



**asci**  
Leadership through Learning

Programme on

## Translating Entrepreneurship to Enterprise

December 06-08, 2017



## BACKGROUND

India is now at the cusp of a remarkable change. As per research reports, India is on a growth accelerator and its economy could grow by 8% over the next few years - driven by technology, entrepreneurship and ease of doing business resulting from increased incentives and good governance. Indeed, towards nurturing an innovative culture for transforming creative ideas into usable products and sustainable services, the Govt. of India announced several key initiatives such as "Make in India", "Skill India", "Making India a Global Hub for Services", "Digital India", "Start-up India" - "Stand-up India" etc. Spurring innovation, these platforms have the potential to act as levers for growing entrepreneurial talent and industry vibrancy. The government turning entrepreneur and business-friendly is making the younger generation exhibit new enthusiasm and the industry feel upbeat. The Government has been urging the entrepreneurs and enterprises to build on the strength of demand and De-regulation and Scale, Speed & Skill, for India to emerge as a knowledge-based, invention-led, skill-oriented and innovation-driven developed nation by the platinum jubilee year of independence, viz. 2022.

## OVERVIEW OF THE PROGRAMME

Against this background, the programme focuses on the essence of entrepreneurship and the interface of entrepreneurs with providers of complementary assets, for their dream enterprises to take shape and flourish. In other words, the programme deals with the virtuous cycle of ideation progressing to innovation, commercialization and sustainability, with due policy and resource support.

## PROGRAMME OBJECTIVES

The programme aims at capacitating the participants in gaining greater comprehension and appreciation for entrepreneurship growth and enterprise development in terms of:

- (a) The macro (policy and regulation) & micro (strategy and management) environments;
- (b) The role of intellectual property, infrastructure, institutions, incentives and investments at various stages of progress.

## PEDAGOGY

The programme delivery will comprise interactive sessions, panel discussions and case study presentations.

## TARGET AUDIENCE

- Entrepreneurs
- Gen-Y of family-owned businesses
- Senior executives in innovation and enterprise development
- Faculty/Officers/Managers engaged with incubation facilities would find the programme beneficial.

## VENUE

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.

## DURATION

The Programme is from **December 06 - 08, 2017**. The participants are expected to arrive a day before and may leave after the completion of the programme.

## PROGRAMME FEE

Rs. 34,000/- (US \$1495 if foreign) plus 18% Service Tax 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% Service Tax 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 05, 2017**. Bank details are given below.

### For Foreign Participants:

Receiver's Bank of America, New York  
Correspondent (SWIFT: BOFAUS3N)  
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 –SBININBBH04  
Nostro A/c No.6550992180.  
Ultimate Administrative Staff College  
Beneficiary of India,  
Account No.62090698960,  
State Bank of India,  
Bellavista Branch, Raj  
Bhavan Road, 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 Raj Bhavan Road, Bella Vista  
Branch  
Address line 3 Hyderabad – 500 082  
Beneficiary Administrative Staff College  
A/c Name of India  
Bank A/c 62090698675  
Number  
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 **November 22, 2017**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

### LAST DATE FOR WITHDRAWAL

**November 29, 2017.** 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 Directors

Prof. D. Rama Rao

e-mail : ramarao@asci.org.in

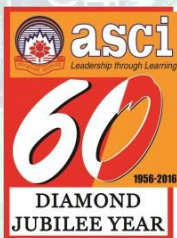
Ms. Srilekha

e-mail : srilekha@asci.org.in



# ASCI MANAGEMENT PROGRAMMES FOR 2017-18

Programmes	From	To	Programmes	From	To
<b>MANAGEMENT DEVELOPMENT PROGRAMMES</b>					
General Management Programme for Middle Level Executives	30-10-2017	09-11-2017	Building and Leading Effective Teams	05-02-2018	09-02-2018
MDP for Women Executives	20-11-2017	24-11-2017	Enhancing Interpersonal Effectiveness through Transcendental Analysis	05-02-2018	07-02-2018
General Management Programme for Senior Executives (SEC) – 130	08-01-2018	02-02-2018	Positive Organizational Behaviour	12-02-2018	14-02-2018
ASCI-NRCR Joint Certification Course on Improved Management of Land Acquisition, Resettlement & Rehabilitation (LARR)	29-01-2018	09-02-2018	Strategic Human Resource Management with International	12-02-2018	24-02-2018
<b>ECONOMICS</b>					
Financial Systems, Management and Accountability in Government - New Delhi	12-11-2017	16-11-2017	Decision Making for Effective Leadership	19-02-2018	23-02-2018
<b>FINANCE</b>					
Credit Monitoring & Follow-up in Banks/Fis	22-11-2017	24-11-2017	Strategic Human Resource Management	26-02-2018	02-03-2018
Finance for Non-Finance Executives	05-12-2017	07-12-2017	Managing Creativity & Innovation	06-03-2018	08-03-2018
Strategies for Cost Leadership	08-01-2018	10-01-2018	<b>INFORMATION TECHNOLOGY</b>		
Treasury and Risk Management in Banks/Fis	22-01-2018	24-01-2018	Leveraging Big Data and Analytics	20-12-2017	22-12-2017
Business Collaborations - Strategic Alliances, Joint Ventures and Acquisitions	30-01-2018	01-02-2018	IT Enabled Knowledge Management	29-01-2018	31-01-2018
Advanced Financial Management	13-02-2018	15-02-2018	e-Learning and Digital Education	26-03-2018	28-03-2018
Evaluating and Financing Public Private Partnership Projects	26-02-2018	02-03-2018	<b>INFRASTRUCTURE DEVELOPMENT</b>		
<b>HEALTHCARE MANAGEMENT</b>					
Certificate Course in Healthcare Quality	10-01-2018	12-01-2018	Homes for All: Attaining the National Agenda	23-11-2017	25-11-2017
<b>HUMAN DEVELOPMENT</b>					
Risk Management, Quality and Audit in Hospitals	25-10-2017	27-10-2017	Urban Infrastructure Project Preparation and Management	22-02-2018	24-02-2018
Best Practices and Innovations in Health Care Delivery	15-11-2017	17-11-2017	<b>INNOVATION AND TECHNOLOGY</b>		
Educational Leadership for Senior Level Officials of Universities/Educational Institutions	22-01-2018	24-01-2018	Strategic R & D Management	11-12-2017	13-12-2017
<b>HUMAN RESOURCE MANAGEMENT</b>					
Effective Trade Union Management	06-11-2017	10-11-2017	Managing Strategic Innovation	22-01-2018	24-01-2018
Improving Work Culture	20-11-2017	22-11-2017	<b>MARKETING</b>		
Good Governance and Sustainability through HR Practices	27-11-2017	29-11-2017	Creating Social Value Through Corporate Social Responsibility	11-12-2017	13-12-2017
Individual Excellence for Organizational Effectiveness	27-11-2017	01-12-2017	<b>OPERATIONS</b>		
Leadership Engagement and Development	04-12-2017	08-12-2017	Procurement Procedures for World Bank Aided Projects	06-11-2017	17-11-2017
Conflict Management and Negotiation Skills	11-12-2017	13-12-2017	Materials and Supply Chain Management	27-11-2017	01-12-2017
Team Dynamics- Activity Based Approach	11-12-2017	15-12-2017	Project and Contract Management	08-01-2018	12-01-2018
Leadership Skills Development	18-12-2017	22-12-2017	Procurement Procedures for World Bank Aided Projects	12-02-2018	23-02-2018
Values Driven Leadership	08-01-2018	10-01-2018	<b>PUBLIC POLICY GOVERNANCE AND PERFORMANCE</b>		
Effective Learning and Development	08-01-2018	12-01-2018	Translating Entrepreneurship to Enterprise	04-12-2017	08-12-2017
Communication Skills for Managers	29-01-2018	02-02-2018	<b>STRATEGIC MANAGEMENT</b>		
<b>URBAN GOVERNANCE</b>					
Towards Universal Sanitation in Urban Areas					
GIS for Urban Development					
Public Private Partnership in Urban Infrastructure & Service Delivery					
Integrated Solid Waste Management					



## 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, Mobile: 92462 03535  
Fax: 0091 40 66534356.E mail : poffice@asci.org.in

**Delhi Campus**  
C-24, Institutional Area  
South of IIT, Behind Qutub Hotel  
New Delhi - 110016  
Phone Nos.: 011 26162204,26969750,26961850

**Website : <http://www.asci.org.in>**