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Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)

Ph:0091-40-66533000 13 Fax: 0091-40-66534356,

email: poffice@asci.org.in, URL: <http://www.asci.org.in>

Dr. Nirmalya Bagchi

Programme Director

August 20, 2019

Programme on
MANAGING STRATEGIC INNOVATION

(November 25 – 27, 2019)

Dear Sir/Madam,

In today's fast-moving business environment, innovating effectively and regularly is the only way of achieving and sustaining competitive advantage. Indian organisations that are facing global competition understand the importance of innovating quickly and rapidly on a global scale. Yet, only a handful of Indian organisations are able to generate ideas and effectively move them to market. Among the many constraints to innovating effectively in India, is the issue of managing innovations within Indian organisations, which more often exhibit a culture tied to hierarchy and power distance. There is also the lack of having a strategic outlook towards innovation itself. Hence mostly, innovations happen in Indian organisation in spite of the system rather than due to it.

Therefore, fostering innovation within Indian organisations requires a fresh outlook that opens up space for conversation, debate, free thinking and strategic foresight. Encouraging ideation and strategically converting them through the innovation process into globally competitive products and services is the need of the hour for Indian firms.

The programme Managing Strategic Innovation changes the way middle level and senior level managers think about innovation and gives them a more comprehensive outlook for executing change to innovate strategically. Participants leave the programme knowing how to influence corporate culture for fostering innovation and alter the way an organisation responds to the challenge of innovation, and create/strengthen relationships with partners along the value chain. The programmes will also look into how innovation can be promoted within the organisation and how it can be measured and linked with long term performance of an organisation.

The enclosed brochure contains details about the programme and highlights its value. We welcome nominations from your organisation. 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 hospitalisation.

Please get in touch with us for any further information / clarification (email: nirmalya@asci.org.in).

We thank you and look forward to your response.

Yours faithfully,

Nirmalya Bagchi

Encl: Programme Brochure along with Nomination form



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Programme on

MANAGING STRATEGIC INNOVATION

(November 25 – 27, 2019)

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PROGRAMME OVERVIEW

In today's fast-moving business environment, innovating effectively and regularly is the only way of achieving and sustaining competitive advantage. Indian organisations that are facing global competition understand the importance of innovating quickly and rapidly on a global scale. Yet, only a handful of Indian organizations are able to generate ideas and effectively move them to market. Among the many constraints to innovating effectively in India, is the issue of managing innovations within Indian organisations, which more often exhibit a culture tied to hierarchy and power distance. There is also the lack of having a strategic outlook towards innovation itself. Hence mostly, innovations happen in Indian organization in spite of the system rather than due to it.

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PROGRAMME CONTENT

1. Idea generation and its management
2. Organisation culture for fostering innovation
3. The innovation process
4. Rewards and incentives for innovation

5. Innovation Strategy
6. Innovation tools and techniques
7. Top Management Initiatives for innovation
8. Design innovation
9. Blue ocean strategy
10. Crowd sourcing and open innovation

IMPACT

- ▶ Develop skills to enable participants to foster the culture of innovation in their organisations
- ▶ Develop an innovation based thinking process amongst participants
- ▶ Create an appreciation, understanding and awareness of innovation management and its value for the organisation.

PARTICIPANT PROFILE

Senior and middle level executives of private and public sector organizations, service organisations such as Financial Institutions, Banks etc., IT and ITES organizations, Government departments, and R & D organisations. Also useful for HR Professionals and Trainers.

Organisational sponsorship is essential

PEDAGOGY

- ▶ Lectures
- ▶ Demo
- ▶ Case studies
- ▶ Problem Solving Exercises

VENUE

The Programme is fully residential and the participants will be accommodated in air-conditioned single occupancy 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 **November 25 - 27, 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 credited into our Bank account before **November 22, 2019**.

Note: Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code(Prg/19 - 20/1/56)** to **poffice@asci.org.in** for confirmation..

Bank details are given below:

Bank Details are give 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 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 nominations is **November 18, 2019**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

November 19, 2019. 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 Director

Dr. Nirmalya Bagchi

e-mail: nirmalya@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.

Telefax (Programmes Office) : 0091-40-23324365

Mobile: 9246203535, 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

www.asci.org.in



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Nomination Form

Programme on

MANAGING STRATEGIC INNOVATION

(November 25 – 27, 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

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