



asci
Leadership through Learning

Programme on
Communication Skills for Managers
(March 09-13, 2026)



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

PROGRAMME OVERVIEW

Organisations face mounting internal and external stakeholder expectations in today's dynamic and competitive business environment. Companies are constantly pressured to sustain growth to reduce costs, enhance productivity, and improve product and service quality. While technological advancements and process improvements are vital, these initiatives often fall short without employees' active cooperation and engagement.

Managers play a pivotal role in fostering this engagement. Their success is primarily determined by their ability to communicate effectively across various contexts—interpersonal conversations, team discussions, organisational change, or negotiations. When executed strategically, communication becomes a powerful tool to influence, inspire, resolve conflicts, and drive change.

This programme empowers practising managers with the communication skills necessary to lead more effectively, navigate complex interactions, and contribute meaningfully to organisational performance and culture.

OBJECTIVES

- ▶ Grasp the core principles of effective managerial communication and its impact on team and organisational success.
- ▶ Practise active listening, empathy, and constructive feedback to enhance collaboration and trust.
- ▶ Strengthen public speaking and presentation skills for clear, confident, and compelling delivery.
- ▶ Manage difficult conversations and resolve conflicts through assertive yet respectful communication.
- ▶ Apply effective written, verbal, and digital communication techniques across professional settings.

CONTENT

Day I: Foundations of Managerial Communication

- ◆ Importance of communication in leadership and management
- ◆ Communication challenges faced by managers
- ◆ Active listening as a leadership skill

Day II: Core Communication Techniques

- ◆ Clear and concise verbal communication
- ◆ Writing effective business communication
- ◆ Body language and non-verbal cues
- ◆ Tone of voice and facial expressions

Day III: Communication for Collaboration and Change

- ◆ Team and interdepartmental communication
- ◆ Conflict resolution through effective dialogue

- ◆ Inspirational communication strategies
- ◆ Communicating organisational change

Day IV: Communication in the Digital Era

- ◆ Virtual communication tools and platforms
- ◆ Digital etiquette in professional settings
- ◆ Self-assessment and communication skills evaluation

Day V: Continuous Improvement in Communication

- ◆ Creating a personalised communication development plan
- ◆ Setting realistic goals for ongoing improvement

METHODOLOGY

This programme adopts a practical, interactive approach to adult learning, incorporating:

- ▶ Role plays and simulations
- ▶ Case-based discussions
- ▶ Group exercises and peer feedback
- ▶ Self-assessment tools
- ▶ Expert-led lectures and reflective assignments

This methodology ensures experiential learning and the immediate applicability of communication tools in the participants' respective organisational contexts.

FACULTY

Prof. Swarnalatha Jagarlapudi

Professor Swarnalatha Jagarlapudi is a distinguished academician and human resource management expert with over 36 years of cross-sectoral experience in public and private domains. She holds an MPhil in Industrial Psychology from TISS, Mumbai, and multiple advanced qualifications, including Master's degrees in Applied Psychology, Criminal Law and Forensic Science, HR, International Business, Economics, Foreign Trade, and Mass Communication.

Known for her strategic insight and entrepreneurial approach, Prof. Swarnalatha has designed and conducted high-impact leadership and organisational development programmes for leading government, banking, finance, IT, manufacturing, and healthcare entities. Her extensive credentials—from NLP Practitioner to Internal Auditor and Stress Management Professional—augment her strong academic foundation and practical leadership expertise.

PARTICIPANT PROFILE

Ideally, this programme suits senior and middle-level managers from government, public sector enterprises, private corporations, service sector organisations, and banks. It is designed for professionals across functional

areas who seek to enhance communication competence for more significant leadership impact and team effectiveness. Participants from India and neighbouring countries will also benefit from the diverse learning environment and peer exchange.

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 campus is Wi-Fi-enabled comprehensively.

DURATION

The programme duration is 5 days, starting from March 09-13, 2026. 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 credited into our Bank account before **March 06, 2026**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/25-26/1/190)** 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 nominees' medical coverage in the event of hospitalization.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. The last date for receiving nominations **March 02, 2026**. Kindly contact the Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

March 05, 2026. 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 the conclusion of the programme.

Programme Director

Prof. J Swarnalatha

e-mail: swarnalathaa.j@asci.org.in



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
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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



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

Nomination Form
Programme on
Communication Skills for Managers
(March 09-13, 2026)

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