

# Programme on The Role of Middle Managers (December 16 - 18, 2024)



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

## PROGRAMME OVERVIEW

Before 1991, in a slow moving world, organisations had bureaucratic and deep hierarchies that ensured success and growth of organisations. This changed during the late 1990s. Nowadays, instead of having around 10-15 ranks (sometimes more) between CEO and Supervisors, we have only 7- 8. This enables faster response to rapid changes in the business environment.

However, **increasingly customers, suppliers, logistics support providers, amongst others are facing a lot of frustrating experiences** - *delays in sharing of necessary information, non-resolution of customer complaints, neglect of business relationships, being put in queues on phone, no reply to email requests, poor quality in human interaction* - all these happen due to lack of coordination and non-ownership of the role of middle managers in organisations.

Middle managers play a key role of coordinating:

- (1) Between top managers and supervisors-workers, by converting high level strategy into implementable, doable actions
- (2) They also collect information on cross-functional work done, challenges at the front-line, and aggregate them into reports for consideration by top management.
- (3) They nurture the space where innovation takes place and knowledge is created, viz. they convert strategic intent into implementable actions and study successful results into reusable concepts, in a variety of situations.

This helps an organisation to remain together, focused and growing over the long term - profitability, productivity that is sustainable is the result.

This programme seeks to educate participants on **how to perform this key middle manager role to enable their respective organisations to become more operationally efficient and contribute to organisational success.**

## IMPACT

- Improved coordination and alignment across the organisation that can be felt by key stakeholders, including customers.
- Greater clarity in delegation of work
- Crisper and on-point reporting that saves senior executive time and reduces problems
- Furthering of cohesiveness across the organisation
- More time for strategic deliberations.

## OBJECTIVES

- Appreciating the role of communication in ensuring organisational outcomes.
- Building delegation and reporting skills.
- Building capability for coordination as a structured, cross-functional, multi-level, across organisation effort.

## CONTENT

- Experiencing Communication Gaps
- Identifying the need for Coordination effort at organisational level
- Measuring Effectiveness in Achieving Results through better coordination and communication
- Delegation – Practice
- Reporting – Practice
- Transmittal of Delegation-Reporting practices
- Understanding data for evidence-based decision making

## PARTICIPANT PROFILE

Managers, Leaders, Executives who **need to deliver operational efficiency and deftly coordinate cross functional efforts**, from private sector, public sector and government departments, transacting across geographies within India and abroad.

*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 **December 16 - 18, 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 \$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, 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 13, 2024**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (**Prg/24 - 25/1/129**) 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, Raj Bhavan 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 hospitalization

## **LAST DATE FOR NOMINATION**

Please use the prescribed/attached form. Last date for receiving nominations is **December 02, 2024**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

## **LAST DATE FOR WITHDRAWAL**

**December 09, 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**

**Sri Amar Chegu/ Dr Karnak Roy**

**Email:** amar@betterenterprise.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**

ASCI, Road No.3, Banjara Hills,  
Hyderabad-500 034, Telangana, India  
+91-40-66720700/01/02/05  
+91-40-66720725

### **Delhi Campus**

ASCI, C-24, Institutional Area, South of IIT  
Behind Qutub Hotel, New Delhi-110016.  
+91-11-26962204, 26961750, 26961850  
+91-11-26866097



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Leadership through Learning

**ADMINISTRATIVE STAFF COLLEGE OF INDIA**

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

### Nomination Form

Programme on

**The Role of Middle Managers**

**(December 16 - 18, 2024)**

#### Nominee's Contact Information

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

#### Sponsors Details

Name of the Sponsoring Authority:	:	_____	Designation:	_____
Organisation	:	_____		
GSTIN Number:	:	_____		
Address	:	_____		
	:	_____	Pincode:	_____
Phone(s)	:	Office: _____	Mobile: _____	_____
e-mail	:	_____	Fax:	_____

#### Fee particulars

Amount Payable	:	_____	Mode of Payment (DD/Ch/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](mailto:poffice@asci.org.in)