



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India
Ph: 0091-40-66533000, 66534247, Fax: 0091-40-66534356,
Mobile: +919246203535, +919963174706
email: pooffice@asci.org.in, URL: <http://www.asci.org.in>

Prof. B.V.N. Sachendra
Programme Director

April 30, 2025

Dear Sir/Madam,

General Management Programme for Middle and Senior Level Executives

(September 08-12, 2025)

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 **September 08-12, 2025**. 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 25, 2025**.

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: Programme Brochure along with Nomination form

General Management Programme for Middle and Senior level Executives

(September 08-12, 2025)



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

PROGRAMME OVERVIEW

In today's dynamic business environment, organisations must continuously redefine goals, revisit strategies, restructure operations, and adapt to market demands. This transformation relies on middle and senior-level executives' talent, initiative, and leadership. Professionals must expand their knowledge base, develop problem-solving capabilities, and strengthen interpersonal skills to meet these expectations. This programme addresses these needs by offering a comprehensive, multidisciplinary, and cross-functional general management curriculum for mid and senior-level executives. Designed to accelerate career growth, the programme provides a unique opportunity to analyse external business developments and their strategic implications. Participants will gain the expertise and cross-functional perspective needed to drive strategic thinking and lead effectively in an increasingly competitive environment.

OBJECTIVES

- ▶ Develop competencies to track and interpret changes in the business environment.
- ▶ Enhance interpersonal effectiveness and strengthen cross-functional leadership skills.
- ▶ Gain insights into the latest and best practices in organisational management.

CONTENT

Day 1: Supply Chain Perspective & Interpersonal Effectiveness

- ▶ Understanding supply chain dynamics for sustainable business relationships.
- ▶ Enhancing interpersonal effectiveness for long-term competitive advantage.
- ▶ Introduction to the Action Learning Project, where participants apply programme learnings to real-time challenges.

Day 2: Collaborative Leadership & Diversity Management

- ▶ Developing leadership skills to foster collaboration and manage diversity.
- ▶ Engaging in interactive and participative learning through Outbound Exercises and business simulations.

Day 3: Project Management, Artificial Intelligence & Business Analytics

- ▶ Implementing professional methodologies for project-based work.

- ▶ Applying Artificial Intelligence and business analytics for data-driven strategic decision-making.

Day 4: Communication, Negotiation & Conflict Management

- ▶ Strengthening communication and presentation skills.
- ▶ Mastering negotiation techniques and conflict resolution strategies.

Day 5: Influential Skills

- ▶ Developing influential leadership skills.
- ▶ Case study discussions on lessons from failures.
- ▶ Participants present their Action Learning Projects, demonstrating key takeaways from the programme.

This programme offers a holistic understanding of general management principles while equipping participants with essential leadership capabilities to drive organisational success.

METHODOLOGY

The training follows an interactive and experiential learning approach, combining

- ▶ Classroom sessions for conceptual clarity.
- ▶ Case studies to bridge theory and practice.
- ▶ Simulation exercises to develop problem-solving skills.
- ▶ Experience sharing from industry leaders and seasoned professionals.

FACULTY PROFILE

The programme will be led by **Prof BVN Sachendra**, Professor and Dean of Training Programmes, with about twenty-eight years of experience that includes industry and academia. Prof Sachendra has trained thousands of professionals in general management, procurement, contract management, and supply chain management. The faculty team will also include eminent civil servants, industry practitioners, and experts from the institution.

PARTICIPANT PROFILE

This programme is ideal for middle and senior-level executives, engineers, officers, and managers preparing for leadership roles in Public Sector Enterprises, Ministries, Manufacturing Industries, Financial Institutions, Development Authorities, Banks, and Service Organizations. Participants will

gain critical management insights and leadership skills for organisational transformation.

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 **September 08-12, 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. 69,500/- (US \$ 1086 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, 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 made into our Bank account before **September 05, 2025**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg/25-26/1/38) 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 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 25, 2025**. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

September 01, 2025. Any withdrawals after this date will entail forfeiture of the fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of 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

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.

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

www.asci.org.in



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**

(September 08-12, 2025)

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