



**asci**  
Leadership through Learning

## ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India  
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**Prof. B.V.N. Sachendra**  
Programme Director

April 22, 2024

Dear Sir/Madam,

### **General Management Programme for Middle and Senior Level Executives**

**(August 26-30, 2024)**

Recent developments in business environment have resulted in significant changes in the methods and approaches of managing the organizations. The new generation managers are young and have different needs and expectations than those of their predecessors. Technology is changing faster than ever before. In addition to this, markets are becoming increasingly ruthless resulting in cut-throat competition.

Middle and Senior executives responsible for mentoring the young managers and steer the growth of the organisation are finding it necessary to upgrade their knowledge in order to meet the emerging requirements. It has become a necessity for organisations to invest more on developing the knowledge and skill set of their senior executives, build their capacity and equip them to successfully counter the challenges being posed by the business environment. The scale of opportunity is immense even for organisations that are doing very well.

You are aware of the extensive training, consultancy and research we undertake at the Administrative Staff College of India in the field of management. I am glad to inform you that the College is conducting the next five-day **General Management Programme for Middle and Senior Level Executives** from **August 26-30, 2024**. The College is conducting the programme in its picturesque Hyderabad campus.

We will appreciate if you attend and nominate your executives involved in the related functions for the programme. Please do not hesitate to get in touch with me if you need any clarifications or additional information. You can reach me at **bvns@asci.org.in**

We are enclosing the Brochure and the Nomination Form. Kindly ensure that the nomination form reaches us by **August 12, 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 hospitalisation.

Looking forward for the pleasure of hearing from you.

Yours Sincerely

**B.V.N. Sachendra**

Encl: Brochure and Nomination Form

# General Management Programme for Middle and Senior level Executives

(August 26-30, 2024)



**Administrative Staff College of India**

## PROGRAMME OVERVIEW

In today's complex business environment, it is imperative that organisations continuously redefine their goals, revisit their strategies, restructure their structures, reshuffle their plans, redesign their products, reposition their services, recast their initiatives and refurbish their corporate image. In such a major ongoing exercise, organisations depend, to a large extent on the talent, drive, initiative and enthusiasm of their middle and senior level managers/executives.

However, if the middle and senior level managers have to deliver what is being expected of them, without failing and faltering, they will need to absorb, adopt and apply a variety of concepts, ideas and practices, which are outside their extant knowledge base. Therefore, progressive organisations will certainly want to equip them with multi-functional knowledge, problem solving capabilities and interpersonal skills.

The proposed programme fulfills this very need of organisations - with a comprehensive, multidisciplinary and cross-functional general management package customised to the profile of the middle and senior level executives. The Programme imparts to them, the knowledge and skills sets today, which will be required and expected of them tomorrow --- when they don the roles and assume higher responsibilities.

The Programme is designed to accelerate the career growth trajectory of the participants. It offers a unique opportunity to reflect on the major developments in the external. Business environment and their implications in the formulation of strategy. The programme will empower participants with the management expertise and cross functional perspective to drive strategic thinking in an increasingly competitive environment.

## IMPACT

The programme will enable participating executives to

- ◆ Develop competencies to track changes in the business environment and understand their implications for business To enrich the knowledge of participants in the effective methodologies of Alternative Dispute Resolution (Negotiation, Mediation, Conciliation and Arbitration) to the Civil Court System.
- ◆ Measure, analyse and formulate strategies for sustainable growth
- ◆ Understand latest tools and techniques to develop operational capabilities for competitive advantage
- ◆ Obtain insights into leadership capabilities and leverage the leadership potential of the organisation

## PARTICIPANT PROFILE

Middle and Senior level Executives, Engineers, Officers and Managers who are expected to shoulder leadership responsibilities in the near future in various Government Departments, Public Sector Enterprises, Manufacturing Industries, Financial Institutions, Development Authorities, Research and Development Agencies, Construction Companies, and Service Organizations are ideal candidates to attend the programme.

***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 from **August 26-30, 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. 69,500/-** (US \$1270 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.59,500/-** 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 made into our Bank account before August 23, 2024.**

**Note:** Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/24-25/1/69)** e-mail: to [poffice@asci.org.in](mailto: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 nominee's medical coverage in the event of hospitalisation.

## LAST DATE FOR NOMINATION

Please use the prescribed/attached form. The last date for receiving the nomination form is **August 12, 2024**. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

## LAST DATE FOR WITHDRAWAL

**August 19, 2024**. 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**

**Prof. B V N Sachendra**

Email: [bvns@asci.org.in](mailto:bvns@asci.org.in)

(+91) 9963174706

**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**

**General Management Programme for  
Middle and Senior Level Executives**

**(August 26-30, 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