



**Dr. MCR HUMAN RESOURCE DEVELOPMENT
INSTITUTE OF TELANGANA**

**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**

15th to 27th September, 2025

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



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

*Let the Flags of India and
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 & Suriname*

Keep Flying High



From the Vice Chairman & Director General's Desk



Dear Delegates,

It is my privilege to extend a heartfelt welcome to all the esteemed 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 to our Institute for the "ITEC-Training program on Media Management" I warmly greet each one of you as you embark on this enriching journey to explore the evolving landscape of Media across the globe.

India shares warm and ever-deepening ties with each of your countries built on shared values of democracy, mutual respect and a longstanding history of cooperation. These relationships are further strengthened through cultural, educational and economic exchanges. Today, we are all vibrant democracies, empowered by Industrial Development and a dynamic civil society that play a pivotal role in shaping our collective futures.

As we are aware, the world of Media is witnessing a multitude of transformations, driven by technological advancements, shifting consumer behaviors and evolving socio-political dynamics. These changes present both challenges and opportunities, demanding a proactive approach from all stakeholders, particularly those within Government and Media.

As participants of this training program, I urge you to actively engage with the diverse perspectives and case studies, embrace the opportunity to network with fellow professionals from various countries, exchange ideas and explore innovative approaches to address the challenges being encountered in Media space.

I wish you all a productive, insightful, and fulfilling experience during your time at our Institute and I trust that your stay at Dr. MCR HRD Institute of Telangana will be pleasant and you will have the opportunity to savor the rich cultural ambience of Hyderabad and Telangana.

Best wishes

A handwritten signature in blue ink, reading "Santhi Kumari".

Santhi Kumari, IAS

Vice Chairman & Director General
Dr MCR HRD Institute of Telangana

September 15th, 2025

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The Course Director



Dr. Madhavi Ravulapati, Professor & Head-Centre for Law & Public Administration (CLP), Dr. MCR HRD IT, has 25 years of experience in Legal Academics including 10 years in Training. She is Doctorate in Law, Post Graduate in Law & Sociology. She was Associate Professor of Law & Head-Department of Law, Telangana University. She was also Associate Dean, ICFAI School of Law. Dr. Madhavi has authored three books titled 'Domestic Violence', 'Interpretation of Statutes' & 'Death with Dignity - a delusion of dilemma', co-authored a book titled "Telangana- Land & People Vol-I, II & III", edited a book titled 'Human Security Faultlines - a contemporary discourse'.

Dr. Madhavi presented around 45 research papers in National and International conferences and seminars and published 45 research papers in journals of national & international repute. Currently, she is guiding 3 Ph.D research scholars in Law and an external examiner for Ph.D Thesis evaluation for reputed Universities.

Dr. Madhavi has generated e-modules on Criminal Procedure Code for University Grants Commission, Ministry of Human Resource Development, Government of India & on Criminal Law for Andhra Pradesh Police Department (CID). She has also developed e-content on Right to Information Act & Swachha Bharat Abhiyan for University Grants Commission to train the Faculty in Public Policy through SWAYAM Platform organized by the Department of Public Policy, Law & Governance, Central University of Rajasthan, Government of India.

Dr. Madhavi is a Resource Person for Law subjects for Foundation Courses for All India Services & Central Civil Services Officers, Military Engineer Services, Group 1 Services Officers of Telangana State and various other courses conducted at MCRHRDI.

Dr. Madhavi is associated with all flagship programs of MCRHRDIT and proffered services for 13 Foundation Courses for AIS & CCS Officers as Associate & Additional Course Director since 2014.

Dr. Madhavi was the Course Director for Special Foundation Course for All India & Central Civil Services Officers, 2023 & 2024 and Foundation Course for Military Engineer Service Officers, 2024. She is a visiting Professor in Law for reputed Global & National Universities, Institutes, Academies and Organizations.

Dr. Madhavi had conducted 8 ITEC-Training Programmes on "Journalism & Public Relations, Media Management and Entrepreneurship – Creating Successful Startups for the Officers, Journalists & Media Professionals from South Africa, Vietnam, Sri Lanka, Guyana, Suriname, Tanzania, Nepal, Bangladesh, Tajikistan, Ethiopia, Kenya, South Sudan, Mozambique, Uganda, Tunisia, Sierra Leone, Lesotho, Trinidad & Tobago, Chile, Russia, Lebanon, Cote d'Ivoire, Zimbabwe, Nigeria, Gambia, Senegal, Liberia, Ghana, Jamaica, Panama, Ecuador & Jordan and ITEC-Capacity Development Course on Foreign Trade & Investment for Commercial Diplomats from Egypt.

About Dr. MCR HRD Institute of Telangana

1. Training programs at MCR HRD IT

Founded in 1976 by the Government (United Andhra Pradesh), Dr. MCR HRD Institute has been supporting the Government's initiatives in capacity building for reforms, good governance, change management, and revamping delivery systems.

In addition to training programs for Government employees, both from Telangana State and from across the country, the Institute has been offering Foundation Courses for All India Services Officers, Central Civil Services Officers, Military Engineer Services Probationers, etc.

As a part of "Training for All" program, sponsored by DoPT, Govt. of India the Institute has trained 5479 employees of Tribal Welfare Department. Under the same initiative, the Institute has imparted training to 6864 employees of Women Development & Child Welfare Department. On account of this, the Institute has emerged as a role model not only in Telangana State but also in the entire country.

The Institute regularly conducts training programs for Central Secretariat Officers sponsored by ISTM, Lok Sabha Secretariat, Civil Service Officers from Bihar, Gujarat, Madhya Pradesh, Odisha, Mizoram, Nagaland, Jharkhand, National Capital Territory of Delhi and other States. The Institute also conducts training programs for Defence Establishments, NHRC, Khadi Village Industries Board etc.

During the period of Covid-19 Pandemic, the Institute successfully rolled out more than 100 online training programs and covered over 15,000 Officers, right from the top to the lowest rungs of administrative hierarchy. In addition, the Institute trained over 1,00,000 field staff from different districts of the Telangana State, in a Blended Learning Format, during the last three years, in 15 soft skills and domain-specific modules (COMMIT), sponsored by DoPT, Government of India. The

Institute has also been mentoring a number of States, from across the country, to train the trainers for the COMMIT program and, as a result, the Telangana State now ranks number 1 in imparting online training in the country.

The Institute has recently conducted ITEC Training Programmes on "Journalism & Public Relations, Media Management and Entrepreneurship – Creating Successful Startups for the Officers, Journalists & Media Professionals from South Africa, Vietnam, Sri Lanka, Guyana, Suriname, Tanzania, Nepal, Bangladesh, Tajikistan, Ethiopia, Kenya, South Sudan, Mozambique, Uganda, Tunisia, Sierra Leone, Lesotho, Trinidad & Tobago, Chile, Russia, Lebanon, Cote d'Ivoire, Zimbabwe, Nigeria, Gambia, Senegal, Liberia, Ghana, Jamaica, Panama, Ecuador & Jordan and ITEC-Capacity Development Course on Foreign Trade & Investment for Commercial Diplomats from Egypt (Sponsored by Ministry of External Affairs, Government of India) during the financial years 2024-'25 and 2025-'26.

2. Faculty Resources and Centres:

The Institute's faculty resources include senior All India Service Officers and also eminent faculty from various Institutes of higher learning like Indian School of Business, University of Hyderabad, Administrative Staff College of India, NALSAR University of Law, TISS, Northeastern University of Illinois, IMF, National University of Singapore etc.

The Institute's training activity is being organized through the following Faculty Centres:

1. Training Management Unit (TMU)
2. Centre for Law & Public Administration (CLP)
3. Centre for International Relations & Security (CIS)
4. Centre for Finance and Economics (CFE)

5. Centre for Disaster Management & Sustainable Development (CDS)
6. Centre for Management & Behavioural Studies (CMB)
7. Centre for Telangana Studies (CTS)
8. Centre for Information Technology (CIT)
9. Research Coordination Unit (RCU)

The Institute believes in decentralized training and, towards this, it has established a network of Regional Centers for Training to provide training to field level functionaries.

3. Accreditation:

The Institute has been accredited as उत्कृष्ट (Excellent), under the Capacity Building Commission's National Standards as assessed by National Accreditation Boards of Education and Training.

The Institute got the prestigious SKOCH Governance Silver Award at the 68th SKOCH Summit held on November 30th, 2020, for offering Virtual Training Programs, especially the Foundation Course, which was one of its kind.

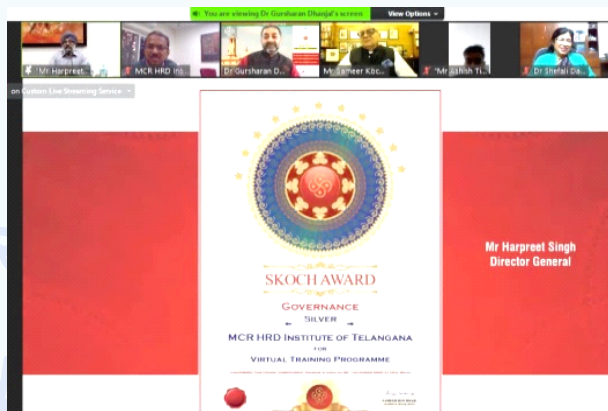


The SKOCH Group, which is India's leading Think Tank dealing with socio-economic issues, has instituted India's highest independent civilian honors and awards in the fields of Governance, Finance, Technology, Economics and Social Sector.



4. Samriddhi Journal:

The Institute publishes a Bi-annual online journal Samriddhi by inviting articles on issues related to governance, public policy, public administration, good governance practices and so forth from



interested civil servants, academicians, civil society members etc. The Institute has published three issues over the past one year.

5. Vision

To emerge as a World Class Institution of learning in the art and practice of Citizen Centric Governance.

6. Mission:

To strive towards sustainable excellence in sharing constantly updated knowledge and skills with the personnel serving the Government and to promote capacity building and competencies among them.

7. Our Commitment:

To be responsive to the Officer Trainees' needs and aspirations.

To be impartial, principles-centered and value-driven.

To provide exposure to the best possible teaching material and Resource Persons to facilitate the Officer Trainees' professional, intellectual, and emotional growth.

To provide the Officer Trainees with an environment that encourages enquiry and freedom of thought, yet imbued with discipline, to foster intellectual growth and an all-round development.

Facilities at the Institute

The Institute offers excellent training facilities and comfortable stay on its sprawling Campus spread over 35 acres of picturesque land in the heart of Hyderabad city. It is a lush green area which is fully WiFi-enabled and buildings have solar panels on their roof tops. The Institute has well-furnished, fully equipped, and air-conditioned class rooms, conference halls, auditoriums, etc. The ambiance of the Institute helps the delegates to unwind, rejuvenate, and make the mind more open to absorb new ideas, share experiences, indulge in critical reflection, and benefit from the entire experience. And, above all, the lush green campus makes their stay at the Institute a pleasant, enriching, and memorable experience of their lifetime



Services & 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	04.00 p.m. to 04.30 p.m.
Dinner	08.00 p.m. to 09.00 p.m.

I. Accommodation

The delegates will be staying at Godavari Hostel, which is a fully air-conditioned facility. For any assistance relating to Laundry, Self-operating Washing Machines, Purified Drinking Water, Malfunctioning of Geyser / TV / Telephone, etc., the delegates may contact the reception at Godavari Hostel. The staff at the reception is available round-the-clock.



Badminton Court



Billiards



Tennis Court



Modern Gym



Football Court



Volleyball Court

II. Catering & Mess Services

Catering at the Institute is provided by a contracted agency. Spacious dining halls are provided for the delegates. Nutritious and good quality food is served to the delegates.

III. Recreation

The Institute has judiciously created an array of the following avenues for recreation: Swimming Pool, Tennis Courts, Indoor & Outdoor Shuttle Court, Yoga & Meditation Centre, 3 Gymnasiums, Volleyball Court, Billiards, Badminton, Jogging Tracks, Recreation Lounge, T.T, Caroms, Chess, etc.



For any assistance relating to Swimming Pool, Laundry, Self-Operating Washing Machines, Purified Drinking Water, Malfunctioning of Geyser / TV / Telephone, etc., the delegates may contact the reception at Godavari Hostel. The staff at the reception is available round-the-clock.

IV. Free Shuttle Service

The Institute's shuttle leaves from Vijaya Dairy Parlour to Jubilee Check Post (Adjacent to Chiranjeevi Blood Bank). Timings are displayed at the starting point.

If required, the delegates may book OLA – UBER from their mobile App.



V. Library

The Institute's library is located in the cellar of the Admin Block. A good collection of books on various subjects is available in the library, besides various newspapers and journals. The timings are from 9.00 a.m. to 09.00 p.m. on all working days and

10.00 a.m. to 1.00 p.m. on Sundays and Public Holidays. It is expected that the delegates will extensively utilize the library facility during their stay on the campus.



VI. Computer Facilities

The delegates can use computer facilities available at Room Numbers 104 & 105, Admn Block (First Floor) during office hours. All computers in the Institute are network connected. For any help, they may contact System/Network Administrators in Room No.106 (Extn. No.: 119/220), or contact Mr. Y Jatin Swaroop, (Mobile: 8125721733) or Mr. Venkat Reddy, Manager, IT-Infrastructure (Mobile: 9949392515).

Computer Care: Do's and Don'ts

- Don't spill anything like tea, coffee, water, etc. over the computers.
- Don't keep any eatables near the computers.



- Don't delete files of which you are not aware of as these files could be system files.
- Don't use external storage device (pen drive, CD, etc.) from an external source without checking for viruses.
- Always scan the computer for viruses.
- Remove temporary files from Internet periodically (weekly).
- Don't open unsolicited e-mails or e-mails from an unknown person, which could carry viruses and corrupt the data.
- Don't click on any unknown links as it might result in cyber fraud.

II. WhatsApp Group

An exclusive WhatsApp Group, namely, ITEC-Media Management 2025-26@MCR, has been created for disseminating information relating to the program among the delegates.

VIII. Website

The delegates can access "ITEC-Training program on Media Management for Delegates @ ITEC Countries" Webpage for Course – related information, including Course Manual, Course Planner, Session plan, Course Images etc.

IX. Internet Access

To access free Wi-Fi in Godavari Hostel, select MCRHRD-Wi-Fi in the network list and enter your mobile number and get registered with BSNL portal. You will receive an OTP. Enter the OTP to get free Wi-Fi access. For any help, the delegates may contact the IT Support Team. (Details provided at point no. VI)

X. Health Care

The delegates may contact the Medical / Para-Medical Staff at Room No. G-39 (Godavari Hostel). They can also avail OP consultation / advice, from the Wellness Centers of CGHS at Hyderabad, by producing their Identity Cards.

Comprehensive Medical Support Ayush Wellness center available near Tungabhadra block.

Unani, Ayurveda, Homeopathy & Naturopathy

In case of emergency delegates will be taken to nearby hospital.

Medical Emergency vehicle is available

For emergency health care, the delegates may contact the following officers:

- Dr. K. Suresh Kumar, Faculty, CLP
(Mobile: 9948119421)
- Sri B. Bharath Kumar, FE
(Mobile No.9966064441)

XI. Vijaya Parlour & Cafeteria by Women SHGs

The Vijaya Dairy Parlour and Cafeteria by Women SHGs remain open from 08.30am to 09.30pm and 7.00am to 9.00pm, respectively.

**“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”
(15th to 27th September, 2025)**

1. Importance of the Training Program:

The training program on Media Management can be of significant importance in Countries for several reasons:

- **Professional Development:** Continuous training helps Media Professionals stay updated with evolving industry standards, technologies and best practices. It enables them to hone their skills in areas such as investigative reporting, fact-checking, digital storytelling and ethical journalism.
- **Media Literacy:** The training program not only benefits the participants but also contributes to enhancing media literacy among the general public. Educating citizens about how to critically evaluate news sources and discern credible information from misinformation is vital for a healthy democracy.
- **Media Diversity and Inclusion:** The training program can address issues of diversity and inclusion within the media industry, ensuring diverse backgrounds have equal opportunities and representation. This fosters a more inclusive media landscape that reflects the diversity of Guyanese society.
- **Capacity Building:** By investing in the training and development of media professionals, the countries can strengthen its media ecosystem

and enhance its capacity for independent and responsible Media Management. This, in turn, contributes to the country's democratic governance and accountability.

- **Adaptation to Technological Changes:** With the rapid advancement of technology, Media Professionals need to adapt to new tools and platforms for news gathering, production, principles of cinematography, directing techniques, film production management and distribution. The training program can help them develop digital skills and adapt to the changing media landscape.

Overall, conducting training programs for Media Professionals is essential for fostering a vibrant, ethical and resilient media industry that contributes to informed public discourse and democratic governance.

2. Objectives of the Program:

- To develop an in-depth understanding of latest trends in Print, Electronics, Digital and Social Media.
- To discuss the use of New and Emerging Technologies in Media, including Artificial Intelligence.
- To learn the techniques of social media production
- To understand the principles of cinematography, directing techniques and film production management

- To tackle mis/disinformation, especially in the social media.
- To identify the importance of Social Media in Good Governance.
- To describe the new skills to be picked up, in the context of digital transition of newsrooms and data-based reporting.
- To identify the techniques of cinematography in order to improve the quality of media related works
- To 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.

3. Focus areas of the Program:

The Print, Electronic, Digital and Social Media have been undergoing mind-boggling changes. Keeping this in view, the training program proposes to focus on the following issues relating to Media Management.

- New and Emerging Technologies:** Training programs on new and emerging technologies in media are essential for empowering Media Professionals to navigate the complexities of the digital age effectively and responsibly. Training programs for Media Professionals on new and emerging technologies in media are crucial for several reasons. The media landscape is constantly evolving with the emergence of new technologies. Training programs help media professionals stay updated with the latest tools and platforms, enabling them to adapt their reporting and storytelling techniques accordingly including anchoring a TV show and hosting a podcast.

Learning about new technologies equips the participants with the skills and competencies needed to thrive in a digital age. This may include training on data visualization, social media analytics, podcasting, Cinematography, AI-driven journalism and more.

- Emergence of Digital Boardrooms:** Training programs on the emergence of digital boardrooms in media empower media

professionals to embrace technological innovations, enhance their digital skills, make informed decisions, collaborate effectively, uphold ethical standards and adapt to future changes in the industry. As media landscapes evolve rapidly, media professionals need to stay abreast of technological advancements. Digital boardrooms represent a shift towards virtual collaboration, data-driven decision-making and real-time insights. Training programs help professionals understand and adapt to these changes effectively.

By equipping media professionals with the necessary skills and knowledge, training programs help prepare them for future challenges in the media industry. Digital boardrooms are just one aspect of the evolving media landscape, and continuous learning is essential for staying ahead in a dynamic and competitive environment.

iii. Increasing Use of Cinematography in Media:

Training programs focusing on cinematography for media professionals are essential for staying relevant, engaging audiences, adapting to technological advances, diversifying skills, improving visual communication, fostering collaboration, and upholding ethical standards in storytelling.

Training in cinematography techniques equips professionals with the skills to capture compelling visuals that enhance their stories.

iv. Increased Use of Data-Based Reporting:

A comprehensive training program on data-based reporting is essential for equipping media professionals with the skills, knowledge, and resources they need to produce high-quality, impactful Media in today's data-driven world. A training program focused on data-based reporting is essential for media professionals for several reasons.

- Social media :** Training program for media professionals on social media are essential for staying relevant, engaging audiences, upholding journalistic standards, and navigating the complexities of the digital age Training programs for media professionals on social media are

crucial for several reasons: Training programs teach professionals how to effectively engage with their audience on social media platforms. Social media requires a different approach to storytelling compared to traditional media. Training programs help Media Professionals adapt their storytelling techniques to fit the digital landscape, including crafting compelling headlines, utilizing multimedia elements, and optimizing content for different platforms. Training programs provide Media Professionals with the skills to navigate crises on social media, including strategies for responding to negative feedback, addressing misinformation, and maintaining transparency.

Digital Media : Training programs on digital media empower media professionals to thrive in the digital age by equipping them with the skills and knowledge needed to produce high-quality, engaging content that resonates with their audience and upholds the values of journalism by Reporting on Human Development Stories and coverage during natural & manmade disasters during disaster Management

4. Methodology:

The course would be delivered using a combination of methodologies to ensure effective learning and engagement. Details on the different methodologies used for delivering the course are given below:

- a) Lectures and Presentations:** Expert-led lectures and presentations will cover foundational knowledge and key concepts in Media Management. These sessions will provide a structured learning environment where participants can grasp complex concepts and ask questions to deepen their understanding.
- b) Case Studies:** Real-world case studies will be used to illustrate the application of media related concepts in government settings. By examining

successful (and unsuccessful) implementations of media related initiatives, participants will gain insights into practical challenges and solutions, preparing them to apply these lessons in their own work.

- c) Guest Speakers:** Industry experts will be invited as guest speakers to share their experiences and perspectives in the domains of Media Management. These sessions will provide participants with valuable insights into current trends and best practices in the media industry.
- d) Field Visits:** Field visits to media houses will provide the participants with first-hand exposure to the media ecosystem. Participants will have the opportunity to interact with industry professionals, observe media solutions in action, and gain a deeper understanding of the issues relating to Media management.
- e) Group Projects:** Participants may also be invited to share specific problems or challenges being faced in their respective countries which can then be attempted to be solved with collaboration from other course participants. By working together, participants will learn from each other's experiences and perspectives, fostering a collaborative and innovative learning environment.

By using a variety of delivery methods, the course can cater to different learning styles and ensure that participants gain a comprehensive understanding of Media Management on the ground.

It is envisaged that the interactions of the participants with the experts from India and sharing of information relating to best practices will promote an overall understanding of the subject. The training program would contribute to achieving multiple beneficial outcomes in terms of building goodwill, mutual understanding and promote bilateral relations between India and participating countries.



Football Court

Important Instructions

I. Expectations from the Delegates

Good manners and etiquette lend confidence and charm to any personality. They help smoothen the sharp edges of authority and ease the course of personal relations. The principles underlying the form and behavior suggested in the following pages are courtesy, politeness, and consideration for others. The delegates are requested to go through this set of instructions and use the guidelines / tips for displaying dignified, courteous, and civilized behavior on all occasions.

a. Punctuality

Punctuality forms the basic fulcrum around which discipline revolves. The delegates to reach the venue of any scheduled event, academic or otherwise, five minutes ahead of time and will be seated in their allotted place / position at least two minutes before the event. The delegates to not give any occasion to remind of it during the Course.

b. Behavior

Highest standards of befitting behavior and decorum are expected, both inside and outside the Institute. The delegates to be courteous and well-mannered towards each other, with the Institute staff & with the Faculty. The delegates are expected to respect cultural dimensions and religious customs.

c. Discipline

The delegates to follow the accepted norms of behaviour in letter and spirit. Indiscipline, lack of punctuality, discourteous behaviour and inappropriate conduct will invite disciplinary measures.

d. Participation

What delegates get out of the course depends a lot on what they put into it. The delegates to participate fully in all the activities that make the

course and to be polite and considerate to all others present.

e. Attire

The delegates to be appropriately attired for every occasion.

II. Conduct in Class

- The delegates are requested to be attentive and conduct themselves with due regard towards the Speakers and the fellow delegates. Questions addressed to Speakers should be clear, precise, and polite.
- Talking or whispering during a lecture not only disturbs the Speakers but other delegates also.
- Effective listening is an art and essential as a matter of courtesy to the Speaker as well as their colleagues. Remember, there is nothing that cannot wait till the end of the class.
- No eatables and beverages may be used inside classrooms.

III. Conduct in Hostels

- Shouting, loud music, noisy parties / revelry etc. must be avoided in the Hostels as it is a source of inconvenience and nuisance to others. As a consideration to other residents in the hostel, music after 10.00pm is to be heard only through ear-phones.
- All the electrical appliances shall be switched off before exiting the hostel rooms.

IV. Dining Hall Etiquette

- Dress code for dining hall is casual attire unless otherwise indicated by the Course Team.
- The delegates are requested to be polite to dining hall staff. They are requested to desist from using intemperate language while requesting for any item etc.

V. General Conduct

- Consideration for the feelings of others should be a dominant concern. Conduct should be such so as to instill confidence and trust amongst fellow-delegates.
- Redressal of grievances, if any, should be sought within the Institute. The Course Team shall be the first level for grievance redressal. A representation to any authority outside the Institute, or venting out grievances on social media, without going through the proper channel, should be avoided.

VI. Daily Session Timings

The delegates are advised to attend the sessions, as per the timelines, with a high degree of importance.

Time Starts	Activities
6.30 a.m. - 7.30 a.m.	Morning Activity (Yoga)
09:30 a.m.-11.00.a.m.	Session-I
11.00.a.m.- 11:30 a.m.	TEA BREAK
11:30 a.m. - 1:00 p.m.	Session-II
1:00 p.m. - 2:00 p.m.	LUNCH
2:00 p.m. - 8.00 p.m.	Field / Study Visit

VII. Feedback

The delegates are required to post their feedback for every session on online feedback system. The URL to access the feedback system is as follows: <http://training.mcrhrdi.gov.in/auth/login.aspx> The user-id is the Mobile Number of the delegates and default password is "MCR123#" or "MCR123". It is advisable to change the default password after the first log-in.

In addition, on the last day of the program, the delegates need to fill in the Course Evaluation Questionnaire on the online feedback portal.

VIII. Identity Cards

- The delegates are issued identity cards for the duration of the Course. The identity card has to be carried by the delegates at all times, both within and outside the campus.
- The identity cards must be clipped onto shirts, pullovers, jackets, etc., as the case may be. It is compulsory to display the cards during working hours, in classes, in the mess, and on all occasions.
- Entry into the campus shall be permitted by Security only after identity card is presented.

IX. Dress Code

Class Room

- Formal Dress

Yoga

- The Institute's T-shirt (will be provided on arrival), White Socks and Sports Shoes for Yoga and sports activities
- A pair of good quality jogging / running shoes with adequate cushioning is recommended

Inaugural, Valedictory & Cultural Evening

- Costumes that are unique to 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.



The Course Team

Sl. No.	Name	Designation	Mobile No.
1	Dr Madhavi Ravulapati	Professor (I/c), Head – Centre for Law & Public Administration Course Director	9959614546
2	Dr. K. Suresh Kumar	Faculty, CLP & In charge Class Room & Nodel officer	9948119421
3	Ms. N. Nirmala	Administrative Officer In-charge Medical Emergencies	8977784568
4	Ms. V. Jyothi	General Manager (Facilities & IT) and Head-CIT	9248032098
5	Mr. G. Venkat Reddy	Manager-IT	9949392515
6	Mr. B. Bharath Kumar	Facilities Executive (Accommodation)	9966064441
7	Mr. R. Nagaraj	Facilities Executive (Food)	9677757539
8	Mr. Mahesh	Facilities Executive (Class Room)	8106966617
9	Mr. Y. Jatin Swaroop	Network Administrator	8125721733
10	Mr. P. V. Sandeep Kumar	Senior Steno. PA to Head-CLP & Course Director	8686210692
11	Mr. Syed Mahmood Faiyaz Mehdi	Class room Assistant	9963597082
12	Godavari Hostel	Receptionist	9248005306



Tentative Course Planner

DATE	ACTIVITIES
Day-1 (15.09.2025) Monday	Registration & Course Overview
	Inaugural Session
	Ice-Breaking
	Visit to TG Secretariat, Dr. B.R. Ambedkar Statue, Lumbini Park and Boating @ Hussain Sagar
Day-2 (16.09.2025) Tuesday	Importance of Social Media in Modern Governance
	Group Photo with VC & DG
	Visit to Old City, Hyderabad (Charminar, Mecca Masjid, Lad Bazar, Chowmahalla Palace, Salarjung Museum etc.)
Day-3 (17.09.2025) Wednesday	Cinematic Production: Cinematography Principles, Script writing & Story boarding and Directing technics & film production management
	Visit to Golconda Fort (Sound & Laser Show)
Day-4 (18.09.2025) Thursday	Growing role of Artificial Intelligence in Mass Media
	Visit to T-Hub & T-Works
Day-5 (19.09.2025) Friday	Financial & economic aspects in Journalism
	Journalist in the Digital age
	Visit to Indian School of Business (ISB), Hyderabad
Day 6 (20.09.2025) Saturday	Visit to Warangal District (Heritage Sites recognized by UNESCO)
Day-7 (21.09.2025) Sunday	(Rest Day)

Day-8 (22.09.2025) Monday	Building Trust between Media and Public Relations
	Communication Challenges in Crisis Management
	Visit to TG Police Integrated Command & Control Centre & Hyderabad City Police Commissionerate
	Cultural Program followed by Dinner hosted by the VC & DG
Day-9 (23.09.2025) Tuesday	Basics of digital photography and advanced photography techniques
	Role of Media during disaster Management and coverage during natural & manmade disasters
	Visit to Birla Planetarium & Birla Science Museum, Hyderabad
Day-10 (24.09.2025) Wednesday	Visit to Nagarjuna Konda & Buddha Vanam, Nagarjuna Sagar
Day-11 (25.09.2025) Thursday	Anchoring a TV show and hosting a podcast
	Reporting on Human Development Stories
	Visit to Tribal Welfare Museum & e-Schools Central Studio
Day 12 (26.09.2025) Friday	Visit to Ramoji Film City, Hyderabad
Day 13 (27.09.2025) Saturday	Innovative Schemes in India for the Development and Welfare
	Presentations by participants
	Course Evaluation & Valedictory Ceremony
	Shopping @ Shilparamam
Day 14 (28.09.2025) Sunday	Return Journey



Dr MCR HRD Institute of
Telangana

40 Years
Celebrations
Commemorative Sculpture - 2016

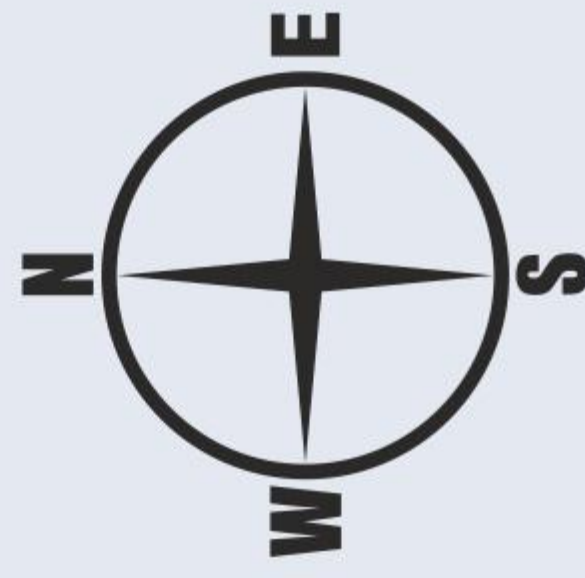
IGNITE

“The two identical spirals resemble burning torch indicating victory. The four turns of the spirals signify four decades Journey of the Institute. Two fully blossomed lotuses at the core imply exchange of knowledge and wisdom.”



Dr. MCR HRD Institute of Telangana Campus Layout

1. Admin Block
2. Godavari Hostel
- 2a. Ladies Gym
- 2b. Dispensary
- 2c. Barber
- 2d. Ruchi Dining Hall
3. Manjeera Guest House
4. Arjuna Arcade (parking)
5. Tungabhadra Block
- 5a. Pushti & Trupti Dining Halls
6. Muchkunda Block & Center For Telangana Studies
7. Centre For Sustainable Development Goals
8. Krishna Block
9. Professor Qtrs
10. Faculty Qtrs
11. Tennis Court - 1
12. Volley Ball Court
13. Tennis Court - 2
14. Gym And Swimming Pool
15. Nursery
16. Vivekananda Centre
17. D.G. Qtrs
18. Adg. Qtrs
19. Pond
20. Ramadasu Rangasthali (open Air Auditorium)
21. CGG E-dev. Centre
22. CGG Staff Qtrs
23. HRD Staff Qtrs
24. CGG Office
25. Ayush Clinics
26. Atm / Chai Kahani / Vijaya Dairy Parlour



* not to scale