



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

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

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M. Raja Shekhar Reddy

Programme Director

August 21, 2019

**Programme on
Strategic R&D Management**

(December 9 – 11, 2019)

Dear Sir / Madam,

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

Yours sincerely,

Raja Shekhar Reddy

Encl: Programme Brochure along with Nomination form

Programme on

Strategic R&D Management

December 9 – 11, 2019



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 than dissipates 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 organisations, Government departments, and R & D organizations. Also useful for HR Professionals and Trainers.

Organisational sponsorship is essential

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 **December 9 - 11, 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 December 6, 2019.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/19-20/1/57)** 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 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 hospitalization.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nomination form is **December 2, 2019**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

December 3, 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

M. Raja Shekhar Reddy

E-mail: rajashekhar9@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

C-24, Institutional Area
South of IIT, Behind Qutub Hotel
New Delhi-110 016.

Tel: 011-26962204, 26961750, 26961850

www.asci.org.in

Nomination Form
Programme on
Strategic R&D Management
(December 9 – 11, 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