

12. Tourist and Shopping Attractions in Hyderabad

Tourist Attractions: Birla Mandir, Charminar, Salar Jung Museum, Chowmahalla Palace, Lumbini Park, Qutub Shahi Tombs, Golkonda Fort, Wonderla, Taj Falaknuma Palace, Nehru Zoological Park, Ramoji Film City etc.

Shopping Attractions: Mangatrai Pearls, Laad Bazaar, Shilparamam, Inorbit Mall, Charminar Bazar, Jumerat Bazaar, Shahrani Market, Abids Street, Begum Bazaar, Perfume Market, etc.



13. The Course Team

Sl. No.	Name	Designation	Mobile No.
1	Dr Madhavi Ravulapati	Professor (I/c), Head – Centre for Law & Public Administration & Centre for Finance and Economics Course Director	9959614546
2	Dr. K. Suresh Kumar	Faculty, CLP & Nodal Officer-I	9948119421
3	Mr. V.Srinivas	Junior Faculty, TMU & Nodal Officer-II	8008001937
4	Ms. G. Vasanta Lakshmi	In charge Class Room	8978758998
5	Mr. Syed Mahmood Faiyaz Mehdi	In charge Class Room	9963597082
6	Ms.N.Nirmala	Administrative Officer & In-charge Medical Emergencies	8977784568
7	Ms. V.Jyothi	Centre Head-CIT & General Manager (Facilities & IT)	9248032098
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	Mr. Y.Jatin Swaroop	Network Administrator	8125721733
13	Godavari Hostel	Receptionist	9248005306



Dr. MCR HRD Institute of Telangana

Welcomes

ITEC- Training Program on Media Management for Journalists & Media Professionals from Guyana

18th to 30th November, 2024

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



<https://www.mcrhrdi.gov.in>

1. The Institute:

Founded in 1976 by the Government, “Dr. Marri Channa Reddy Human Resource Development Institute of Telangana”, has been supporting the Government’s initiatives in capacity building for reforms, good governance, change management, and revamping delivery systems. The Institute is headed by Dr. Shashank Goel, IAS, Director General & Spl. Chief Secretary to Government of Telangana.

2. The Centres:

Training & research activities at the Institute are carried out by the following Centres:

i) Training Management Unit, ii) The Centre for Law & Public Administration, iii) The Centre for Finance & Economics, iv) The Centre for Telangana Studies, v) The Centre for Management & Behavioural Studies, vi) The Centre for Disaster Management & Sustainable Development, vii) The Centre for Information Technology, viii) The Centre for International Relations & Security, ix) Research Coordination Unit.

3. Infrastructure:

In keeping with its status as a leader in the field of training public officials, the Institute has been equipped to house and host training programs and events of any magnitude with its impressive array of facilities and high standards of services to help the trainees to fit comfortably into the training life—academically, socially, and culturally, and ultimately gain the most from their interactions at the Institute.

4. The Recreational Facilities:

The Institute has judiciously 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.

5. 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 media professionals with the knowledge and expertise required to navigate the evolving media landscape, communicate Government initiatives, and build positive relationships with the public.

The program covers themes relating to: i) maximizing Human potential through behavioural competencies, ii) propaganda through Media, iii) coordination and

Collaboration with Media Organizations, iv) the World of Cinematography – What Journalist and Media Professionals Should Know, v) Financial Aspects in Journalism, vi) Cinematic Production: Cinematography Principles, Script writing & Storyboarding, Directing technics & film production management, vii) Basics of digital photography and advanced photography technics, viii) Photo editing, lighting & composition and photography for different media platforms, ix) Importance of Social Media in Modern Governance, x) Growing role of Artificial Intelligence in Mass Media, xi) Live TV production and broadcasting, xii) Social Media Management: Developing a social media strategy content planning & scheduling, xiii) Building Fact Checking Mechanism for a Healthy Media Environment, xiv) Social Media Production: Content creation for social media platforms, Video production for social media, Engaging with live audiences and Social media trends & strategies, xv) Building Trust between Media and Public Relations, xvi) Communication Challenges in Crisis Management, xvii) Digital Transition of a News Room, xviii) Innovative Schemes in India for the Development and Welfare

6. Program Itinerary & Pickup and Drop Facilities:

The participants will attend the training program at Dr. MCR HRD Institute, Hyderabad from 18th to 30th November, 2024.

Arrangements have been made to pick up the participants at Rajiv Gandhi International Airport, Hyderabad on 17th November, 2024 and to drop them back on 01st December, 2024 for their return journey to Guyana.

7. Dress Code for the Class Room

The participants to be dressed appropriately as per the occasion.

8. Living Allowance:

The participants will be provided with a daily allowance of Rs.750/- (Rupees Seven Hundred and Fifty only) per day. The disbursement would be on a weekly basis.

9. Accommodation:

The participants will be staying at Godavari Hostel (an air-conditioned facility) on the Institute’s campus, on single occupancy basis. The following facilities are available in the rooms: Attached Toilet, TV, Cupboard, Tea & Coffee Maker, Study Table, Wireless Internet etc.

Catering at the Institute is organized on a contract basis. The dining arrangements have been made at Ruchi Dining Hall, Godavari Hostel, ground floor as per the following timings:

Breakfast	07.30 a.m. to 09.00 a.m.
Tea / Coffee Break	11.00 a.m. to 11.30 a.m.
Lunch	01.00 p.m. to 02.00 p.m.
Afternoon Tea / Coffee	04.10 p.m. to 04.25 p.m.
Dinner	08.00 p.m. to 09.00 p.m.

10. Weather Conditions

The Hyderabad temperature in the third & fourth week of November may be around 31°C.

11. Do’s and Don’ts

Do’s

- Maintain dress code in the class rooms and dining halls. The participants should wear the Identity Cards on their person in the academic areas.
- Contribute to the eco-responsible initiatives of the Institute, 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.
- Return to the Institute before 11.00pm, if you happen to go out.
- Post your feedback for every session on online feedback system

DON'TS

- Do not throw waste anywhere, except in dust-bins.
- Do not use plastic disposables as far as possible.
- Do not smoke or consume alcohol on the campus of the Institute.
- Do not keep cash or valuables in the room.
- Do not approach the Course Director to arrange cars for their personal use.