



**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, Suriname, Tanzania, Nepal & Srilanka  
(Sponsored by Ministry of External Affairs, Government of India)**

**(03<sup>rd</sup> to 15<sup>th</sup> March, 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:

- 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 – 03.03.2025-Monday)**

<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 11.00 am	<b>Course Overview</b>		<b>Dr. Madhavi Ravulapati</b> Head-CLP & CD
<b>11.00 am to 11.30 am</b>	<b>Tea Break</b>		
11.30 am to 1.00 pm	<b>Ice-Breaking</b>	Exercises, Role Play, etc.	<b>Ms. Chetna Jain</b> Personality Development Trainer (9959442151)
<b>1.00 pm to 2.00 pm</b>	<b>Lunch Break</b>		

2.00pm to 4.00pm	Financial 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>		
06.00pm to 09.00pm	<b>Cultural Program followed by Dinner hosted by the Director General</b>		
<b>Day-2 (04.03.2025) Tuesday</b>			
10.00 am to 10.30 am	<b>Inaugural Session</b>		<b>Chief Guest</b> <b>Dr Shashank Goel, IAS</b> DG, Dr. MCR HRD IT & Spl. CS to Govt. of Telangana
<b>10.30 am to 10.35 am</b>	<b>Group Photo with Director General</b>		
<b>10.35 am to 11.00 am</b>	<b>TEA BREAK</b>		
11.00 am to 01.00 pm	<b>Cinematic Production:</b> Cinematography Principles, Script writing & Story boarding <b>Cinematic Production:</b> Directing technics & film production management	PPTs, Case-lets, Discussions & Demonstration	<b>Sri Farhatullah Beig,</b> Film Maker, Hyderabad (9849524563)
<b>01.00pm to 02.00 pm</b>	<b>LUNCH BREAK</b>		
02.00 pm to 08.00pm	<b>Visit to Old City, Hyderabad</b> Charminar, Mecca Masjid, Lad Bazar, Chowmahalla Palace, Lumbini park, Hussain Sagar, Boating etc.		
<b>Day-3 (05.03.2025) Wednesday</b>			
9.30 to 11.00 am	Basics of digital photography and advanced photography technics	PPTs, Case-lets, & Discussions	<b>Sri Shiva Chiluveri</b> Founder / Photographer Neo Sun Studios (9394218829)
<b>11.00am to 11.30am</b>	<b>TEA BREAK</b>		
11.30am to 01.00 pm	Photo editing, lighting & composition and photography for different media platforms	PPTs, Case-lets, & Discussions	<b>Mr. Shiva Chiluveri</b>
<b>01.00pm to 02.00 pm</b>	<b>LUNCH BREAK</b>		
2.00pm to 5.00 pm	<b>Visit to</b> JNAFAU school of Planning & Architecture		
<b>Day-4 (06.03.2025) Thursday</b>			
9.30 to 11.00 am	Growing role of Artificial Intelligence in Mass Media	PPTs, Group Work, Discussion, etc.	<b>Prof. Rahul Dass</b> School of Media, Mahindra University, Hyderabad (8287316813 / 9818450072)
<b>11.00am to 11.30 pm</b>	<b>TEA BREAK</b>		

11.30am to 01.00pm	Growing role of Artificial Intelligence in Mass Media	PPTs, Group Work, Discussion, etc.	<b>Prof. Rahul Dass</b>
<b>01.00pm to 02.00 pm</b>	<b>LUNCH BREAK</b>		
02.00pm to 08.30pm	<b>Visit to</b> Golkonda Fort & Laser Show		
<b>Day-5 (07.03.2025) Friday</b>			
9.30am to 11.00am	<b>Social Media Management:</b> Developing a social media strategy content planning & scheduling	PPTs, Exercises, Discussion, etc.	<b>Dr. Shashidhar Nanjundaiah</b> Professor & Dean, School of Media, Mahindra University, Hyderabad (9820499939)
<b>11.00am to 11.30am</b>	<b>TEA BREAK</b>		
11.30 am to 01.00pm	Building Fact Checking Mechanism for a Healthy Media Environment	PPTs, Exercises, Discussion etc.	<b>Sri Rakesh Dubuddu</b> Founder, FACTLY, Public Information & Media Tech Initiative (9885419012)
<b>01.00 pm to 02.00 pm</b>	<b>LUNCH BREAK</b>		
02.00 pm to 06.00 pm	<b>Visit to</b> Birla Planetarium Hyderabad		
<b>Day-6 (08.03.2025) Saturday</b>			
06:00am to 10:00pm	<b>Visit to</b> Warangal District (Heritage Sites recognized by UNESCO), Ramappa Temple, Boating @ Laknavaram Lake and 1000 Pillar Temple)		
<b>Day-7 (09.03.2025) Sunday (Rest Day)</b>			
<b>Day-8 (10.03.2025) Monday</b>			
9.30 am to 11.00 am	Importance of Social Media in Modern Governance	PPTs, Case-lets, Group Work & Discussions	<b>Sri Pankaj Pachauri,</b> former Media Advisor to the then Prime Minister of India (8585946921)
<b>11.00 am to 11.30 pm</b>	<b>TEA BREAK</b>		
11.30am to 01.00 pm	Importance of Social Media in Modern Governance	PPTs, Case-lets, Group Work & Discussions	<b>Sri Pankaj Pachauri</b>
<b>01.00pm to 02.00pm</b>	<b>LUNCH BREAK</b>		
2.00pm to 8.00 pm	<b>Visit to</b> Tribal Welfare Museum		
<b>Day-9 (11.03.2025) Tuesday</b>			
9.30 to 11.00 am	<b>Social Media Production:</b> Content creation for social media platforms, Video production for social media	PPTs, Case-lets, & Discussions	<b>Ms. Prema Malini Vanam</b> Documentary film maker, Journalist, Hyderabad (9948299399)

<b>11.00am to 11.30am</b>	<b>TEA BREAK</b>		
11.30am to 01.00 pm	<b>Social Media Production:</b> Engaging with live audiences and Social media trends & strategies	PPTs, Case-lets, & Discussions	<b>Ms. Prema Malini Vanam</b>
<b>01.00 pm to 02.00 pm</b>	<b>LUNCH BREAK</b>		
2.00pm to 06.00pm	<b>Visit to</b> Media House (NTV) & T-Hub		
<b>Day-10 (12.03.2025) Wednesday</b>			
08.00am to 08.00pm	<b>Visit to</b> Buddhavanam & Boating @ Nagarjuna Sagar		
<b>Day-11 (13.03.2025) Thursday</b>			
9.30am to 11.00 am	Building Trust between Media and Public Relations	PPTs, Case-lets, Group Work & Discussions	<b>Sri Ajit Pathak</b> Chairman, Public Relations Society of India (98990 00565)
<b>11.00am to 11.30am</b>	<b>TEA BREAK</b>		
11.30am to 01.00 pm	Communication Challenges in Crisis Management	PPTs, Case-lets, Group Work & Discussions	<b>Sri Ajit Pathak</b>
01.00 pm to 02.00pm	<b>LUNCH BREAK</b>		
02.00 pm to 05:00pm	<b>Visit to</b> TGPICCC, Indian School of Business (ISB) & Shilparamam, Cultural Centre, Madhapur, Hyd.		
<b>Day-12 (14.03.2025) Friday</b>			
06.00am to 05.00pm	<b>Visit to</b> Ramoji Film City, Hyderabad		
05:00pm to 07:00pm	Holi Celebrations @ Institute		
<b>Day-13 (15.03.2025) Saturday</b>			
9.30am to 11.00 am	Innovative Schemes in India for the Development and Welfare	PPTs, Case-lets, & Discussions	<b>Dr. Madhavi Ravulapati</b> Head-CLP & CD
<b>11.00am to 11.30am</b>	<b>TEA BREAK</b>		
11.30am to 01.00 pm	<b>Valedictory Ceremony</b>		Chief Guest <b>Dr Shashank Goel, IAS</b>
<b>01.00 pm to 02.00 pm</b>	<b>LUNCH BREAK</b>		
02.00 pm onwards	<b>Visit to</b> Salar Jung Museum		
<b>Day-14 (16.03.2025) Sunday</b> <b>Return Journey</b>			