

Gearing for Competitive Challenges: Making Organizations More Efficient

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In today's globalized and dynamic environmental scenario, there is increasing pressure on organizations to become ever more efficient in terms of resource/output measures. Further, no organization is immune from competition. More and more players enter industry, despite high entry barriers, and offer fierce competition often in terms of price war against existing producers. Government intervention to protect incumbent organizations such as co-operatives, producer organizations, public sector undertakings, etc. from competition, however socially desirable that might be, is not possible in a globally integrated economy such as India without exposing itself to disputes from trading partners in world trade monitoring bodies.

It is thus necessary for all incumbent organizations to prepare and plan for survival and sustainable future growth in the face of existing and/or new competition or otherwise to become even more efficient to preempt future competition. This programme aims at addressing the competitive challenges in a dynamic environment by building robust and sustainable firm and business model architecture and making them more efficient in organizing current and future activities. The cost implications of activities will be discussed, as well as interactive sessions will be held on rearranging activities to save overall cost and improve resource efficiency and productivity.

Contents

- Overview of functional organization architecture – its inadequacy in dynamic competitive scenario
- Identification of a sustainable value proposition in current business domain
- Value chain configuration of organization, current activities architecture, and financial impacts
- Identifying cost and value drivers in business domain
- New organization architecture, internal and external linkages, and financial savings
- Developing consistency in firm activities and creating cost consciousness in activities alignment
- The role of business objectives on firm activities

Participants

This programme is useful for middle and senior level managers from all functional departments of co-operatives, producer organizations, public sector organizations, and other such organizations as are managed on the basis of resource efficiency on target outcomes.

Fee

₹ 24,000 per Indian participant and US\$ 900 per overseas participant

Deadline for Confirmation of Participation: February 15, 2012