



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

Centre for Law & Public Administration (CLP)

**ITEC Training program on Media Management for Delegates from
Iraq, Palestine, Armenia, Tajikistan, Uzbekistan, Sri Lanka, Vietnam,
Thailand, Egypt, South Sudan, Djibouti, Uganda, Tanzania, Kenya, Cote d'Ivoire,
Gambia, Liberia, Ghana, Mozambique, Zambia, Namibia, Mauritius, Cuba,
Dominican Republic and Suriname**

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

(15.09.2025 to 27.09.2025)

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: from :6.30 am to 7.30 am

Session Plan

Day-1 (15.09.2025 Monday)			
Time	Session	Suggested Methodology	Name of the Resource Person
9.30 am to 11.00 am	Registration & Course Overview		Nodal Officer / CD
11.00 am to 11.30 am	Inaugural Session		VC & DG and CD
11.30 am to 12.00noon	Tea Break		
12.00noon to 1.30 pm	Ice-Breaking	Exercises, Role Play, etc.	Sri Muthukumara Swamy, (9246553850) Sr. Management Consultant
1.30 pm to 2.30 pm	Lunch Break		
2:30pm to 8:00pm	Visit to TG Secretariat, Dr. B.R. Ambedkar Statue, Lumbini Park and Boating @ Hussain Sagar		

Day-2 16.09.2025 –Tuesday			
9.30 am 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 1.00 pm	Importance of Social Media in Modern Governance	PPTs, Case-lets, Group Work & Discussions	Sri Pankaj Pachauri
1.00pm to 1:15pm	Group Photo with VC & DG		
1.15pm to 2.15 pm	LUNCH BREAK		
2.30pm to 7.00 pm	Visit to Old City, Hyderabad Charminar, Mecca Masjid, Lad Bazar, Chowmahalla Palace, Salarjung Museum etc.		
Day-3 17.09.2025 –Wednesday			
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 1.00 pm	Cinematic Production: Directing techniques & film production management	PPTs, Case-lets, Discussions & Demonstration	Sri Farhatullah Beig
1.00pm to 2.00 pm	LUNCH BREAK		
2.30pm to 8.00 pm	Visit to Golconda Fort (Sound & Laser Show)		
Day-4 18.09.2025 –Thursday			
9.30am 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 1.00 pm	Growing role of Artificial Intelligence in Mass Media	PPTs, Group Work, Discussion, etc.	Prof. Rahul Dass
1.00pm to 2.00 pm	LUNCH BREAK		
2.30pm to 8.00 pm	Visit to T-Hub & T-Works		

Day-5 19.09.2025 –Friday			
9.30am to 11.00 am	Financial & economic 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)
11.00am to 11.30am	TEA BREAK		
11.30am to 1.00 pm	Journalist in the Digital age	PPTs, Group Work, Discussion, etc.	Prof. K. Nageshwar Dept. of Communication & Journalism, OU and Ex-MLC
1.00pm to 2.00 pm	LUNCH BREAK		
2.30pm to 6.00 pm	Visit to Indian School of Business (ISB), Hyderabad		
Day-6 20.09.2025 -Saturday			
6:00am to 10:00pm	Visit to Warangal District (Heritage Sites recognized by UNESCO)		
Day-7 21.09.2025 -Sunday (Rest Day)			
Day-8 22.09.2025 -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 11.30 pm	TEA BREAK		
11.30 am to 1.00pm	Communication Challenges in Crisis Management	PPTs, Case-lets, Group Work & Discussions	Sri Ajit Pathak
1.15pm to 2.00pm	LUNCH BREAK		
2.00pm to 5.00 pm	Visit to TG Police Integrated Command & Control Centre & Hyderabad City Police Commissionerate		
7.00pm onwards	Cultural Program followed by Dinner hosted by the VC & DG		
Day-9 23.09.2025 -Tuesday			
9.30am to 11.00 am	Basics of digital photography and advanced photography techniques	PPTs, Case-lets, & Discussions	Sri Shiva Chiluveri Founder / Photographer Neo Sun Studios (9394218829)
11.00am to 11.30am	TEA BREAK		
11.30am to 1.00 pm	Role of Media during disaster Management and coverage during natural & manmade disasters	PPTs, Exercises, Discussion etc.	Dr KV.Kurmanath Senior Deputy Editor, The Hindu Business line (9948771717)

1.00pm to 2.00 pm	LUNCH BREAK		
2.30pm to 7.00 pm	Visit to Birla Planetarium & Birla Science Museum, Hyderabad		
Day-10 24.09.2025 -Wednesday			
8.00am to 8.00pm	Visit to Nagarjuna Konda & Buddha Vanam, Nagarjuna Sagar		
Day-11 25.09.2025 -Thursday			
9.30am to 11.00 am	Anchoring a TV show and hosting a podcast	PPTs, Case-lets, Group Work & Discussions	Prof. Rahul Dass School of Media, Mahindra University, Hyderabad (8287316813 / 9818450072)
11.00am to 11.30am	TEA BREAK		
11.30am to 1.00 pm	Reporting on Human Development Stories	PPTs, Case-lets, Group Work & Discussions	Prof. Rahul Dass
1.00pm to 2.00 pm	LUNCH BREAK		
2.30pm to 6.00 pm	Visit to Tribal Welfare Museum & e-Schools Central Studio		
Day-12 26.09.2025 -Friday			
6.00 am to 8.00 pm	Visit to Ramoji Film City, Hyderabad		
Day-13 27.09.2025 -Saturday			
9.30am to 11.00 am	Innovative Schemes in India for the Development and Welfare	PPTs, Case-lets, & Discussions	Dr. Madhavi Ravulapati Head-CLP & CD
11.00am to 11.30am	TEA BREAK		
11.30am to 1.00 pm	Presentations by participants	Group Presentations	Dr. Madhavi Ravulapati
1.00pm to 1.30pm	Course Evaluation & Valedictory Ceremony		Smt. Santhi Kumari, IAS VC & DG, Dr. Madhavi Ravulapti Head-CLP, CD
1.30 pm to 2.30 pm	LUNCH BREAK		
2.30 pm to 06.00pm	Shopping @ Shilparamam		
Day-14 28.09.2025 -Sunday Return Journey			

