

# Gaining Public Confidence

August 22 - 24, 2016



Executive Education  
Indian Institute of Management, Ahmedabad

# Gaining Public Confidence

August 22 - 24, 2016



## Introduction

The organization's primary activity is the development of bespoke public confidence which combines public and private organizations' interests to enhance cooperation between various stakeholders in a society and with the goal of controlling strains by creating shared interests and collaboration. In both new and more mature democratic societies, citizens are putting increased pressure on administrators, army, police, security agencies and lawmakers not only to control crime but also to treat everyone they contact, fairly and with respect. A continuing challenge, therefore, is to create practical mechanisms for the aforementioned to routinely oversee and influence the conduct of law enforcement, by appositely conducting crisis management, conflict management, emergency management, change management, media management, public opinion management and image management. The management of the aforementioned will strengthen the manner in which various agencies (administrators, army, police, security agencies, lawmakers, public relation officers, and media managers) to exercise their powers to regulate law and order in their various individual domains and augment public confidence in their respective organizations. Successful confidence building can overcome obstacles blocking closer ties between various stakeholders.

## Objective

The objective of the programme is to help participants to:

- Appreciate the concepts of crisis management and conflict management
- Appreciate the concepts of media management, image management and brand management
- Augment their ability to deal with public and media in various spheres of their work life.

## Content

Theme 1 : Crisis management, conflict management and disaster management

Theme 2 : Media management, image management and brand management

Theme 3 : Goal oriented confidence building measures

## Pedagogy

Case studies, experiential exercises, small group discussions and films

## Target Audience

The programme is designed for mid to senior-level officers from the Indian Civil Services, Army, Central Armed Police Forces (CAPF), Police and Paramilitary forces. In addition, this program also caters to senior officials of NGO and industry managers who deal with public relation activities. The programme can accommodate a maximum of 30 participants

## Faculty

Dheeraj Sharma

Faculty Chair – Gaining Public Confidence

E-mail: dsharma@iima.ac.in

Faculty from IIMA and eminent guest speakers from the industry.



## Nominations and Inquiries

Nominations should reach the Officer-Executive Education latest by **August 08, 2016**. The last date for early bird discount – **August 01, 2016**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

### Officer - Executive Education

Indian Institute of Management, Ahmedabad  
Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4472-76

Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)

E-mail: [exed@iima.ac.in](mailto:exed@iima.ac.in)

Website: [www.iimahd.ernet.in/exed](http://www.iimahd.ernet.in/exed)

## Venue and Accommodation

The programme will be held at the Indian Institute of Management, Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

## Programme Fee and Payment

INR 80,000 (+15% service tax) per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **August 08, 2016**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.



The programme fee can be paid in one of these three ways:

### [A] Electronic Fund Transfer:

1. Name of Beneficiary:  
**Indian Institute of Management, Ahmedabad**
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad  
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance:  
**Gaining Public Confidence**
5. IIMA Permanent Account Number (PAN):  
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):  
AHMI00189A
7. IIMA Service Tax Registration Number:  
AAATI1247FST001

After making the payment, please e-mail us the complete transaction details immediately so that we can link your remittance with your nomination.

### [B] Payment Gateway

Please visit the IIMA website

([www.iimahd.ernet.in/exed](http://www.iimahd.ernet.in/exed)) for more information.

### [C] Demand draft/cheque payable at par at Ahmedabad

The cheque/draft should be in favour of **“Indian Institute of Management, Ahmedabad”** and sent directly to Executive Education Office through courier or speed post.

## Discount

**Early Bird Discount:** Nominations received with payments on or before **August 01, 2016** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

**Group Discount:** Any organization sponsoring 4 or more participants will be entitled to a discount of 7% on total fee payable provided that at least 4 participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

## Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

## Indian Institute of Management, Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

### Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges

The Institute has about 97 faculty members working in the following management areas and sectors:

### Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Information Systems
- Marketing
- Organizational Behaviour
- Human Resource Management
- Production and Quantitative Methods
- Public Systems Group

### Interdisciplinary Centres

- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- Gender Resource Centre
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation



**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



## INDIAN INSTITUTE OF MANAGEMENT, AHMEDABAD

Vastrapur, Ahmedabad - 380 015, India

Phone: +91-79-6632 4472-76

Fax: +91-79-2630 0352 (Ex Ed)/2630 6896 (General)

E-mail: [exed@iima.ac.in](mailto:exed@iima.ac.in) • Website: [www.iimahd.ernet.in/exed](http://www.iimahd.ernet.in/exed)