

Programme on

MANAGING CREATIVITY AND INNOVATION

March 11 - 13, 2020



asci

Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

PROGRAMME OVERVIEW

In the present day scenario, creating competitive advantage only on the basis of resource, factors of production or knowledge has become difficult. Distinctive competencies of the organisations are nurtured by the creativity and innovativeness of its employees. With competitive forces becoming more pressing day by day, organisations have to rethink creatively innovative ways to sustain and prosper.

Creativity is the thinking process that helps us to generate ideas; and innovation is the practical application of such ideas towards meeting the organisation's objectives in a more effective way. There is an urgent need to expose the employees to the process of creativity and remove their blocks so that they can contribute their mite towards developing their organizations. Further, creation and nurturance of a creative and innovative climate has also become a necessity in the organisations.

The programme on Managing Creativity and Innovation has been designed to impart the skills of creative thinking to enable the organisations to compete effectively and develop the employees' motivation, job satisfaction and team work.

OBJECTIVES

The objectives of the programme is to facilitate

- Conceptual and operational understanding on creativity and innovation.
- To learn various techniques of creativity.
- To build a creative and innovative organisational climate to sustain innovative ideas and practices and convert ideas into action and products.

PROGRAMME CONTENT

The contents of the programme include the following among others :

- Understanding the nature and process of creativity and innovation
- Blocks to creativity and innovation
- Creativity enhancement techniques and strategies
- Creative thinking and problem solving
- Building creative teams
- Creative leadership in the organisation
- Managing innovation
- Building creative culture

LEARNING TECHNOLOGY

The Programme is designed to facilitate experiential learning through interactive sessions, which are structured around exercises, group activities, games, discussions and case studies.

PARTICIPANT LEVEL

The Programme is meant for senior and middle level executives of public, private and government sector organisations, both in the functional as well as in the human resources area.

Organisational sponsorship is essential

VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single occupancy rooms. The College is WiFi enabled in a comprehensive way. The College does not provide accommodation for the family. Transport between Airport / Railway Station and Venue will be arranged by the College.

DURATION

The Programme duration is from March 11 - 13, 2020. 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 **March 9, 2020.**

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg/19-20/1/64) to e-mail: poffice@asci.org.in for confirmation.

Bank details are given below:

For Indian Participants :

Bank Account 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 Account Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
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 sending nominations is March 4, 2020. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

March 5, 2020. 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 ASCI Alumni Association.

CERTIFICATE OF PARTICIPATION

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

PROGRAMME DIRECTOR

Dr. Prabhati Pati

e-mail: ppati@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 1,50,000. 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.

Telefax (Programmes Office) : 0091-040-23324365

Phone : 0091-40-66534247, 66533000, 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>



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December 26, 2019

Dr. Prabhati Pati
Programme Director

**Programme on
MANAGING CREATIVITY AND INNOVATION
(March 11 - 13, 2020)**

Dear Sir,

We are happy to announce that the Administrative Staff College of India is offering the programme on Managing Creativity and Innovation from March 11 – 13, 2020 at ASCI, Hyderabad. A detailed brochure is enclosed for information.

Organisations are currently functioning in a highly competitive and global environment characterised by rapidly changing technologies and processes. The customers' expectations on quality of products and services are increasing day by day. In order to remain competitive, organisations have become increasingly interested in promoting employee creativity. This programme has been designed to help employees learn the techniques to become more creative and also to enable them to create a conducive climate for nurturing creativity in their organisations.

Nominations for the programme may be made in the enclosed form. Photocopies of the form are also acceptable in case you would like to nominate more than one person from your organisation. The form can also be accessed from our website.

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 hospitalisation.

We look forward to receiving early nominations from your organisation.

Thanking you,

Yours sincerely,

Prabhati Pati

Encl: Brochure and Nomination Form



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

**Nomination Form
Programme on
MANAGING CREATIVITY AND INNOVATION
(March 11 - 13, 2020)**

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 : _____	
GSTIN Number: _____	
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 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