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Leadership through Learning

## ADMINISTRATIVE STAFF COLLEGE OF INDIA

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**Dr. S. Chakravarthy IAS (Retd.)**  
**Dr. Sutanuka Dev Roy**  
Programme Directors

June 25, 2019

Programme on  
**Competition Policy and Law for  
Executives and Senior Managers**

(August 19 - 21, 2019)

Dear Sir/Madam,

Competitive markets enhance consumer welfare and hence, economic growth, by controlling/preventing practices that could restrict it. Competition driven markets secure for consumers, *inter alia*, lower prices, better choice, assurance of quality, better after sale service and so on. Besides, present competition, innovation plays a significant role leading to new investment, enhanced product variety and quality.

India has a new Competition Law, namely, Competition Act, 2002. The Act seeks to promote and sustain competition in markets, to prevent practices having adverse effect on competition, to protect the interest of consumers and to ensure freedom of trade. Also the Act is designed to achieve high levels of sustainable growth, entrepreneurship and employment, leading to inclusive and equitable development, and a just society. The recent successful experiences in India in several sectors such as telecommunications, automobiles, newspapers and electronic goods illustrate the manifold benefits of competition. Informed decision making is required by all the market players so as not to transgress or violate the laws of competition. This requires a thorough understanding and knowledge of the basic tenets/features of Competition Law and Policy.

To facilitate exposure to the various concepts and features underpinning the Act, the Administrative Staff College of India has launched a training programme on "Competition Law and Policy for Executives and Senior Managers" scheduled from August 19 – 21, 2019. We invite you to nominate to this programme, officers from your organisation, especially those who are responsible for formulating organisational strategies and, are in charge of mergers and acquisitions. Government officials and NGOs dealing with consumer interest and welfare shall also find this programme very useful.

With Regards,

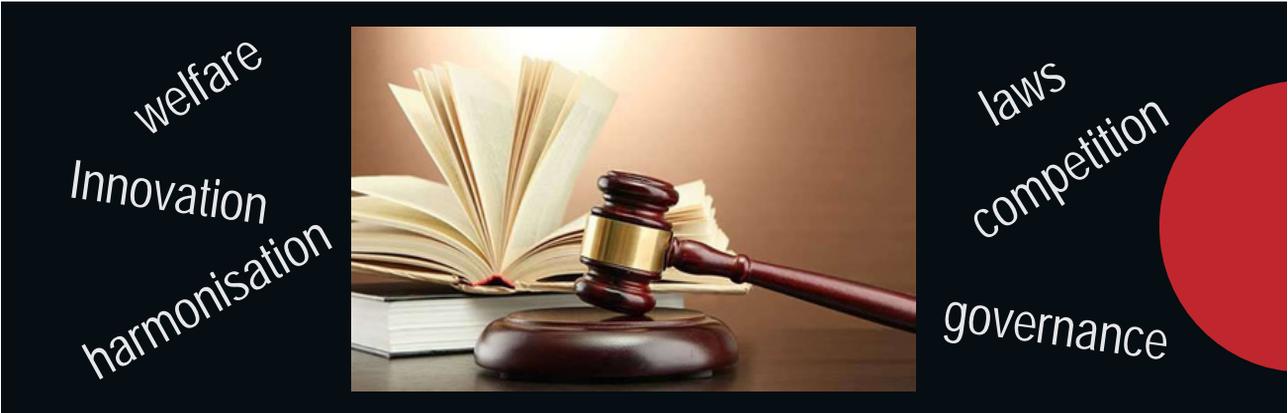
Yours Sincerely,

**S. Chakravarthy**

**Sutanuka Dev Roy**

Encl : Programme Brochure along with Nomination form

Programme on  
**Competition Policy and Law for  
Executives and Senior Managers**  
(August 19 - 21, 2019)



## BACKGROUND

Competition policy is a critical component of any overall economic policy framework, with the primary goal of overall social and consumer welfare. The objective of competition is to ensure sufficient number of producers so that no producer can attain a position of dominance, and hence exploit the consumer. The root of competition policy is the recognition of an unequal relationship between consumers and producers. If the nature of the industry is such that dominance in terms of market share cannot be avoided, it seeks to ensure that there is no abuse on account of this dominance. Competition policy also seeks to prevent other forms of market failure, such as formation of cartels which lead to collusive pricing and reduce supply.

Creation of a competitive environment requires private investment. Appropriate, transparent and effective regulations spur private sector investment while ensuring fair competition by guarding against restrictive business practices. A review of cross-country literature has shown that competition enhances productivity at industry level, generates more employment, lowers consumer prices and increases private savings and investment. A pro-competition policy environment has been found to be positively associated with long-term growth because it has persistent and long-lasting effects on the incentive structure of economic agents, through encouragement of innovative and efficient activities. The benefits of competition are well illustrated by the recent successful experiences in India in several sectors such as telecommunications, automobiles, newspapers and consumer electronics, where there has been a fall in real prices/tariffs along with marked improvement in the quality of goods/services.

The reforms initiated since 1991 recognised the need for removing shackles on trade and industry with the view to unleashing the competitive energies. The emphasis was primarily on the attainment of technological dynamism and international competitiveness which would not be possible in an over-regulated environment. Economic reforms in India resulted in unequal progress across sectors. While some sectors successfully imbibed a strong competitive culture, other sectors have not been able to do so effectively. Strengthening the forces of competition requires the complementing effects of both - competition law and competition policy. While Competition law along with regulatory laws look to prohibit and penalise anti-competitive practices by market enterprises, Competition policy looks to create a framework of policies and regulations to facilitate competitive outcomes in the market. The Indian Competition Act, 2002 (amended in 2007), is a comprehensive statement, enacted to meet the

requirements of the economic growth and international economic developments relating to competition laws. The legislation is in synchronisation with other policies such as trade policy, FDI norms, FEMA, to ensure uniformity in achieving the overall development objectives of the country.

Informed decision-making by all the market players is essential in a competitive setup, so as not to transgress/violate the competition laws of the land. Moreover, people handling mergers and acquisitions must also be aware that any amalgamation beyond a threshold level must be cleared/approved by the Competition Commission under the Indian law.

In the newly launched programme entitled 'Competition Policy and Law for Executives and Senior Managers', we aim to discuss and understand the major strands of the Competition Act, its enforcement, its pillars and the structure and responsibilities of the Regulatory Authority, namely, Competition Commission in India.

## OBJECTIVES OF THE PROGRAMME

The broad objectives of the programme are to make the participants to understand and be aware of:

- ▶ the need for competition to maximise welfare, promote innovation and optimise efficiency for the overall development of the country;
- ▶ harmonisation in policies, laws and procedures regarding competition dimensions at all levels of governance,
- ▶ the Competition Act and its pillars.

## BRIEF CONTENT

- ▶ Evolution of Competition Law
- ▶ Anti-Competitive Practices
- ▶ Cartels
- ▶ Abuse of Dominance
- ▶ Combinations Regulation
- ▶ Competition Advocacy
- ▶ Competition Commission of India

## TARGET AUDIENCE

Enterprises, both private, State owned and Quasi-Govt owned, Industrialists, Entrepreneurs, Businesses, Cooperatives, Firms, Association of Industries and Commerce like FICCI, ASSOCHAM, CII, PHDDCI. Besides, Universities, Colleges and Training Institutions, in particular Professional Institutes like ICAI, ICWAI and ICSI. Ministries of GOI and State Govts, in particular, DIPP, Commerce, Finance, Corporate Affairs, Consumer Welfare etc. NGOs dealing with consumer interest and welfare.

***Organisational sponsorship is essential***

## TRAINING METHODS

This is an intensive programme, and a strong emphasis is placed on interactive learning. The programme will comprise of lecture sessions and group discussions. It will be so designed as to provide excellent opportunities to interact with key practitioners in the field, which will help facilitate understanding and appreciation of the key, topical and complex issues of competition policy and law. Necessary background material will support the exercise.

## VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single occupancy 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 Wi-Fi enabled in a comprehensive way.

## DURATION

The Programme duration is from August 19 - 21, 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. 37,500/- (US \$700 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.31,500/- 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 made into our Bank account before August 16, 2019.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg./19 - 20/1/13) to e-mail: [poffice@asci.org.in](mailto:poffice@asci.org.in) for confirmation.

Bank details are given below:

For Indian Participants :

Bank A/c 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, Somajiguda, Hyderabad - 500 082

For Foreign Participants:

Bank A/c Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBBH04
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, 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 hospitalisation.

## LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nomination form is August 12, 2019. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

## LAST DATE FOR WITHDRAWAL

August 13, 2019. 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 Directors

**Dr. S. Chakravarthy** IAS (Retd.)

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[chakravarthy38@hotmail.com](mailto:chakravarthy38@hotmail.com)

**Dr. Sutanuka Dev Roy**

[sdevroy@asci.org.in](mailto:sdevroy@asci.org.in)



ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward each year with a strong alumni of over 1,40,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2019-20.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



### **Administrative Staff College of India**

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

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### **Delhi Campus**

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South of IIT, Behind Qutub Hotel  
New Delhi-110 016.

Tel: 011-26962204, 26961750, 26961850

**Nomination Form**  
Programme on

**Competition Policy and Law for Executives and Senior Managers**

(August 19 - 21, 2019)

**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
<b>Note : Coverage should be available in Hyderabad, India</b>		

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