



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

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Dr. Ashok Kumar Patnaik

Programme Director

Dear Sir/Madam,

Programme on

Excellence in Bancassurance: Integrating Innovation, Compliance, and Digital Transformation

(November 10–12, 2025)

Greetings from ASCI, Hyderabad.

ASCI – The College for Practicing Managers Established in 1956 at the initiative of the government and the corporate sector, the Administrative Staff College of India (ASCI), Hyderabad, has pioneered post-experience management education in India. ASCI equips corporate managers, administrators, entrepreneurs, and academicians with the skills to synthesize managerial theory and practice and respond to the ever-increasing complexity of managerial issues confronting the public sector and private sector in the BFSI domain.

We are excited to introduce a unique Management Development Program (MDP) offered by ASCI-Hyderabad. This program is designed for managers, practitioners, and leaders in the insurance domain to enhance their professional skills. Participants will improve their business development abilities, learn how to encompass innovation in bancassurance insurance products/ services, hone their selling skills, conflict management & CRM techniques, adopt effective communication, effective channel management, and provide an overview of updated regulatory/ mandatory compliances. Additionally, it aims to enhance both team and individual performance, explore the use of AI and digitization to improve managerial effectiveness, and build resilient organizations.

Through interactive sessions, expert-led discussions, case studies, and role play, participants will learn to foster creativity, empower teams, overcome resistance, and leverage emerging technologies. This experience will lead to personal and professional skill transformation, enabling them to advance their careers in the BFSI Sector.

- ◆ Duration of the programme: 3 days (**Nov 10–12, 2025**).
- ◆ Venue: Fully residential with air-conditioned single-occupancy rooms
- ◆ Certificate and Alumni Status will be awarded upon completion of the MDP.

Join this three-day residential programme to sharpen your leadership capabilities and lead change with confidence. To secure your spot and invest in your professional growth, register by responding through email. Please see the attached brochure for detailed information. For any clarification, reach us at email: ashok.kumar@asci.org.in / **WhatsApp: 9381336963**.

We look forward to welcoming you / your nominated employee to an enriching experience that will undoubtedly contribute to your leadership journey.

Yours sincerely,

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Dr. Ashok Kumar Patnaik

Encl: Brochure and Nomination Form

Programme on

"Excellence in Bancassurance: Integrating Innovation, Compliance, and Digital Transformation"

(November 10-12, 2025)



Administrative Staff College of India
(*accredited as उत्कृष्ट by Capacity Building Commission, GoI*)

PROGRAMME OVERVIEW

The insurance sector in India is experiencing significant changes due to the entry of new players, technological progress, and shifting customer expectations. Traditionally, a few large insurers dominated the market. Now, Insurtech startups, digital-first insurers, and global companies are increasing competition. Artificial Intelligence (AI) and data analytics are transforming underwriting, claims processing, and customer service, resulting in faster and more personalised experiences.

Today's customers want transparency, convenience, and customised products and are looking to leverage the bancassurance and other multichannel distribution facilities for ease of obtaining insurance products and services. This demand is pushing insurers to innovate quickly to stay ahead of their competition. Partnerships between traditional insurers and tech companies are becoming more common, leading to the trend of mixing competition with collaboration. At the same time, greater financial literacy is enabling customers to be more selective and demanding. This change has also caused a rise in mis-selling, which emphasises the need for stricter rules and a stronger focus on customer protection from the regulator, IRDAI. Intermediaries such as agents, brokers, and web aggregators are changing their roles and strategy for securing a larger pie in the market and achieving the slogan "Insurance for all 2047". They are moving from simply distributing products to becoming digital advisors and helping customers make informed choices.

In this fast-changing environment, a Management Development Program (MDP) on emerging topics of insurance is vital. It will help professionals gain the knowledge and skills needed to manage dynamic market conditions and strategic complexities, take advantage of opportunities in the Banking, Financial Services, and Insurance sectors (BFSI), and encourage participants to prepare themselves to contribute and make career growth in the industry.

OBJECTIVES

- ◆ To provide participants with up-to-date information on the latest developments in technology and trends in the bancassurance industry, enabling them to satisfy client demands and industry best practices.
- ◆ To enhance participants' understanding of bancassurance regulatory frameworks and compliance standards.
- ◆ To equip with input and strategic insights on new sales and service models. As a result, participants will benefit from new career growth avenues from increased customer engagement, cross-selling initiatives, and channel efficiency.

KEY BENEFITS INCLUDE

- ◆ Comprehensive, Cross-Functional Learning leading to strategic thinking and cross-functional leadership capabilities
- ◆ The interactive, Experiential sharing sessions format brings theoretical concepts to life.
- ◆ Experienced Faculty & Industry Voices of professionals who bring real-world insights into the classroom.
- ◆ Structured and well-suited for Developing Leadership Roles and career development.
- ◆ Residential Format for maximum immersion, encourages complete focus, deep cohort bonding, and uninterrupted engagement.
- ◆ Certificates of Participation & ASCI Alumni Association Membership for all participants.

CONTENT

- ◆ Foundations of Bancassurance and Regulatory Landscape, Evolution & Models of Bancassurance
- ◆ Dynamics of Legal Framework, Gig Economy, Anti-Money Laundering (AML), KYC, and FATF compliance updates, Ethics and Compliance in Insurance Selling
- ◆ Product Portfolio in Bancassurance: Life, health, and general insurance offerings
- ◆ Connecting Technology & Innovation, Digital Transformation in Insurance Distribution using the banking channel.
- ◆ InsurTech and AI/ML in Customer Engagement, Integrating CRM and Core Banking Systems, Cross-sell and upsell strategies
- ◆ Cybersecurity and Data Privacy in BFSI Insurance, Cyber Insurance: Role and Scope Strategy,
- ◆ Marketing & Performance in Bancassurance, Performance Management and Sales Metrics, Role of incentive design and performance-based compensation, Balanced Scorecard in Bancassurance
- ◆ Strategic Alliances and Multi-Channel Strategy: Banca vs. DSA vs. digital channels: ROI comparisons
- ◆ Future of Bancassurance and ESG Integration, ESG-linked insurance, and green underwriting

METHODOLOGY

The programme is structured to provide an immersive and interactive learning experience to the participants. It combines expert lectures, experiential learning, case discussions, role plays, and group exercises. Emphasis is placed on real-world applicability and peer learning to reinforce key takeaways.

FACULTY

The programme is delivered by a distinguished panel of faculty members, includes faculty members from ASCI, senior bureaucrats, CEOs, industry experts, and legal and technical advisors. With extensive experience across leadership, management and BFSI domains, they emphasise the practical insights, transformative and interactive learning.

PARTICIPANT PROFILE

The programme is ideal for junior, middle, and senior-level executives, managers, and administrators from public and private sector organisations. It is particularly beneficial for professionals seeking to sharpen their managerial acumen, improve their domain knowledge in insurance and risk management and drive individual career and organisational growth.

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. The college is Wi-Fi enabled in a comprehensive way.

DURATION

The programme duration is 3 days, starting from **November 10-12, 2025**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 43,700/- (US\$ 683 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. 37,700/- plus GST as applicable (presently 18%) per participant. The fee covers tuition, courseware (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 07, 2025.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/25-26/1/117)** e-mail to: **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 62090698675

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.

Country India

MEDICAL INSURANCE

The nominees are requested to carry with them proof of Medical Insurance. The sponsoring agency is required to endorse the nominees' medical coverage in the event of hospitalisation.

LAST DATE FOR NOMINATION

Please use the prescribed/ attached form. Last date for receiving nominations is **November 03, 2025**. Kindly contact the Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

November 07, 2025. Any withdrawals after this date will entail forfeiture of the 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. Ashok Kumar Patnaik

Professor- CHRD, ASCI
email: **ashok.kumar@asci.org.in**
(+91) 9381336963

Administrative Staff College of India (ASCI) is taking all the precautionary measures and following all the norms (in light of COVID 19) to provide a safe environment for the participants who are visiting our Campus to attend the Training Programmes.



ABOUT ASCI

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 with a strong alumni of over 1,76,500. 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 2025-26.

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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College Park Campus

Road No. 3, Banjara Hills,
Hyderabad - 500 034.

Tel: 040-66720700 / 01 /02 /05

Fax : 040-66720725

Delhi Campus

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

Tel: 011-26962204, 26961750, 26961850

Nomination Form

Programme on

**“Excellence in Bancassurance: Integrating Innovation,
Compliance, and Digital Transformation”**

(November 10-12, 2025)

Nominee's Contact Information :

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____
e-mail :	_____	Fax :	_____

Sponsor's Details

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN No. :	_____
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. Sreenivasa Reddy, 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