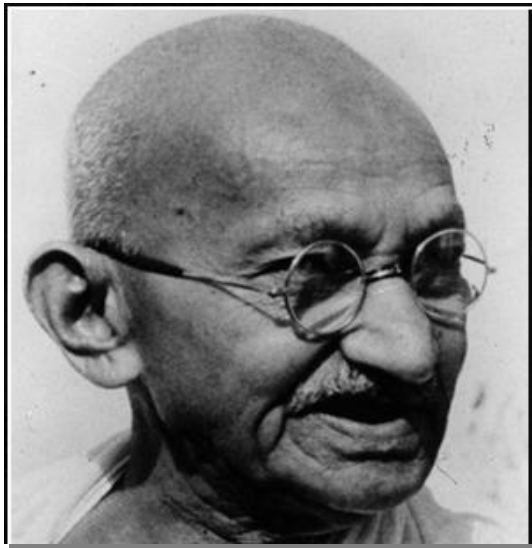**Goverment Of India**

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

February 26th 2024 to March 09th, 2024

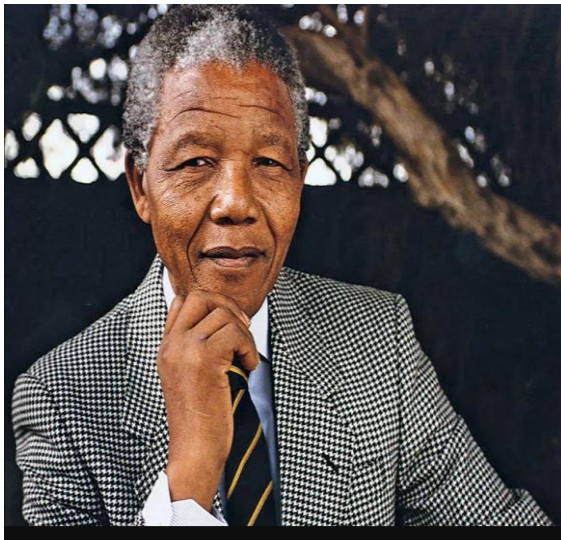### (Sponsored by Ministry of External Affairs, Govt. of India)

https//www.mcrhrdi.gov.in

"*Freedom of the press is a precious privilege that no country can forego*".

"*The sole aim of journalism should be service*".

"*Journalism has become the art of "intelligent anticipation of events.""*".

Mahatma Gandhi

"*A critical, independent and investigative press is the lifeblood of any democracy. The press must be free from state interference. It must have the economic strength to stand up to the blandishments of government officials. It must have sufficient independence from vested interests to be bold and inquiring without fear or favour. It must enjoy the protection of the constitution, so that it can protect our rights as citizens.*" –

Nelson Mandela

From the Director General's Desk

Dear Participants,

It is my privilege to welcome all the Officers from South Africa to our Institute for the ITEC Training Program on "Journalism and Public Relations". I extend my warmest greetings to each one of you as you embark on this enlightening journey exploring the latest trends in journalism and public relations across the globe. Your presence here signifies a commitment to staying abreast of the dynamic changes shaping the field of journalism and public relations and I commend you for your dedication to professional growth.

The ties between India and South Africa are centuries old deeply rooted in our struggle for self-determination, non-discrimination and civil liberties. Today both our Countries are vibrant democracies with an active and creative media and civil society groups, which are playing a vital role in shaping our destiny. It gives me immense pleasure that as the administrative head of Dr. MCR HRD Institute of Telangana I am able to relish the friendly bond with South Africa in form of this ITEC Training Program.

As we are aware, the world of journalism and public relations is witnessing a multitude of transformations, driven by technological advancements, shifting consumer behaviors and evolving socio-political dynamics. These changes present both challenges and opportunities, demanding a proactive approach from all stakeholders, particularly those within Government and Media.

As participants of this training program, I urge you to actively engage with the diverse perspectives and case studies, embrace the opportunity to network with fellow professionals, exchange ideas and explore innovative approaches to addressing the challenges facing journalism in this digitalized age.

I wish you all a productive and enriching experience during this training program. May you emerge inspired, informed and equipped to navigate the complexities of modern journalism & public relations, with confidence and purpose.

I trust that your stay at Dr. MCR HRD Institute of Telangana will be pleasant and you will have the opportunity to savor the rich cultural ambience of Hyderabad and Telangana.

Best wishes,

Dr. Shashank Goel, IAS
Director General
Dr MCR HRD Institute of Telangana &
Spl. Chief Secretary to Govt. of Telangana

26th, February 2024

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COURSE TEAM

The Senior Academic Advisor, Dr. Mohammed Abbas Ali, has done MBA & Ph D from Osmania University, Hyderabad. Prior to joining the Institute, he was with Osmania University as Professor of Business Management from 1979 - 2009 and with Al Ghurair University, Dubai from 2009 -2015. He was Hon. Advisor, Confederation of Indian Industry (Andhra Pradesh), National Convener for Assistance Program in India, Islamic Development Bank, Jeddah, Kingdom of Saudi Arabia, etc. He worked as fulltime Consultant in AP Minorities Commission from 1992 -1997.

The Course Director, Dr. Madhavi Ravulapati, Head-Centre for Law & Public Administration (CLP), Dr. MCR HRD IT, has 22 years of experience in Legal Academics. She is Doctorate in Law, Post Graduate in Law & Sociology. Dr. Madhavi has authored two books titled 'Interpretation of Statutes' & 'Death with Dignity - a delusion of dilemma', Co-authored a book titled "Telangana- Land & People Vol-I, II & III", Edited a book titled 'Human Security faultlines - a contemporary discourse', presented around 45 research papers in National and International conferences and seminars and published 45 research papers in journals of national & international repute. Currently she is guiding 6 Ph.D research scholars in Law.

Dr. Madhavi has generated e-modules on Criminal Procedure Code for University Grants Commission, Ministry of Human Resource Development, Government of India & on Criminal Law for Andhra Pradesh Police Department (CID). She has also developed e- content on Right to Information Act & Swachha Bharat Abhiyan for University Grants Commission to train the Faculty in Public Policy through SWAYAM Platform organized by the Department of Public Policy, Law & Governance, Central University of Rajasthan, Government of India.

Dr. Madhavi is a Recognized Trainer (RT) in Mentoring Skills accredited by Department of Personnel & Training, Government of India. She has done Trainer Development Programmes (TDPs) like Design of Training (DoT), Direct Trainer Skills (DTS), Training Needs Analysis (TNA), Experiential Learning Tools (ELT), Management of Training (MoT) accredited by Department of Personnel & Training, Government of India.

Dr. Madhavi is a Resource person for Law subjects for Foundation Courses for All India Services & Central Civil Services Officers, Military Engineer Services, Group 1 Services Officers of Telangana State and various other courses conducted at MCRHRDI. She has conducted many training Programs at Dr. MCRHRDIT for various Administrative Academies and Organizations as Course Director Viz. Deputy Collectors of Gujarat State & Nagaland State, Geological Survey of India, Insurance Regulatory Development Authority of India & Smart Technology Parks of India and Indian Air Force Authorities etc.

Dr. Madhavi is associated with all flagship programs of MCRHRDIT and proffered services for 11 Foundation Courses for AIS & CCS Officers in various capacities Viz. Assoc. Course Coordinator (Academic) for 90th FC, Addl. Course Coordinator (Academic) for 91st & 92nd Foundation Courses for AIS & CCS Officers, & Addl. Course Director (Co- Curricular Activities) for the 93rd, 94th & Spl. Foundation Courses (2020, 2021 & 2022-I & II) for AIS & CCS Officers and Coordinator-Syndicate Group Presentations & Controller of Examinations, Crash Foundation Course for AIS & CCS Officers, 2015.

Dr. Madhavi was the Course Director for Special Foundation Course for Central Civil Services Officers (GoI), 2023. Dr. Madhavi had conducted the First Foundation Course (2 batches) for Group-I Service Officers of Telangana State. Dr. Madhavi is a visiting Professor in Law for reputed Global & National Universities, Institutes, Academies and Organizations.

The Class Room in-charge, Smt. Chandra Jyothi Kudupudi, Jr.Faculty – CMB & Associate Course Driector (Non-Academics-I). She has done Msc (Ag) in Agricultural Extension from Professor Jayashanker Telangana State Agricultural University (PJTSAU), Rajendra nagar, Hyderabad. She has studied 'Effectiveness of training program in the Department of Agriculture' during her post-graduation research. She has published research papers relevant to her research study. Smt. Chandra Jyothi Kudupudi also completed Trainer Development Programmes (TDPs) like Direct Trainer Skills (DTS), Training Needs Analysis (TNA) accredited by Department of Personnel & Training, Government of India. Previously, she worked as Assistant Director of Agriculture coordinated technical and managerial training courses at SAMETI (State Agricultural

Management Extension Training Institute Hyderabad, Telangana) which impart training programs for Agriculture and allied departmental functionaries for their personal and professional excellence. Also has inexperience of 18 years in Government service in various districts of Telangana.

The Nodal Officer-I, Dr. Kondoju Suresh Kumar, Jr. Faculty, has done M.A and Ph.D. in Public Administration from Osmania University, Hyderabad. He is Post-Doctoral fellow (PDF) from Indian Council of Social Science Research (ICSSR), New Delhi. Dr. K. Suresh Kumar has done Trainer Development Programmes (TDPs) like Direct Trainer Skills (DTS), Design of Training (DoT), Training Needs Analysis (TNA), Experiential Learning Tools (ELT), Management of Training (MoT), Evaluation of Training (EoT) and Mentoring Skills accredited by Department of Personnel & Training, Government of India. He has published about 10 research papers in various International and National Journals and Conferences.

The Nodal Officer-II, Sri Srinivas Vadla, Jr. Faculty, has done Masters in Business Administration (Systems) and in Mass Communications from Osmania University. Currently, he is pursuing Doctoral Program in Mass Communication. He has undergone the following DoPT-sponsored training programs: DTS, DoT, ELT, TNA and MOT. He is a columnist on contemporary issues for a number of dailies. He has worked for various media houses at different levels.

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CHAPTER 1
ABOUT THE INSTITUTE

1. Introduction

A nation's largest employment sector is by far the vast array of Government organizations. As India surges ahead on the path of rapid socio-economic growth, the demands upon public servants at all levels of Government are growing every day. The need for bridging the competency gaps in their current and future roles, through training, is at the heart of the Government's training policy.

Founded in 1976, Dr. Marri Channa Reddy Human Resource Development Institute has been supporting the Government's initiatives in capacity building for reforms, good governance, change management, and revamping delivery systems.

In addition to training programs for Government employees, both from Telangana State and from across the country, the Institute has been offering Foundation Courses for All India Services, Central Civil Services, Military Engineer Services Officers, etc. The Institute has conducted a training program for Civil Servants from ASEAN countries in the recent past.

As a part of "Training for All - Induction Training Program", sponsored by DoPT, Govt. of India, the Institute has trained 5479 employees of Tribal Welfare Department. Under the same initiative, the Institute has trained 8523 employees of Women Development and Child Welfare Department. On account of this, the Institute has emerged as a role model not only in Telangana State but also in the entire country.

Vision

To emerge as a World Class Institution of learning in the art and practice of Citizen Centric Governance.

Mission

To strive towards sustainable excellence in sharing constantly updated knowledge and skills with the personnel serving the Government and to promote capacity building and competencies among them.

It is a matter of great pride that, during the period of Covid-19 Pandemic, the Institute successfully rolled out more than 100 online training programs and covered over 15, 000 Officers, right from the top to the lowest rungs of administrative hierarchy. In addition, the Institute trained over 1,00,000 field staff from different districts of the Telangana State, in a Blended Learning Format, during the last three years, in 15 soft skills and domain-specific modules (COMMIT), sponsored by DoPT, Government of India. The Institute has also been mentoring a number of States, from across the country, to train the trainers for the COMMIT program and, as a result, the Telangana State now ranks number 1 in online training in the country.

The Institute's faculty resources include senior All India Service Officers and also eminent faculty from various Institutes of higher learning like Indian School of Business, University of Hyderabad, Administrative Staff College of India, NALSAR University of Law, Tata Institute of Social Sciences, Northeastern University of Illinois, International Monetary Fund, National University of Singapore, etc.

The Institute believes in decentralized training and, towards this, it has established a network of Regional Centres for Training to provide training to field level functionaries.

The Institute has been accredited as उत्कृष्ट (Excellent), under the Capacity Building Commission's National Standards as assessed by National Accreditation Boards of Education and Training.

It is a matter of great honor that the Institute won the prestigious SKOCH Governance Silver Award at the 68th SKOCH Summit held on November 30th, 2020, for offering Virtual Training Programs, especially the Foundation Course, which

was one of its kind. The SKOCH Group, which is India's leading Think Tank

dealing with socio-economic issues, has instituted India's highest independent civilian honors and awards in the fields of Governance, Finance, Technology, Economics and Social Sector.

2. Centres

The Campus training activity is being conducted through the following Centres:

1. Centre for Law & Public Administration
2. Centre for Information Technology
3. Centre for Telangana Studies
4. Centre for Management & Behavioural Studies
5. Centre for Disaster Management & Sustainable Development
6. Centre for Finance & Economics
7. Centre for International Relations & Security

3. Training Management Unit (TMU)

This Unit coordinates all sponsored training programs, including those sponsored by DoPT, Govt. of India.

CHAPTER -2
ITEC- TRAINING PROGRAM ON JOURNALISM AND PUBLIC RELATIONS FOR OFFICERS FROM SOUTH AFRICA
(from February 26th to March 9th, 2024)

1. Importance of The Training Program:

In today's dynamic environment, where information dissemination plays a crucial role, understanding the intricacies of journalism and public relations is essential. This training program is designed to empower the officers / professionals with the knowledge and expertise required to navigate the evolving media landscape, effectively communicate Government initiatives, and build positive relationships with the public.

2. Need of the Training Program

a) **Media Literacy**: As journalism evolves, officers need a deep understanding of journalistic practices, ethics, and the role of media in shaping public opinion.

b) **Strategic Communication**: Public relations is a cornerstone of effective governance. This program will focus on developing strategic communication skills, including message development and stakeholder engagement.

c) **Enhanced Media Relations**: Training in media relations will enable officers to engage with journalists, cultivate positive relationships, and manage media interactions more effectively.

3. Objectives of the Training Program:

The primary objectives of the Training Program are as follows:
a) To provide an in-depth understanding of journalistic practices and ethics.
b) To develop skills in strategic communication and public relations.
c) To enhance media literacy and the ability to interact effectively with the media.

d) To cultivate a strategic approach to public relations and stakeholder engagement.

e) To provide practical training in writing press releases, media briefs, and other communication material.

4. Beneficial Outcomes of the Training Program:

As the world steps into the post - pandemic period, building stronger and resilient economies that will deliver inclusive and sustainable growth, will be major challenges that confront the policy makers. The training program has been designed to develop the capabilities and skills of senior / middle level Officers, Trainers, and Consultants in addressing the critical issues relating to journalism and public relations.

The program will deliver application - oriented learning and the participants will be able to share knowledge, data and operational expertise on global best practices in the domains of journalism and public relations. The participants will develop insights into the application of data-driven analysis and leveraging of technology for more effective decision making.

The program would also provide a unique opportunity for the participants to network with global experts and work on group projects as a part of the training program. The participants would be able to understand the innovative action plans in ITEC - Partner countries to survive the emerging challenges in the domain of journalism and public relations.

5. Learning Outcomes:

Upon completion of the training program, participants will be able to:

a. understand the roles and responsibilities of journalists in the context of Government communication.

b. develop and implement effective public relations strategies aligned with Government goals.

c. engage with the media confidently and handle interviews and press conferences adeptly.

d. produce high-quality communication material for public consumption.

e. foster positive public perception through strategic public relations.

6. Methodology:

The training methodology, which is participative in nature, would contribute to learning on the part of the participants. It provides for panel discussions / seminars where the participants will be able to interact with eminent speakers. Group activity is included in each learning unit to facilitate acquiring knowledge and skills relating to analysis, planning and formulating strategies. After each group work, a presentation session has been included in order to ensure that the program is learner-centric. Case studies will expose the participants to live examples from the field so as to ensure that the participants are able to connect the knowledge gained in the training sessions with the ground realities. The case studies will be issue-based and designed to stimulate analytical thinking. Classroom exercises will be included to enhance the ability of the group to discuss all the relevant issues in a focused fashion. Question-Answer / Quiz Sessions will be conducted, as frequently as possible, to evaluate the ongoing learning on the part of the participants. Field visits will facilitate understanding different aspects of media management in their true and total frame of reference. The training program will also be instrumental in understanding the role of a range of actors that play important roles in media management. It will also be an opportunity for them to familiarize themselves with the initiatives taken up by Government of India, to understand their relative success, and to conceptualize and execute similar initiatives in their respective countries. And above all, the training program will bring in its wake multiple beneficial outcomes in terms of international goodwill, cultural understanding, and bilateral relations between ITEC-Member Countries and India for years to come.

The Program will be delivered through a well-structured schedule with the academic content being followed by international case studies to demonstrate the applicability of the concepts to enable easy internalization of the concepts. The participants will work in small groups on a real life projects throughout the program and will make presentations.

CHAPTER - 3
IMPORTANT INSTRUCTIONS

1.   Expectations from the Participants

Good manners and etiquette lend confidence and charm to an officer's personality. They help smoothen the sharp edges of authority and ease the course of personal relations. The principles underlying the form and behavior suggested in the following pages are courtesy, politeness, and consideration for others. We hope that the participants would go through this set of instructions and liberally use the guidelines / tips for displaying dignified, courteous, and civilized behavior on all occasions.

A. Punctuality

We believe that punctuality forms the basic fulcrum around which discipline revolves. It is expected that the participants will reach the venue of any scheduled event, academic or otherwise, five minutes ahead of time and will be seated in their allotted place / position at least two minutes before the event. This is our foremost expectation from the participants and we hope they will not give us any occasion to remind you of it during the Course.

B. Behavior

The Institute expects highest standards of behavior and decorum befitting of an Officer, both inside and outside the Institute. We expect the participants to be courteous and well-mannered towards each other, with the Institute staff and with the Faculty. The participants must ensure that their behavior towards their female counterparts is beyond reproach. The participants are expected to respect cultural dimensions and religious customs.

C. Discipline

We expect the participants to follow the accepted norms of behavour in letter and spirit. Indiscipline, lack of punctuality, discourteous behavior, and inappropriate conduct will invite disciplinary measures.

D. Participation

This is your Course. What you get out of it depends a lot on what you put into it. The Course Team would like you to participate fully in all the activities that make the Course. When you participate in class room discussion, we expect you be polite and considerate to all others present.

E. Attire

We expect the participants to be appropriately attired for every occasion.

F. Maturity Creativity & Endeavor

We expect the participants to behave like mature individuals. A mature person does not indulge in deviant or self-destructive behavior. He / she does not burn up in anxiety. In short, mature persons are balanced people who are an asset to any organization. Creativity is that spark which improves all human endeavors, and makes that critical difference between the great and merely good. We hope that the participants will contribute creatively to all activities and raise the standard of the Course. Above all, an officer is expected to excel and constantly strive towards setting higher benchmarks.

2. Conduct in Class

- The participants are expected to be attentive and conduct themselves with due regard towards the Speakers and the fellow participants. Questions addressed to Speakers should be clear, precise, and polite.
- Talking or whispering during a lecture not only disturbs the Speakers but other participants also.
- Effective listening is an art and essential as a matter of courtesy to the Speaker as well as their colleagues. Remember, there is nothing that cannot wait till the end of the class.
- The participants are expected to remain standing after the lecture concludes till the Speaker leaves the class.
- No eatables and beverages shall be allowed inside classrooms.

3. **Conduct in Hostels**

    - The participants are expected to behave decently in the hostel at all times. Shouting, loud music, noisy parties / revelry, etc. must be avoided as it is a source of inconvenience and nuisance to others. As a consideration to other residents in the hostel, music after 10.00pm is to be heard only through ear-phones.
    - All the electrical appliances shall be switched off before exiting the hostel rooms.

4. **Mess Etiquette**

    - Dress code for mess is casual attire unless otherwise indicated by the Course Team.
    - The participants have no authority to reprimand a mess employee. They should not use intemperate language while making a complaint.

5. **General Conduct**

    - Consideration for the feelings of others should be a dominant concern. Conduct should be such so as to instill confidence and trust amongst fellow-participants.
    - Officer-like behaviour should be maintained outside the Institute as well.
    - Redressal of grievances, if any, should be sought within the Institute. The Course Team shall be the first level for grievance redressal. A direct representation to the Ministry of External Affairs, Government of India or any authority outside the Institute, or venting out grievances on social media, without going through the proper channel, would be treated as insubordination.

6. **Escort Duties for the Officer Trainees**

    The participants are designated as Escort Officers to Speakers. They will have the following responsibilities:-

    a. To receive the Speaker on arrival, escort him / her to the Class Room.

b. To introduce the Speaker to the audience based on the bio-data already collected for the purpose.

c. After the talk is over, announce that the Speaker would welcome questions from the audience, unless he has any objection to this, which should be ascertained well in advance.

d. At the end of the session, thank the Speaker on behalf of the participants, the Institute and himself / herself.

7. **Daily Session Timings**

The participants are advised to attend the sessions, the details of which are furnished in the table below, with a high degree of importance.

Time Starts	Activities
6.30 a.m. - 7.30 a.m.	**Morning Activity**
09:30 a.m. - 11.20.a.m.	Session-I
11.20.a.m.- 11:40 a.m.	**TEA BREAK**
11:40 a.m. - 1:30 p.m.	Session-II
1:30 p.m. - 2:30 p.m.	**LUNCH**
2:30 p.m. - 8.00 p.m.	Field Visit

8. **Feedback**

The participants are required to post their feedback for every session on online feedback system. The URL to access the feedback system is as follows: http://training.mcrhrdi.gov.in/auth/ login.aspx The user-id is the Mobile Number of the participants and default password is "**MCR123#**". It is advisable to change the default password after the first log-in.

In addition, on the last day of the training, the participants need to fill in the Course Evaluation Questionnaire on the online feedback portal.

9. Identity Cards

- The participants are issued identity cards for the duration of the Course. The identity card has to be carried by the participants at all times, both within and outside the campus.
- The identity cards must be clipped onto shirts, pullovers, jackets, etc., as the case may be. It is compulsory to display the cards during working hours, in classes, in the mess, and on all formal occasions.
- Entry into the campus shall be permitted by Security only after identity card is shown.

10. Dress Code

Class Room

- **Gentlemen:** Black or white 2 or 3 piece Lounge Suit (preferably in dark colors) with necktie and formal shoes / formal dress of South Africa
- **Ladies:** Western Business Suit and full sleeves formal shirt and formal shoes or
  Sandals / formal dress of South Africa

Yoga

- The Track Suit / Institute's T-shirt, White Socks and Sports Shoes for Yoga and sports activities
- A pair of good quality jogging / running shoes with adequate cushioning is recommended

Cultural Evening

- Costumes that are unique to South Africa

CHAPTER - 4
FACILITIES AT THE INSTITUTE

1. Introduction

The Institute offers excellent training facilities and comfortable stay on its sprawling Campus spread over 30 acres of picturesque land in the heart of Hyderabad city. There are over 15 fully-equipped and air-conditioned lecture halls. A video conference hall and a board room, equipped with state-of-the-art facility are also available. The Institute has aesthetically designed auditoriums, with integrated and audio and video facilities. The Institute offers comfortable accommodation in Godavari Hostel, Thungabadra Block, Manjeera Gust House, and Krishna Block. At any given point of time, about 950 trainees / guests can be accommodated on the Institute's campus. Covered parking is available for about 150 cars.

It is a lush green area which is fully WiFi-enabled and the buildings have solar panels on their roof tops. The ambiance of the Institute helps the participants to unwind, rejuvenate, and make the mind more open to absorb new ideas, share experiences, indulge in critical reflection, and benefit from the entire experience. And, above all, the lush green campus makes their stay at the Institute a pleasant, enriching, and memorable experience of their lifetime.

2. Accommodation & Mess Services

The participants will be staying at Godavari Hostel, which is a fully air-conditioned facility. Catering at the Institute is provided by a contracted agency. Spacious dining halls are provided for the participants. Nutritious and quality food is served to the participants.

Services & Timings:

Breakfast	07.30 a.m. to 09.00 a.m.
Tea / Coffee Break	11.20 a.m. to 11.40 a.m.
Lunch	01.30 p.m. to 02.30 p.m.
Afternoon Tea / Coffee	04.10 p.m. to 04.25 p.m.
Dinner	08.00 p.m. to 09.00 p.m.

3. Recreation

The Institute has judicially created an array of the following avenues for recreation: Swimming Pool, Tennis Courts, Indoor & Outdoor Shuttle Court, Yoga & Meditation Centre, Gymnasiums, Volleyball Court, Billiards, Badminton, Jogging Tracks, Recreation Lounge, T.T, Caroms, Chess, etc.

For any assistance relating to Laundry, Self-operating Washing Machines, Purified Drinking Water, Malfunctioning of Geyser / TV / Telephone, etc., the participants may contact the reception at Godavari Hostel. The staff at the reception is available round-the-clock.

4. Free Shuttle Service

The Institute's shuttle leaves from Vijaya Dairy Parlour to Jubilee Check Post (Adjacent to Chiranjeevi Blood Bank). Timings are displayed at the starting point.

If required, the participants may book OLA, UBER, Rapido, etc. from their mobile App.

5. Library

The Institute's library is located in the cellar of the Admin Block. A good collection of books on various subjects is available in the library, besides various newspapers and journals. The timings are from 9.00 a.m. to 9.00 p.m. on all working days and from 10.00 a.m. to 1.00 p.m. on Sundays and Public Holidays. It is expected that the participants will extensively utilize the library facility during their stay on the campus.

6. Computer Facilities

The Institute takes pride in having four most modern air-conditioned computer labs networked on a LAN. The campus area network comprises about 270 computers, located in class

rooms, conference halls, faculty rooms, guest houses, etc. Computers are available in the business lounge located on the ground floor of Godavari Hostel. The participants can also avail these facilities in the Admin Block (1st Floor) during office hours. For any help, the participants may contact System / Network Administrators in Room No.106 (Extn. No.: 119/220), Mr. Venkat Reddy, Manager, IT Infrastructure (Mobile: 9949392515) and Mr. Y. Jatin Swaroop (Mobile: 8125721733).

Computer Care: Do's and Don'ts

- Don't spill anything like tea, coffee, water, etc. over the computers.
- Don't keep any eatables near the computers.
- Don't delete files of which you are not aware of as these files could be system files.
- Don't use external storage device (pen drive, CD, etc.) from an external source without checking for viruses.
- Don't open unsolicited e-mails or e-mails from an unknown person, which could carry viruses and corrupt the data.
- Don't click on any unknown links as it might result in cyber fraud.
- Always scan the computer for viruses.
- Remove temporary files from internet periodically (weekly).

7. Whatsapp Group

An exclusive WhatsApp Group, namely, JournalismSA2024, has been created for disseminating information relating to the training among the participants.

9. Internet Access

To access free WiFi in Godavari Hostel, you may select MCRHRD WiFi in the network list and enter your mobile number and get registered with BSNL portal. You will receive an OTP. Enter the OTP to get free WiFi.

Speed is now a game changer in this dynamic world and the Institute is committed about utilizing it towards the growth and advancement of the participants on the campus. The Institute is now equipped with an exclusive 1 Giga High Speed Internet Connectivity.

10. Health Care

The participants may contact the Medical Officer at Room No. G-41 (Godavari Hostel), from 9.00 a.m. to 5.00 p.m. For emergency health care, Mr. R. Nagaraj, Facilities Executive (Mobile: 9677757539) may be contacted.

11. DO'S AND DON'TS

a. DO's

- Maintain dress code in the class rooms and dining halls.
- We are an eco-responsible Institute working on the reduce-reuse-recycle model for water, energy and waste management. The participants are requested to contribute to these initiatives during their stay on the campus.
- Use the resources of the Institute, namely, water, electricity, etc., judiciously. Switch off lights and fans, close windows and lock the rooms when you go out.
- Help in keeping the entire campus, including the hostel, clean and green.
- Leave the room keys at the reception before going to classes so that the rooms can be cleaned.
- Pay for availing laundry services.
- Use the Security Locker available at Room No.G-59 of Godavari Hostel.
- The main gate of the Institute will be closed by 11:00 PM. Hence, return well before time if you happen to go out.

b. DON'TS

- Do not throw waste anywhere except in dust-bins.
- Do not use plastic disposables as far as possible.
- Smoking and alcohol consumption is strictly prohibited.
- Do not keep cash or valuables in the room.
- The participants are advised not to approach the Course Director to arrange cars for their personal use.
-

12. Vijaya Parlour & ATMs

- The Vijaya Dairy Parlour is open from 8.00am to 10.00pm.
- The ATM facility is available adjacent to the Vijaya Dairy Parlour and also at Godavari Hostel (ground floor).

Sl. No.	Name	Designation	Mobile No.
1	Prof. Mohd. Abbas Ali	Sr. Academic Advisor	9030005661
2	Dr. Madhavi Ravulapati	Head – Centre for Law & Public Administration, **Course Director**	9959614546
3	Ms. K.Chandra Jyothi	Jr. Faculty, CMB & **In charge Class Room**	9553433305
4	Dr. K. Suresh Kumar	Jr. Faculty, CLP & **Field Visits Coordinator**	9948119421
5	Mr. Srinivas Vadla	Jr. Faculty, TMU & **Field Visits Coordinator**	8008001937
6	Ms.T.Padmavathi	Administrative Officer & **In-charge Medical Emergencies**	8977784568
7	Mr. Prakash Rao	**Director Facilities**	9676793928
8	Mr. G.Venkat Reddy	**Manager-IT**	9949392515
9	Mr. B.Bharath Kumar	**Facilities Executive (Accommodation)**	9966064441
10	Mr. R.Nagaraj	**Facilities Executive (Food)**	9677757539
11	Mr. Mahesh	**Facilities Executive (Class Room)**	8106966617
12	Godavari Hostel	**Receptionist**	9248005306

TENTATIVE COURSE PLANNER

DATE	ACTIVITIES
26.02.2024 (Monday)	Registration, About the Institute, and the Training Program
	Expectations from the Training Program
	Inauguration
	Ice-Breaking
	Community Media, Social Change & Development
	Latest Trends in Journalism, with special Reference to Electronic Media
	Cultural Program, followed by Dinner hosted by the DG
27.02.2024 (Tuesday)	Forms of Journalistic Media
	Print Media – Challenges to Newspapers and Magazines
	Role of Artificial Intelligence in Reshaping the Digital Media Landscape
	Visit to Telangana State Secretariat & Lumbini Park (Boating at Hussain Sagar)
28.02.2024 (Wednesday)	Preparing for Interaction of the Officers with Media – Tips & Protocols
	Crafting Effective Press Releases
	Discussion on Press Releases Drafted By the Sub-Groups
	Visit to T-Hub & to Golconda Fort (Sound & Light show)
29.02.2024 (Thursday)	Visit to Ramoji Film city
01.03.2024 (Friday)	Dangers Caused by Misinformation – Case Studies on Fact Checking
	Building Fact Checking Mechanism for a Healthy Media Environment
	Departure to Deccan Development Society, Zaheerabad

02.03.2024 (Saturday) & 03.03.2024 (Sunday)	Visit to Warangal District (Heritage Sites Recognized by UNESCO)
DATE	**ACTIVITIES**
04.03.2024 (Monday)	Importance of Social Media in Modern Governance
	Media – Development – Democracy
	Visit to the Media Plus - Writing for Social Media (Lecture and Hands-On)
05.03.2024 (Tuesday)	Latest Trends in Modern Public Relations Management
	Importance of Media Convergence on Journalism
	Visit to O/o Times of India
06.03.2024 (Wednesday)	Image Management of Governments & Government Institutions – Use of Media & PR
	Crisis Communication and Public Relations
	Valedictory Function
	The officers will proceed to New Delhi in the evening.
07.03.2024 (Thursday)	Programme at ITEC
08.03.2024 (Friday)	Programme at ITEC
09.03.2024 (Saturday)	Visit to Taj Mahal & Sites in Agra
10.03.2024 (Sunday)	Heritage Sites in Delhi and Return Journey Commences

Dr MCR HRD Institute of Telangana

40 Years Celebrations

Commemorative Sculpture - 2016

IGNITE

"The two identical spirals resemble burning torch indicating victory. The four turns of the spirals signify four decades Journey of the Institute. Two fully blossomed lotuses at the core imply exchange of knowledge and wisdom."

MCR HRD
Institute of Telangana
Campus Layout

Main Entrance

1. ADMIN BLOCK
2. GODAVARI HOSTEL
3. MANJEERA GUEST HOUSE
4. ARJUNA ARCADE (PARKING)
5. TUNGABHADRA BLOCK
6. MUCHKUNDA BLOCK & CENTRE FOR TELANGANA STUDIES
7. CENTRE FOR SUSTAINABLE DEVELOPMENT
8. KRISHNA BLOCK
9. PROFESSOR QTRS
10. FACULTY QTRS
11. TENNIS COURT - 1
12. VOLLEY BALL COURT

13. TENNIS COURT - 2
14. GYM AND SWIMMING POOL
15. NURSERY
16. VIVEKANANDA CENTRE
17. D.G QTRS
18. ADG QTRS
19. POND
20. RAMADASU RANGASTHALI
21. e-DEVELOPMENT
22. CGG STAFF QTRS
23. HRD STAFF QTRS
24. CGG OFFICE

* not to scale