



**DR.MCR HUMAN RESOURCE DEVELOPMENT INSTITUTE OF TELANGANA
GOVERNMENT OF TELANGANA**

Centre for Law & Public Administration (CLP)

**ITEC - Training Program on
“Journalism and Public Relations for Officers from South Africa”**

(Sponsored By Ministry of External Affairs, Government of India)

February 26th to March 9th 2024

Course Director: Dr. Madhavi Ravulapti,
Head-Centre for Law & Public Administration (CLP)

Learning Outcomes: At the end of the program, the participants will be able to:

- identify the role and responsibilities of journalists in the context of government communication.
- develop and implement effective journalism and public relations strategies aligned with Government goals.
- engage with the media confidently and handle interviews and press conferences adeptly.
- produce high-quality written communication materials for public consumption.
- foster positive public perception through strategic public relations.

Daily Morning Activity: from :6.30 am to 7.30 am

Tentative Session Plan

Time	Session	Suggested Methodology	Name of the Resource Person
09.30 to 10.30am	Registration		Dr. Madhavi Ravulapti Head-CLP & CD
10.30am to 11.20am	Inaugural session		Chief Guest : Dr Shashank Goel , IAS DG, Dr. MCR HRD IT & Spl. CS to Govt. of Telangana, Dr. Madhavi Ravulapti Head-CLP & CD and Dr. Mohamed Abbas Ali Senior Professor
11.20am to 11.40am	Tea Break		
11.40am to 1.20pm	Ice-Breaking	Exercises, Role Play, etc.	Smt Urvashi Baid Director, Amel Services and Consultancy Pvt. Ltd (9866319644)
01.20 pm	Group Picture at Admn. Block		
1.30pm to 2.30 pm	Lunch Break		
2.30 to 3.30pm	Forms of Journalistic media	Case Studies, PPTs, Exercises, Group Work & Discussion	Dr. Shashidhar Nanjundaiah Professor & Dean, School of Media, Mahindra University, Hyderabad (9820499939)

3.30pm to 3.45pm	TEA BREAK		
3.45pm to 04:45pm	Latest Trends in Journalism, with special Reference to Electronic Media	PPTs, Group Work, Discussion, etc.	Smt. Uma Sudhir Executive Director, South India Division NDTV (8978999198)
6.00pm to 9.00pm	Cultural Program followed by Dinner hosted by the Director General		
Day-2 (27.02.2024)- Tuesday			
9.30 to 10.30 am	Community Media, Social Change & Development	PPTs, Group Work, Discussion, etc.	Dr Vinod Pavarala Senior Professor, Department of Communication & UNESCO Chair on Community Media, University of Hyderabad (9440724914)
10.30am to 10.40am	Bio-Break		
10.40am to 11.40am	Print Media – Challenges to Newspapers and Magazines	PPTs, Group Work, Discussion, ect.	Prof. Rahul Dass School of Media, Mahindra University, Hyderabad (8287316813 / 9818450072)
11.40am to 12.00noon	TEA BREAK		
12.00noon to 01.00pm	Role of Artificial Intelligence in Reshaping the Digital Media Landscape	PPTs, Group Work, Discussion, ect.	Prof. Rahul Dass
1.00pm to 2.00pm	LUNCH BREAK		
2.30pm to 5.00 pm	Visit to Media Plus Writing for Social Media (Lecture and Handson)		
5.00pm to 08.00pm	Visit to Charminar & Chowmahalla Palace		
Day-3 (28.02.2024) - Wednesday			
9.30 to 11.00 am	Preparing for Interaction of the Officers with Media – Tips & Protocols	Exercises, PPTs & Discussions	Mr Tony Chapman Journalist & TV Producer from Australia (9000060733)
11.00am to 11.20am	TEA BREAK		
11.20am to 12.50pm	Building Fact Checking Mechanism for a Healthy Media Environment	PPTs, Exercises, Discussion etc.	Sri Rakesh Dubuddu Founder, FACTLY, Public Information & Media Tech Initiative (9885419012)
1.00pm to 2.00pm	LUNCH BREAK		
2.30pm to 6.00 pm	Visit to T-Hub and Golconda Fort (Sound & Light Show)		

Day-4 (29.02.2024)- Thursday			
08:00am to 08:00pm	Visit to Ramoji Film City		
Day-5 (01.03.2024)-Friday			
9.30 to 10.30 am	Dangers Caused by Misinformation – Case Studies on Fact Checking	PPTs, Exercises , Discussion, etc.	Mr Sudhakar Reddy, Udumula, Editor, Investigations, Times of India (9849998006)
10.30am to 08.30pm	Departure to Deccan Development Society, Zaheerabad		
(02.03.2024 & 03.03.2024) Saturday and Sunday			
08.00am to 08.00pm	Visit to Warangal District (Heritage Sites recognized by UNESCO)		
Day 8 (04.03.2024) – Monday			
9.30 to 10.30 am	Importance of Social Media in Modern Governance	PPTs, Case-lets, Group Work & Discussions	Mr Pankaj Pachauri Former Communication Advisor to the Prime Minister of India (8585946921)
10.30am to 10.40am	Bio-Break		
10.40am to 11.40am	Importance of Social Media in Modern Governance	PPTs, Case-lets, Group Work & Discussions	Mr Pankaj Pachauri
11.40am to 12.00noon	TEA BREAK		
12.00noon to 01.00pm	Media – Development – Democracy	PPTs, Group Work & Discussions	Dr. Jayaprakash Narayan, IAS (Retd.) (9866187717) PA: 9397601371
1.00pm to 2.00pm	LUNCH BREAK		
2.30pm to 7.00 pm	Visit to Telangana State Secretariat, Calling on Minister for I & PR and Lumbini Park (Boating at Hussain Sagar)		
Day-9 (05.03.2024)-Tuesday			
9.30 to 10.30 am	Latest Trends in Modern Public Relations Management	PPTs, Case-lets, Group Work & Discussions	Mr Ajih Pathak Chairman, Public Relations Society of India (9899000565)

10.30am to 10.40am	Bio-Break		
10.40am to 11.40am	Latest Trends in Modern Public Relations Management	PPTs, Case-lets, Group Work & Discussions	Mr Ajih Pathak
11.40am to 12.00noon	TEA BREAK		
12.00noon to 01.00pm	Importance of Media Convergence on Journalism	PPTs, Case-lets, Group Work & Discussions	Dr KV.Kurmanath Senior Deputy Editor, The Hindu Business line (9948771717)
1.00pm to 2.00pm	LUNCH BREAK		
2.30pm to 7.00 pm	Visit to O/o Time of India		
	Visit to TS Police Integrated Command & Control Centre & Hyderabad City Police Commissionerate		
Day-10 (06.03.2024)-Wednesday			
9.30 to 11.00 am	Image Management of Governments & Government Institutions – Use of Media & PR	PPTs, Case-lets, Group Work & Discussions	Mr Dilip Cherian Founder, Perfect Communications & former Editor, Business India, Columnist on Bureaucracy “Dilli ka Babu”, etc. (9818779467) Asst. :9810400593)
11.00am to 11.20am	TEA BREAK		
11.20am to 12.50pm	Crisis Communication and Public Relations	PPTs, Case-lets, Group Work & Discussions	Mr Ajith Pathak
01.00pm to 01.30pm	Valedictory Function		Chief Guest : Dr Shashank Goel , IAS Director General Dr. MCR HRD IT & Spl. CS to Govt. of Telangana
1.30pm to 2.00pm	LUNCH BREAK		
2.30pm	Departure to Airport to proceed to New Delhi		
Day 11(07.03.2024) - Thursday Programme at ITEC (9.30 am to 6.00 pm)			
Day 12 (08.03.2024) - Friday Programme at ITEC (9.30 am to 6.00 pm)			
Day 13 (09.03.2024) - Saturday Visit to Taj Mahal & Sites in Agra –			
Day 14 (10.03.2024) - Sunday Heritage Sites in Delhi and Return Journey Commences			