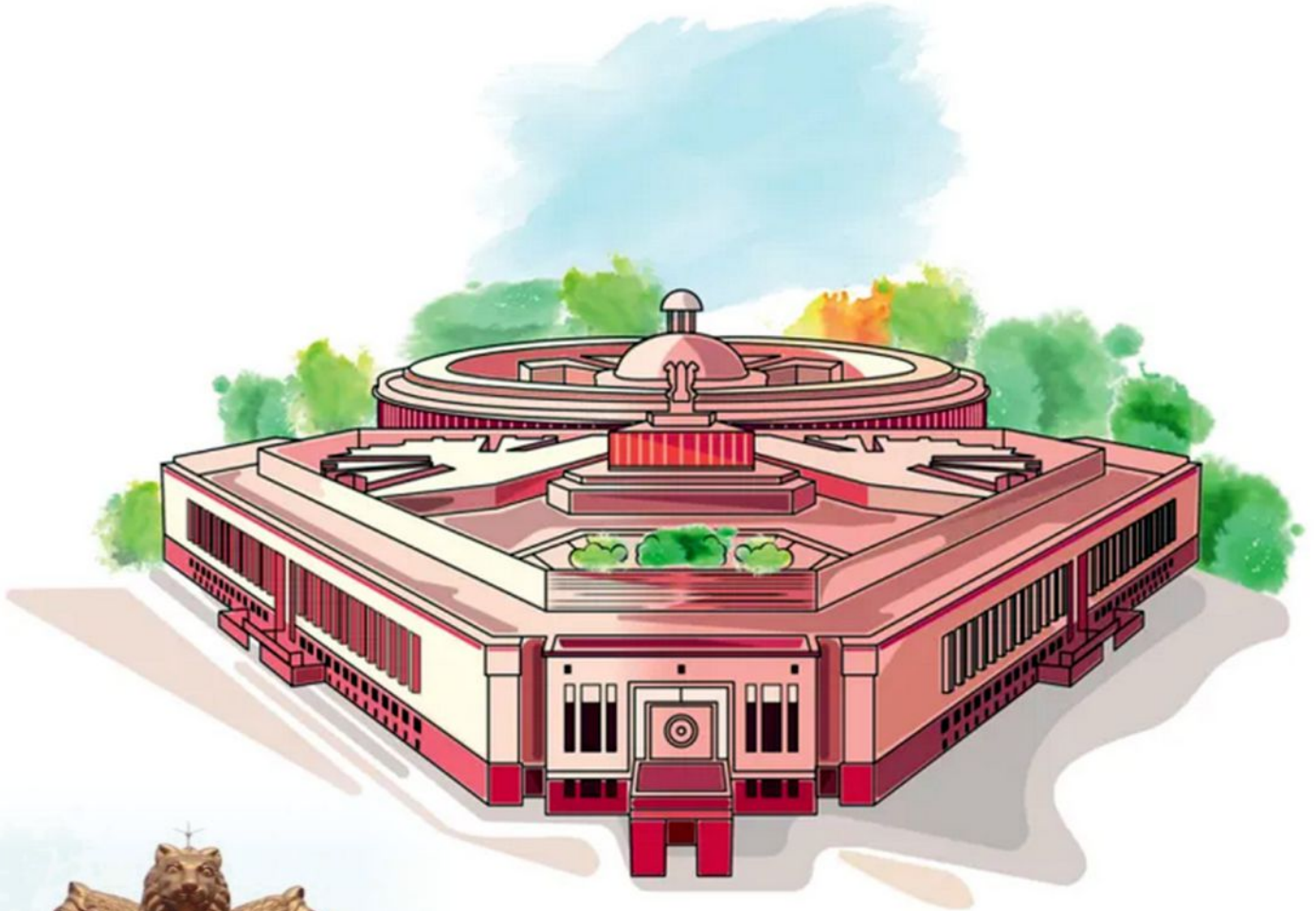




भारतीय प्रबंध संस्थान इंदौर
INDIAN INSTITUTE OF MANAGEMENT INDORE



**PUBLIC POLICY AND
ADMINISTRATION:
DESIGN AND
IMPLEMENTATION FOR
PUBLIC VALUE CREATION**

Dates: December 16 - 20, 2025 | **Location:** IIM Indore Campus

Dates: December 08 -19, 2025 | Online Mode

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"The mantra of our policies is 'Reform, Perform, and Transform.' This is what will drive India to new heights."

-Narendra Modi

The "Public Policy and Administration: Design and Implementation for Public Value Creation" programme is meticulously designed to address the evolving demands of public sector professionals. As policymakers and public administrators are facing increasingly complex, wicked and interconnected challenges, there is a growing need for advanced expertise in how to innovate policy design and its implementation. This programme aims to build capabilities and competencies for successful steering the everchanging, demanding landscape of public service delivery. The program will deep drive into contemporary domain knowledge along with methodologies through various pedagogical tools this helping participants develop innovating skills in public policy and Administration.

The objectives of the programme are as follows:

1. Advance Policy Design and Implementation Expertise: Equip participants with advanced competencies in the design, implementation, and evaluation of public policies to address intricate societal challenges and foster public value creation.
2. Enhance Analytical Proficiency: Develop proficiency in quantitative analysis, including re-gression and correlation, as well as cost-benefit and impact evaluations, to support data-driven policymaking.
3. Excel in stakeholders and Policy Communication strategies :
4. Excel at using technology digital transformation, Digital Innovation in public sector efficiency and effectiveness.
5. Develop Leadership capabilities

PROGRAMME OVERVIEW

Develop the competencies to address the end-to-end implementation cycle of policies

Public policy and administration design and implementation are contextual relevant and dynamic processes. These processes are made and implemented under influence of PEST forces and resource constrained environments. Public administrators not only have to develop policy interventions which are contextually relevant but also manage the skillset and resource constraints. The test of problem-solving capacity of policymakers happened when a wicked problem surfaces. These type of problems are complex, sophisticated, and also interconnected Stakeholder management, Policy cycle management and digital technologies along with the leadership skills are secret sauce.

In the Public Policy and Administration: Design and Implementation for Public Value creation course offered by Indian Institute of Management Indore (IIM Indore), you will explore modules that will enable you to understand how public policies and administration must evolve to meet the needs of a changing society and making India a developed country by 2047.

The programme is a unique integration of the frameworks, processes, communications, implementations, challenges, and evaluation strategies for effective policy making and Public administration.

MODULES

The Public Policy and Administration: Design and Implementation for Public Value creation programme will be delivered by Professor Prashant Salwan of IIM Indore who has distinguished expert in public policy and administration, with extensive experience in strategic management and global business practices. His work is highly regarded for integrating academic insights with practical applications in governance and public sector reforms.

Module 1: Foundation of Public Policy and Administration

- Public Policy: Solutions for Society
- Goals and Objectives of Public Policy and Administration
- Public Value creation
- Case Studies: Understanding Public Policy and administration in the real world
- Challenges for Public policy and administration in the 21st Century
- Stakeholder in Policy institutions and Actors

Module 2: Assessing and Evaluating Policies

- Quantitative Analysis: Regression, Correlation and statistical uncertainty
- Cost-Benefit Analysis
- Impact Evaluation

Module 3: Policy Communication

- Public policy communication
- Crafting effective policy messages

Module 4: Public Policy & PA in the digital age

- Technology, Innovation and Public Policy
- E-Governance & Smart cities
- Strategic Foresight and Future Thinking
- Change management

Module 5: Leadership and Ethics for Public Policy Makers

- Public Sector
- Leadership
- Management Ethics

TARGET AUDIENCE

The programme is designed for policy influencers looking to enhance expertise and impact in their current role by:

- Building capacity in contemporary concepts in Public Policy and administration through real-world case studies and applications
- Acquiring skillsets to critically engage with Public policy and administration
- Developing insights to make policy recommendations or decisions
- Indian Administration, State administration officers

FEE

- The fee for the programme is Rs. 90,000/-* per participant (Includes course material, room on twin sharing basis and board expenses). GST, as applicable, will be additional.
- The fee for the online programme is Rs. 75,000/-* per participant (Includes course material,). GST, as applicable, will be additional.

DISCOUNT

An organization sponsoring five or more participants to an MDP will be entitled to a group discount of 10% on the total fee payable provided that at least five participants actually attend the programme. If the actual participation is less than 5, refund may be made after deducting the full fee of actual number of participants who attend the training programme. The group discount would be applicable only to short duration programmes of up to 20 days.

ACCOMMODATION

Participants opting for accommodation at Indore will be provided room on twin sharing basis, in furnished air-conditioned rooms. Accommodation is on twin sharing basis from noon of day before the first day to noon of the day after the last day of the programme. In case a participant desires accommodation on single occupancy basis, the same may be provided on request, on first-come first-served basis, subject to availability and applicable accommodation charges.

STATUS OF IIMI ALUMNI FOR EXECUTIVE EDUCATION PROGRAMMES

The participant who completes the programme successfully will be eligible for the Executive Education Alumni status of IIM Indore. The participant is required to apply separately along with the necessary fee of Rs.1,000/- + GST @18% per person (for two years) and Rs. 10,000/- + GST @18% per person (for Lifetime) to register his name with IIM Indore Executive Education Alumni.

BENEFITS OF IIM INDORE'S ALUMNI INCLUDE

- a) Subscription to the brochures and newsletters from IIM Indore
- b) Access to the IIM Indore Campus Library (on-site access only)
- c) Official email ID of the institute

The Executive Education Alumni status will be available on request and participants will be required to follow the documentation process set-up by the Alumni office.

Mere successful completion of the programme, application submission, and fee does not entitle a participant to be eligible for executive education alumni status. IIM Indore reserves the right to confer executive education alumni status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice. Only the courts at Indore will have the territorial jurisdiction to try any disputes arising in respect of the Executive Alumni membership being granted.

REGISTRATION

Participants are generally to be sponsored by organizations. However, applications by Individuals may also be accepted. A formal communication regarding the acceptance of nomination/application will be sent to nominees prior to commencement of the programme. Nomination form(s) and programme fee through Electronic Fund Transfer must reach the MDP Office 15 days prior to commencement of the programme.

FACULTY COORDINATOR

Prof. Prashant Salwan

Professor of Strategy and International Business

psalwan@iimidr.ac.in

Tel.: 0731-2439541

ABOUT IIM INDORE

Indian Institute of Management Indore (IIM-I) is an autonomous public business school located in Indore, Madhya Pradesh, India. IIM Indore has received the prestigious Triple Crown accreditations - first from the Association of MBAs, AMBA in 2016 (a UK-based accreditation agency), second from the AACSB in 2019, and third from the EFMD Quality Improvement System (EQUIS), the globally recognized international organization for management development, in December 2019. IIM Indore is the second IIM in India to receive these triple accreditations.

NATIONAL AND INTERNATIONAL RANKINGS

IIM Indore, due to its consistent efforts in improving academic standards and achieving academic excellence in all its programmes, has achieved commendable rankings by various National and International ranking agencies. Presently, IIM Indore is ranked 8th in the NIRF ranking (a Ministry of HRD, Government of India initiative), 61st globally in the Executive Education (Open) programmes and 85th globally in the Executive Education (Customized) programmes in the FT Ranking and 25th rank (Asia) in QS World Rankings for our global MBA



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