



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

Centre for Law & Public Administration (CLP)

**A 2 week ITEC - Training Program on
“Journalism and Public Relations for Media Professionals from Vietnam”**

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

(18th to 30th March, 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

Session Plan

Day-1 (18.03.2024)- Monday			
Time	Session	Suggested Methodology	Name of the Resource Person
09.30 to 10.30am	Registration, about the Institute and overview of the Course		Dr. Madhavi Ravulapti Head-CLP & CD
10.30am to 11:00am	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
11.00am to 11.30am	Tea Break		
11.30am to 1.20pm	Ice-Breaking	Exercises, Role Play, etc.	Smt. Nirmala Sambamoorthy CEO, Ascent Leadership Consultant (9849085987)
01.20 pm	Group Picture at Admn. Block		
1.30pm to 2.30 pm	Lunch Break		

2.30 to 3.45pm	Forms of Journalistic media	Case Studies, PPTs, Exercises, Group work & Discussion	Dr. Shashidhar Nanjundaiah Professor & Dean, School of Media, Mahindra University, Hyderabad (9820499939)
3.45pm to 4.00pm	TEA BREAK		
4.00pm to 05.00pm	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 (19.03.2024)- Tuesday			
9.30 to 10.30 am	Importance of Media Convergence on Journalism	PPTs, Case-lets, Group work & Discussions	Dr KV.Kurmanath Senior Deputy Editor, The Hindu Business line (9948771717)
10.30am to 10.40am	Bio-Break		
10.40am to 11.40am	Print Media – Challenges to Newspapers and Magazines	PPTs, Group work, Discussion etc.	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)		
Day-3 (20.03.2024) - Wednesday			
9.30 to 11.20 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)
11.20 to 11.40 am	TEA BREAK		
11.40 to 01.30 pm	Importance of Social Media in Modern Governance	PPTs, Case-lets, Group work & Discussions	Mr Pankaj Pachauri
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 (21.03.2024)- Thursday			
08:00am to 08:00pm	Visit to Community Radio Station Managed by Women self-help groups at Deccan Development Society, Zaheerabad		
Day-5 (22.03.2024)-Friday			
9.30 to 10.30 am	Crisis Communication and Public Relations	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	Crisis Communication and Public Relations	PPTs, Case-lets, Group work & Discussions	Mr Ajih Pathak
11.40am to 12.00noon	TEA BREAK		
12.00noon to 01.00pm	Latest Trends in Modern Public Relations Management	PPTs, Case-lets, Group work & Discussions	Mr Ajih Pathak
1.00pm to 2.00pm	LUNCH BREAK		
02.00pm to 04.00pm	Interaction with Public Relations Society of India		
4.00pm to 7.00 pm	Boating at Hussain Sagar		
Day 6 (23.03.2024) – Saturday			
08:00am to 08:00pm	Visit to Warangal		
Day-7 24.03.2024 Sunday (Rest Day)			
Day-8 25.03.2024 Monday			
08.00am to 08.00pm	Visit to Nagarjuna Konda- Nagarjuna Sagar		
Day-9 (26.03.2024)-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	Content Creation for Social Media	PPTs, Group Work, Discussion, etc.	Prof. Madhu Viswanathan Indian School of Business (9100732648)
11.40am to 12.00noon	TEA BREAK		
12.00noon to 01.00pm	Content Creation for Social Media	PPTs, Group Work, Discussion, etc.	Prof. Madhu Viswanathan

1.00pm to 2.00pm	LUNCH BREAK		
02.30pm to 6.00 pm	Visit to TS Police Integrated Command & Control Centre & Hyderabad City Police Commissionerate		
Day-10 (27.03.2024)-Wednesday			
9.30 to 11.00 am	Building Fact Checking Mechanism for a Healthy Media Environment	PPTs, Exercises, Discussion etc.	Sri Rakesh Dubuddu Founder, FACTLY, Public Information & Media Tech Initiative (9885419012)
11.00am to 11.20am	TEA BREAK		
11.20am to 12.30pm	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)
12.30pm to 01.30pm	Schemes of Govt. of India	PPTs, Discussion etc.	Dr. Madhavi Ravulapati Head-CLP
1.30pm to 2.30pm	LUNCH BREAK		
2.45pm	Visit to Charminar & Chowmahalla Palace		
Day-11 (28.03.2024)-Thursday			
9.30 to 11.00 am	Dangers Caused by Misinformation – Case Studies on Fact Checking	PPTs, Exercises, Discussion, etc.	Mr Sudhakar Reddy, Udumula, Editor, Investigations, Times of India
11.00am to 11.20am	TEA BREAK		
11.20am to 12.00noon	Valedictory		Chief Guest : Dr Shashank Goel , IAS Director General Dr. MCR HRD IT &
12.00pm to 01.00pm	LUNCH BREAK		
1.30pm	Departure to Airport to proceed to New Delhi		
Day 12 29.03.2024 – Friday Local sightseeing in Delhi			
Day 13 (30.03.2024) - Saturday Visit to Taj Mahal & sightseeing in Agra			
Day 14 (31.03.2024) - Sunday Return Journey Commences			