



**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 & Journalists from Nepal, Sri Lanka, Bangladesh, Tajikistan, Ethiopia,  
Kenya, South Sudan, Seychelles, Mozambique, Uganda, Tunisia,  
Sierra Leone, Lesotho, Trinidad & Tobago and Chile  
(Sponsored by Ministry of External Affairs, Government of India)**

**(16.06.2025 to 28.06.2025)**

**Course Director: Dr. Madhavi Ravulapati,**

**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**

**Revised Session Plan**

<b>Day-1 (16.06.2025 Monday)</b>			
<b>Time</b>	<b>Session</b>	<b>Suggested Methodology</b>	<b>Name of the Resource Person</b>
09.30 am to 10.30 am	Registration		<b>Nodal Officers</b>
10.30 am to 11.20 am	<b>Inaugural Session</b>		<b>Dr. Madhavi Ravulapati,</b> Head- CLP, Course Director
<b>11.20 am to 11.40 am</b>	<b>Tea Break</b>		
11.40 am to 1.30 pm	Maximizing Human potential through behavioral competencies (Ice-Breaking)	Exercises, Role Play, etc.	<b>Prof C.Muralikrishna</b> Former Dean of Arts, OU and Honorary Fellow at Centre for Law & Public Administration Dr. MCRHRDIT
<b>1.30 pm to 2.30 pm</b>	<b>Lunch Break</b>		
2.30pm to 4.00pm	Financial & economic aspects in Journalism	PPTs, Exercises, Discussion, etc.	<b>Dr. Kishore Nuthalapati</b> Economist & Corporate Finance Professional Honorary Fellow at Centre for Law & Public Administration Dr. MCRHRDIT (9949094240)
<b>4.00pm to 4.30pm</b>	<b>TEA BREAK</b>		
04:30pm to 08:00pm	<b>Visit to</b> TG Secretariat, Dr. B.R. Ambedkar Statue, Lumbini Park and Boating @ Hussain Sagar		

Day-2 17.06.2025–Tuesday			
09.30 to 11.00 am	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)
11.00am to 11.30am	TEA BREAK		
11.30am to 01.30 pm	Importance of Social Media in Modern Governance	PPTs, Case-lets, Group Work & Discussions	Sri Pankaj Pachauri
01.30am to 02.30 pm	LUNCH BREAK		
02.30 pm to 07.00pm	Visit to Old City, Hyderabad Charminar, Mecca Masjid, Lad Bazar, Chowmahalla Palace, Salarjung Museum etc.		
Day-3 18.06.2025–Wednesday			
9.30 to 11.00 am	Anchoring a TV show and hosting a podcast	PPTs, Case-lets, Group Work & Discussions	Sri Pankaj Pachauri
11.00am to 11.30am	TEA BREAK		
11.30am to 01.30 pm	Reporting on Human Development Stories	PPTs, Case-lets, Group Work & Discussions	Sri Pankaj Pachauri
01.30am to 02.30 pm	LUNCH BREAK		
2.30pm to 8.00 pm	Visit to T-Hub and Golconda Fort (Sound & Laser Show)		
Day-4 19.06.2025–Thursday			
9.30 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 01.30 pm	Cinematic Production: Directing Technics & Film Production Management	PPTs, Case-lets, Discussions & Demonstration	Sri Farhatullah Beig
01.30am to 02.30 pm	LUNCH BREAK		
2.30pm to 8.00 pm	Visit to Birla Planetarium & Birla Science Museum, Hyderabad		

Day-5 20.06.2025–Friday			
09.30 to 11.00 am	Importance of Media Convergence in Journalism	PPTs, Case- lets, Group work & Discussions	Dr KV.Kurmanath Senior Deputy Editor, The Hindu Business line (9948771717)
11.00am to 11.30am	TEA BREAK		
11.30am to 01.30 pm	Role of Media during disaster Management and coverage during natural & manmade disasters	PPTs, Exercises, Discussion etc.	Dr KV.Kurmanath
01.30 pm to 02.30 pm	LUNCH BREAK		
02.30 pm to 06.00 pm	Visit to Indian School of Business (ISB), Hyderabad		
Day-6 21.06.2025-Saturday			
06:00am to 10:00pm	Visit to Warangal District (Heritage Sites recognized by UNESCO)		
Day-7 22.06.2025-Sunday (Rest Day)			
Day-8 23.06.2025-Monday			
9.30 am to 11.00 am	Building Trust between Media and Public Relations	PPTs, Case-lets, Group Work & Discussions	Sri Ajit Pathak Chairman, Public Relations Society of India (98990 00565)
11.00 am to	TEA BREAK		
11.30 am to 01.30pm	Communication Challenges in Crisis Management	PPTs, Case-lets, Group Work & Discussions	Sri Ajit Pathak
01.30pm to 01:40pm	Group Photo with VC & DG		
01.40pm to 02.30pm	LUNCH BREAK		
2.30pm to 05.00 pm	Visit to TG Police Integrated Command & Control Centre & Hyderabad City Police Commissionerate		
07.00pm onwards	Cultural Program		
Day-9 24.06.2025-Tuesday			
9.30 am to 11.00 am	Basics of digital photography and advanced photography technics	PPTs, Case-lets, & Discussions	Sri Shiva Chiluveri Founder / Photographer Neo Sun Studios (9394218829)
11.00am to 11.30am	TEA BREAK		
11.30am to 01.30 pm	Journalist in the Digital age	PPTs, Group Work, Discussion, etc.	Prof. K. Nageshwar Dept. of Communication & Journalism, OU and Ex-MLC

01.30 pm to 02.30 pm	LUNCH BREAK		
2.30pm onwards	Visit to Pochampally—a Telangana Handloom Hub		
Day-10 25.06.2025-Wednesday			
07.00am to 08.00pm	Visit to Ramoji Film City, Hyderabad		
Day-11 26.06.2025-Thursday			
9.30 to 11.00 am	Growing role of Artificial Intelligence in Mass Media	PPTs, Group Work, Discussion, etc.	Prof. Rahul Dass School of Media, Mahindra University, Hyderabad (8287316813 / 9818450072)
11.00am to 11.30am	TEA BREAK		
11.30am to 01.30 pm	Growing role of Artificial Intelligence in Mass Media	PPTs, Group Work, Discussion, etc.	Prof. Rahul Dass
01.30 pm to 02.30 pm	LUNCH BREAK		
03.45 pm to 05:00pm	Valedictory Ceremony		Chief Guest, Hon’ble Governor, Govt. of Telangana, Smt. Santhi Kumari, IAS Vice Chairman & DG
05:00pm to 05:15pm	Group Photo with Hon’ble Governor, Telangana		
Day-12 27.06.2025-Friday			
9.30 am to 11.00 am	Global Security faultiness - Human Security Perspective & Media Narratives	PPTs, Case-lets, & Discussions	Dr. Ramesh Kanneganti Founder, Director -Center for Human Security Studies
11.00 am to 11.30 am	TEA BREAK		
11.30 am to 12.30 pm	Innovative Schemes in India for the Development and Welfare	PPTs, Case-lets, & Discussions	Dr. Madhavi Ravulapati Head-CLP & CD
12.30am to 01.30 pm	Presentations by participants	Group Presentations	
01.30pm to 02.30pm	Words of Thanks		
01.30 pm to 02.30 pm	LUNCH BREAK		
02.30 pm to 07.30 pm	Visit to Tribal Welfare Museum & e-Schools Central Studio		
Day-13 28.06.2025-Saturday			
06:00 am to 10:00 pm	Shopping		
Day-14 29.06.2025-Sunday Return Journey			