



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India
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email: poffice@asci.org.in, URL: <http://www.asci.org.in>

Prof. Vilas Shah / Prof. Karnak Roy
Programme Directors

March 26, 2024

Dear Sir/Madam,

Programme on

Optimizing Auction Performance: Strategies, Tools and Techniques

(August 07-09, 2024)

In today's competitive landscape, effective auction management is crucial for maximizing outcomes. The programme "**Optimizing Auction Performance: Strategies, Tools and Techniques**" offers a deep dive into the multifaceted world of auctions. The programme provides participants with an opportunity to delve into diverse auction formats, analyzing their distinct attributes and strategic implications. The curriculum commences with an in-depth examination of bidding strategies, unraveling the complexities that underpin effective participation in auctions.

The Administrative Staff College of India (ASCI) has been actively engaged in facilitating coal auctions, particularly through uniform price auction mechanisms, catering to diverse parties vying for coal resources. Our collaboration with PFC Consultancy Limited over the past few years has further strengthened our expertise in auction management.

In addition, ASCI has successfully aligned with Rajasthan government to conduct a specialized auction management training program for their officers from various departments involved in government auctions.

We are glad to inform you that the College is running a three-day training programme on **Optimizing Auction Performance: Strategies, Tools and Techniques** from **August 07-09, 2024**. The College is conducting the programme in its picturesque Hyderabad campus.

We request you to attend and nominate your executives involved in the related functions for the programme. Please do not hesitate to get in touch with us if you need any clarifications or additional information. We can be reached at **9390089096 / 8374509927** or **shah.vilas@asci.org.in / karnak.roy@asci.org.in**

We are enclosing the Brochure and the Nomination Form. Kindly ensure that the nomination form reaches us by **July 27, 2024**.

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

Looking forward to the pleasure of hearing from you.

Yours Sincerely

 

Vilas Shah / Karnak Roy

Encl: Brochure and Nomination Form



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Programme on

OPTIMIZING AUCTION PERFORMANCE STRATEGIES, TOOLS AND TECHNIQUES

(August 07-09, 2024)



Administrative Staff College of India

PROGRAMME OVERVIEW

In today's competitive landscape, effective auction management is crucial for maximizing outcomes. The programme "Optimizing Auction Performance: Strategies, Tools and Techniques" offers a deep dive into the multifaceted world of auctions, tracing their roots from game theory. Participants will explore various auction forms, dissecting their unique characteristics and strategic implications. The curriculum unfolds with an exploration of bidding strategies, unravelling the intricacies that underline successful auction participation. Delving into the realm of cartelization, the program investigates how collusion among participants can influence auction outcomes, providing valuable insights for strategic decision-making. This program combines theory with real-life examples/ simulation exercises to help participants understand auctions better and gives them practical strategies to confidently navigate different auction situations.

OBJECTIVE

- ◆ To discuss various forms of auctions and its genesis from game theory
- ◆ To understand underlying strategy for auction bidding
- ◆ To understand cartelization and its impact on auctions

IMPACT

Upon successful completion of the programme the participants will

- ◆ learn about various types of auctions, helping them understand the differences between each type and make better decisions in real-life auction situations.
- ◆ understand the intricacies of strategic bidding helping them refine their approach to auctions, thereby increasing their chances of success.
- ◆ be equipped to identify and mitigate potential challenges related to collusion and anti-competitive behavior

CONTENT

The course will cover the following modules

- ◆ Understanding Auctions: Overview of auction types - English, Dutch, sealed-bid, etc.

- ◆ Game Theory Fundamentals: Tracing the roots of auction theory and its relevance.
- ◆ Strategic Bidding: Analyzing optimal bidding approaches for different auction formats.
- ◆ Risk Management: Assessing risk and reward in auction participation.
- ◆ Cartel Dynamics: Exploring collusion among participants and its impact on auction outcomes.
- ◆ Regulatory Perspectives: Understanding legal implications and measures against cartelization.
- ◆ Simulation Exercises: IPL Simulation game and understanding Data Driven Strategic Planning

WHO CAN ATTEND

- ◆ Coal industry representatives
- ◆ Mining industry personnel, particularly from coal mining companies
- ◆ Government officers from the transportation sector
- ◆ Officials specializing in minor minerals management
- ◆ Municipal officers, particularly associated with auction management
- ◆ Government officers from any state dealing with auction
- ◆ Steel industry professionals, particularly from steel manufacturing companies
- ◆ Employees from various Public Sector Undertakings (PSUs) who are involved in auction management

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 **August 07-09, 2024**. 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 \$800 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, 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 August 05, 2024.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/24 - 25/1/57)** 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 the 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 **July 27, 2024**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

July 31, 2024. 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 Directors

Prof. Vilas Shah / Dr Karnak Roy

Email: shah.vilas@asci.org.in / karnak.roy@asci.org.in

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 1,69,000. 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 2024-25.

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

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



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

Nomination Form

Programme on

**Optimizing Auction Performance:
Strategies, Tools and Techniques**

(August 07-09, 2024)

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 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