATE OF PARTICIPATION

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

Programme Director

M. Raja Shekhar Reddy

E-mail: rajashekhar9@asci.org.in

ASCI Management Development Programs 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) Programme for Young Managers	09/Oct/2017	13/Oct/2017
General Management Programme for Middle Level Executives	30/Oct/2017	03/Nov/2017
MDP for Women Executives	30/Oct/2017	09/Nov/2017
General Management Programme for Senior Executives (SEC) - 130	08/Jan/2018	02/Feb/2018
ASCI-NRCC 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

Credit Monitoring & Follow-up in Banks/Financial Institutions	22/Nov/2017	24/Nov/2017
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

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

Abhivyaakti-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	13/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

Procurement Procedures for The 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 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/2017
Rama Rao		

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

Public Private Partnership in Urban Infrastructure & Service Delivery	21/Aug/2017	23/Aug/2017
Soft Skills for Professionals in Urban Management	28/Aug/2017	30/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 Forces Officers	05/Jun/2017	17/Nov/2017
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Administrative Staff College of India

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

Telefax (Programmes Office) : 0091-40-23324365

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



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Nomination Form Programme on **Strategic R&D Management**

(December 11 – 13, 2017)

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 :

NOTE : Forward nomination form to : **Ms. V. Naga Swapna, Programmes 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