



GOVERNMENT OF TELANGANA
DR.MCR HUMAN RESOURCE DEVELOPMENT INSTITUTE OF TELANGANA
Centre for Law & Public Administration (CLP)
Two-week ITEC - Training Program on Media Management
for Journalists & Media Professionals from Guyana
(Sponsored by Ministry of External Affairs, Government of India)

18th to 30th November, 2024

Course Director: Dr. Madhavi Ravulapti,
Head-Centre for Law & Public Administration (CLP) &
Head (I/c)– Centre for Finance and Economics (CFE)

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

- develop an in-depth understanding of latest trends in Print, Electronics, Digital and Social Media.
- discuss the use of New and Emerging Technologies in Media, including Artificial Intelligence.
- learn the technics of social media production
- understand the principles of cinematography, directing technics and film production management
- tackle mis/disinformation, especially in the social media.
- identify the importance of Social Media in Good Governance.
- describe the new skills to be picked up, in the context of digital transition of newsrooms and data-based reporting.
- identify the techniques of cinematography in order to improve the quality of media related works
- discuss the way forward in respect of Print, Electronics, Digital and Social Media in the near future and identify the ways and means to improve the performance of Media professionals.

Daily Morning Activity (YOGA): from 6.30 am to 7.30 am

Tentative Session Plan

(Day-1 – 18.11.2024-Monday)

Time	Session	Suggested Methodology	Name of the Resource Person
09:30 am to 10.30 am	Registration		Nodal Officers
10.30 am to 11.00 am	Inaugural Session		<u>Chief Guest</u> Dr Shashank Goel, IAS DG, Dr. MCR HRD IT & Spl. CS to Govt. of Telangana, <u>Guest of Honor</u> (To be decided)
11.00 am to 11.30 am	Tea Break		
11.30 am to 1.00 pm	Ice-Breaking	Exercises, Role Play, etc.	Smt. Nirmala Sambamoorthy CEO, Ascent Leadership Consultant (9849085987)
01.00 pm	Group Photo with DG		

1.00 pm to 2.00 pm	Lunch Break		
2.00pm to 4.00pm	Financial Aspects in Journalism	PPTs, Exercises, Discussion, etc.	Dr. Kishore Nuthalapati Economist & Corporate Finance Professional Honorary Fellow at Centre for Law & Public Administration Dr. MCRHRDIT (9949094240)
4.00pm to 4.30pm	TEA BREAK		
06.00pm to 09.00pm	Cultural Program followed by Dinner hosted by the Director General		
Day-2 (19.11.2024) Tuesday			
09.30 to 11.00 am	Cinematic Production: Cinematography Principles, Script writing & Story boarding	PPTs, Case-lets, Discussions & Demonstration	Sri Farhatullah Beig, Film Maker, Hyderabad (9849524563)
11.00am to 11.30am	TEA BREAK		
11.30am to 01.00 pm	Cinematic Production: Directing technics & film production management	PPTs, Case-lets, Discussions & Demonstration	Sri Farhatullah Beig
01.00pm to 02.00 pm	LUNCH BREAK		
02.00 pm to 07.00pm	Visit to Old City, Hyderabad Charminar, Mecca Masjid, Lad Bazar, Chowmahalla Palace, Lumbini park, Hussain Sagar, Boating etc.		
Day-3 (20.11.2024) Wednesday			
9.30 to 11.00 am	Basics of digital photography and advanced photography technics	PPTs, Case-lets, & Discussions	Mr. Shiva Chiluveri Founder / Photographer Neo Sun Studios (9394218829)
11.00am to 11.30am	TEA BREAK		
11.30am to 01.00 pm	Photo editing, lighting & composition and photography for different media platforms	PPTs, Case-lets, & Discussions	Mr. Shiva Chiluveri
01.00pm to 02.00 pm	LUNCH BREAK		
2.00pm to 8.00 pm	Visit to JNAFAU school of Planning & Architecture		
Day-4 (21.11.2024) Thursday			
9.30 to 11.00am	Importance of Social Media in Modern Governance	PPTs, Case-lets, Group Work & Discussions	Sri Pankaj Pachauri, former Media Advisor to the then Prime Minister of India
11.00am to 11.30 pm	TEA BREAK		
11.30am to 01.00 pm	Importance of Social Media in Modern Governance	PPTs, Case-lets, Group Work & Discussions	Sri Pankaj Pachauri, former Media Advisor to the then Prime Minister of India (8585946921)

01.00pm to 02.00 pm	LUNCH BREAK		
02.00pm to 06.00pm	Visit to Golkonda Fort & Laser Show		
Day-5 (22.11.2024) Friday			
9.30 to 11.00 am	Growing role of Artificial Intelligence in Mass Media	PPTs, Group Work, Discussion, etc.	Sri Umapathi, IPS (Retd.)
11.00am to 11.30am	TEA BREAK		
11.30am to 01.00pm	Live TV production and broadcasting	PPTs, Exercises, Discussion etc.	Mr. Voleti Parvateesam, Creative Director at Doordarshan, Hyderabad
01.00 pm to 02.00 pm	LUNCH BREAK		
02.00 pm to 06.00 pm	Visit to T-Hub and T-Works		
Day-6 (23.11.2024) Saturday			
06:00am to 10:00pm	Visit to Warangal District (Heritage Sites recognized by UNESCO), Ramappa Temple, Boating @ Laknavaram Lake and 1000 Pillar Temple)		
Day-7 (24.11.2024) Sunday (Rest Day)			
Day-8 (25.11.2024) Monday			
9.30 am to 11.00 am	Social Media Management: Developing a social media strategy content planning & scheduling	PPTs, Exercises, Discussion, etc.	Dr. Shashidhar Nanjundaiah Professor & Dean, School of Media, Mahindra University, Hyderabad (9820499939)
11.00 am to 11.30 pm	TEA BREAK		
11.30 am to 01.00pm	Building Fact Checking Mechanism for a Healthy Media Environment	PPTs, Exercises, Discussion etc.	Sri Rakesh Dubuddu Founder, FACTLY, Public Information & Media Tech Initiative (9885419012)
01.00pm to 02.00pm	LUNCH BREAK		
2.00pm to 8.00 pm	Visit to Tribal Welfare Museum & e-Schools Central Studio		
Day-9 (26.11.2024) Tuesday			
9.30 to 11.00 am	Social Media Production: Content creation for social media platforms, Video production for social media	PPTs, Case-lets, & Discussions	Ms. Prema Malini Vanam Documentary film maker, Journalist, Hyderabad (9948299399)
11.00am to 11.30am	TEA BREAK		

11.30am to 01.00 pm	Social Media Production: Engaging with live audiences and Social media trends & strategies	PPTs, Case-lets, & Discussions	Ms. Prema Malini Vanam
01.00 pm to 02.00 pm	LUNCH BREAK		
2.00pm to 06.00pm	Visit to Media House (NTV)		
Day-10 (27.11.2024) Wednesday			
08.00am to 08.00pm	Visit to Ramoji Film City, Hyderabad		
Day-11 (28.11.2024) Thursday			
9.30am to 11.00 am	Building Trust between Media and Public Relations	PPTs, Case-lets, Group Work & Discussions	Sri Aji Pathak Chairman, Public Relations Society of India (98990 00565)
11.00am to 11.30am	TEA BREAK		
11.30am to 01.00 pm	Communication Challenges in Crisis Management	PPTs, Case-lets, Group Work & Discussions	Sri Aji Pathak
01.00 pm to 02.00pm	LUNCH BREAK		
02.00 pm to 05:00pm	Visit to Indian School of Business (ISB) & Shilparamam, Cultural Centre, Madhapur, Hyd.		
Day-12 (29.11.2024) Friday			
06.00am to 03.00am	Visit to Srishailam, AP		
Day-13 (30.11.2024) Saturday			
11.00am to 11.30am	Innovative Schemes in India for the Development and Welfare	PPTs, Case-lets, & Discussions	Dr. Madhavi Ravulapati Head-CLP & CD
11.30am to 12.00noon	TEA BREAK		
12.00noon to 01.00 pm	Innovative Schemes in India for the Development and Welfare	PPTs, Case-lets, & Discussions	Dr. Madhavi Ravulapati
01.00pm to 01.40pm	Valedictory function		Chief Guest Dr Shashank Goel, IAS
01.40 pm to 02.40 pm	LUNCH BREAK		
02.40 pm to 05.00 pm	Shopping		
Day-14 (01.12.2024) Sunday Return Journey			