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Dr. MCRHRD IT

DR. MCR HUMAN RESOURCE DEVELOPMENT INSTITUTE OF TELANGANA

Course Manual

SPECIALIZED TRAINING PROGRAMME ON JOURNALISM AND PUBLIC RELATIONS FOR JOURNALISTS FROM BANGLADESH
(Sponsored by the Ministry of External Affairs, Govt. of India)

26th to 31st October, 2026

https://www.mcrhrdi.gov.in

Let the Flags of
India and Bangladesh

Keep Flying High





From the Vice Chairperson & Director General's Desk



Dear Members of the Bangladesh Delegation,

It is my privilege to extend a heartfelt welcome to all the Journalists from Bangladesh to our Institute for the "ITEC Specialized Training Programme on Journalism and Public Relations."I warmly greet each one of you as you embark on this enriching journey to explore the evolving landscape of journalism and public relations in the digital age.

India and Bangladesh share a deep, historic and ever-strengthening bond, rooted in shared culture, language, values of democracy, and the immortal ties forged during the Liberation War of 1971. This special relationship continues to grow through vibrant exchanges in culture, education, trade, and people-to-people connections. Today, both our nations stand as vibrant democracies, empowered by a free and active media and a dynamic civil society that play a pivotal role in shaping our collective futures.

As we are aware, the world of journalism and public relations is witnessing profound transformations, driven by technological advancements, the rise of social media and artificial intelligence, shifting audience behaviours, and evolving socio-political dynamics. These changes present both challenges and opportunities, demanding a proactive and ethical approach from all stakeholders, particularly those in Government and Media.

As participants of this training programme, I urge you to actively engage with diverse perspectives and case studies, embrace this opportunity to network with fellow professionals from Bangladesh, exchange ideas, and explore innovative approaches to address the challenges faced by journalism in this digital era.

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

With best wishes,

(Santhi Kumari, IAS)
Vice-Chairperson & Director General
Dr. MCR HRD Institute of Telangana

October 26th, 2026

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THE COURSE DIRECTOR



Prof. (Dr.) Madhavi Ravulapati, M.A., LL.M., Ph.D. (Law), Professor & Head, Centre for Law & Public Administration (CLP) is a distinguished legal academician, researcher, trainer, and resource person with over 25 years of experience in legal education and more than a decade of expertise in training and capacity building.

Prior to her present assignment, Prof. Madhavi served as Associate Professor of Law and Head, Department of Law, Telangana University, and Associate Dean, ICFAI School of Law. Her professional expertise spans legal education, public administration, public policy, legal interpretation, criminal law, human rights, curriculum development, and capacity building.

Prof. Madhavi, an accomplished author and researcher, has authored four books, namely Domestic Violence, Interpretation of Statutes (two editions), Death with Dignity – A Delusion of Dilemma, and Interpretative Dynamism in Modern Law, also co-authored the three-volume work Telangana – Land & People and edited Human Security Faultlines – A Contemporary Discourse.

She has presented approximately 45 research papers at national and international conferences and published around 45 research papers in reputed journals. She currently guides Ph.D. scholars in Law and serves as an external examiner for doctoral theses at reputed universities.

She has made significant contributions to technology-enabled legal education, developing e-modules and e-content on subjects including the Criminal Procedure Code, Criminal Law, the Right to Information Act, and Swachh Bharat Abhiyan for initiatives of the UGC, Government of India, and other public institutions.

A prominent resource person and trainer, Prof. Madhavi contributes extensively to Foundation Courses and capacity-building programmes for All India Services, Central Civil Services, Telangana State Group-I and Group-II Services, Military Engineer Services, and other professional groups. Since 2014, she has served as Course Director and Additional Course Director for 15 Foundation Courses for AIS and CCS Officers, in addition to directing several specialized foundation programmes.

Prof. Madhavi also plays a significant role in international capacity building as coordinator for the Indian Technical Economic Cooperation Programme (ITEC) of the Ministry of External Affairs, Government of India. She conducts ITEC programmes covering areas such as journalism and public relations, media management, entrepreneurship, start-ups, foreign trade and investment, and digitalisation and human resource management. Her programmes have benefited diplomats, civil servants, journalists, media professionals, and other participants from numerous countries across Asia, Africa, Europe, Latin America, and the Middle East.

She is also a Visiting Professor in Law at several reputed national and international universities, institutes, academies, and professional organisations.

With her extensive experience across legal scholarship, teaching, public administration, civil services training, public policy, and international capacity building, Prof. Madhavi has established herself as an accomplished professional committed to advancing legal education, strengthening institutional capacity, and contributing to effective governance and human-resource development.

CHAPTER - I

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, Armenia, Thailand, Palestine, Zambia, Iraq, Mauritius, Cuba, Dominican Republic, Namibia, Uzbekistan, Thailand, Zambia, Namibia, Mauritius, Cuba, Dominican Republic, Botswana, Guatemala, Mali, Morocco, Turkey, Maldives, Cambodia, Bhutan, Togo, Algeria & Fiji and ITEC-Capacity Development Course on Foreign Trade & Investment for Commercial Diplomats from Egypt and ITEC-Capacity Development Course on Digitalization and Human Resource Management (HRM) for Mid-level Tanzanian Civil Servants (Sponsored by Ministry of External Affairs, Government of India) during the financial years 2024-'25, 2025-'26 & 2026-'27.

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:

I) Training Management Unit (TMU)

ii) Centre for Law & Public Administration (CLP)

iii) Centre for International Relations & Security (CIS)

iv) Centre for Finance and Economics (CFE)

v) Centre for Disaster Management & Sustainable Development (CDS)

vi) Centre for Management & Behavioural Studies (CMB)
vii) Centre for Telangana Studies (CTS)
viii) Centre for Information Technology (CIT)
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 (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 F oundation Course, which was one of its kind.


Certificate of Accreditation

The training institute Dr. MCR HRD Institute of Telangana is accredited as [illegible] under the Capacity Building Commission's National Standards as assessed by National Accreditation Board of Education and Training (NABET).

The Accreditation shall remain in force subject to continued compliance with the National Standards. The accreditation needs to be renewed before the expiry date by the training institution following the due process of assessment.

Accreditation granted on 09/01/2024 is valid until 08/01/2026

Secretary
Capacity Building Commission

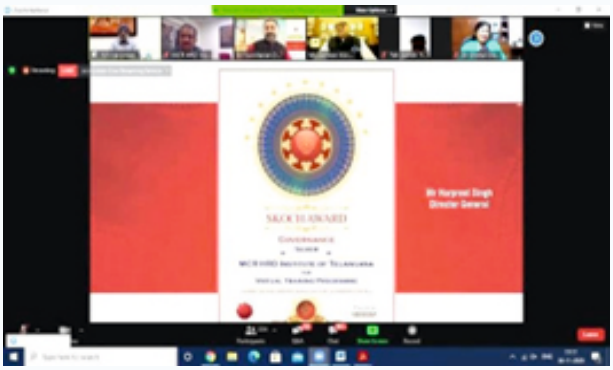
Chairperson
Capacity Building Commission

Certificate No.
APP/23/N00156

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

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.

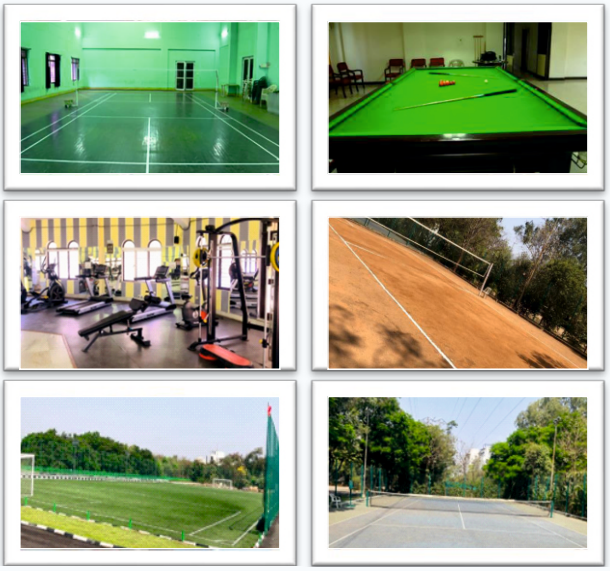
II. Catering & Mess Services

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.



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.



III. Recreation

The Institute has judicially 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 facilitates 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. Naveen, (Mobile: 8897632794) or Mr. G. Bala Showri, Manager, IT (Mobile: 7013327136).



VI. 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.

VII. WhatsApp Group

An exclusive WhatsApp Group, namely, ITEC-J&PR-BGD-OCT2026@MCR, has been created for disseminating information relating to the program among the delegates.

VIII. Website

The delegates can access "Specialized Training Programme on Journalism and Public Relations for Journalists from Bangladesh" Webpage for Course – related information, including List of Delegates, 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:

I. Dr. K. Suresh Kumar, Faculty, CLP (Mobile: 9948119421)

ii. Sri B. Bharath Kumar, FE (Mobile No.9966064441)

XI. Vijaya Parlour, Indira Mahila Canteen & ATM

The Vijaya Dairy Parlour and Indira Mahila Canteen remain open from 08.30am to 09.30pm and 8.00am to 10.00pm, respectively.

The ATM Facility is available adjacent to the Godavari Hostel (Ground Floor) and also at Vijaya Dairy Parlour.





ITEC - Specialized Training Programme on Journalism and Public Relations for Journalists from Bangladesh (26th to 31st October, 2026)

1. Importance of 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 officers / professionals with the knowledge and expertise required to navigate the evolving media landscape, effectively communicate government initiatives and build positive relationships with the public.

2. Need of the Training Program:

a) Media Literacy: As journalism evolves, officers need a deep understanding of journalistic practices, ethics, and the role of media in shaping public opinion.

b) Strategic Communication: Public relations is a cornerstone of effective governance. This program will focus on developing strategic communication skills, including message development and stakeholder engagement.

c) Enhanced Media Relations: Training in media relations will enable officers to engage with journalists, cultivate positive relationships, and manage media interactions more effectively.

3. Objectives of the Program:

- To provide an in-depth understanding of journalistic practices and ethics.
- To develop skills in strategic communication and public relations.
- To enhance media literacy and the ability to interact effectively with the media.
- To cultivate a strategic approach to public relations and stakeholder engagement.
- To provide practical training in writing press releases, media briefs, and other communication materials

4. Learning Outcomes:

Upon completion of the training program, participants will be able to:

a. understand the roles and responsibilities of journalists in the context of Government communication.

b. develop and implement effective public relations strategies aligned with Government goals.

c. engage with the media confidently and handle interviews and press conferences adeptly.

d. produce high-quality communication material for public consumption.

e. foster positive public perception through strategic public relations.

5. 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 Journalism and Public Relations. These sessions will provide a structured learning environment where delegates 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, delegates 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 Journalism and Public Relations. These sessions will provide delegates with valuable insights into current trends and best practices in the media industry.

d) Field Visits: Field visits to media houses will provide the delegates with first-hand exposure to the media ecosystem. Delegates will have the opportunity to interact with industry professionals, observe media solutions in action, and gain a deeper understanding of the issues

relating to Journalism and Public Relations.

e) Assessments: Regular assessments, such as quizzes, assignments, and exams, will be used to evaluate delegates' understanding and retention of course material. These assessments will provide delegates with feedback on their progress and help identify areas for further learning and improvement.

f) Group Projects: delegates may also be invited to share specific problems or challenges being faced in their Countries which can then be attempted to be solved with collaboration from other course delegates. By working together, delegates 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 delegates gain a comprehensive understanding of Journalism and Public Relations on the ground. It is envisaged that the interactions of the delegates with the experts from India, and sharing of information relating to best practices will promote an overall understanding of the subject.

CHAPTER-IV

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.

VII. Feedback

The delegates are required to post their feedback

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

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

• Gentlemen: Black or white 2 or 3-piece Lounge Suit (preferably in dark colors) with necktie and formal shoes / formal dress of Bangladesh.
• Ladies: Western Business Suit and full sleeves formal shirt and formal shoes or Sandals / formal dress of Bangladesh.

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

Cultural Evening

• Costumes that are unique to Bangladesh

The Course Team			
Sl. No.	**Name**	**Designation**	**Mobile No.**
1	**Prof. (Dr) Madhavi Ravulapati**	Professor, Head – Centre for Law & Public Administration **Course Director**	9959614546
2	**Dr. K. Suresh Kumar**	Faculty, CLP & **In charge Class Room & Nodal Officer**	9948119421
3	**Ms. V. Jyothi**	**General Manager** (Facilities & IT)	9248032098
4	**Mr. B. Bharath Kumar**	**Facilities Executive** (Accommodation)	9966064441
5	**Mr. R. Nagaraj**	**Facilities Executive** (Food)	9677757539
6	**Mr. P. V. Sandeep Kumar**	**Senior Steno., PA to Professor & Head-CLP, CD**	8686210692
7	**Mr. Syed Mahmood Faiyaz Mehdi**	**Class room Assistant**	9963597082
8	**Godavari Hostel**	**Receptionist**	9248005306

Tentative Course Planner	
Date	**Activities**
Day-1 (26.10.2026- Monday)	Registration
	Course Overview
	Inaugural Ceremony
	Group Photo with VC & DG
	Maximizing Human potential through behavioral competencies
	Building Trust between Media and Public Relations
	Communication Challenges in Crisis Management
Day-2 (27.10.2026) Tuesday	Importance of Social Media in Modern Governance
	Visit to T-Hub
	Visit to Old City, Hyderabad (Charminar, Mecca Masjid, Lad Bazar etc.)
Day-3 (28.10.2026) Wednesday	**Cinematic Production:** Cinematography Principles, Script writing & Story boarding
	Journalist in the Digital age
	Visit to Salarjung Museum, TG Secretariat, Dr. B.R. Ambedkar Statue, Lumbini Park and Boating @ Hussain Sagar
Day-4 (29.10.2026) Thursday	**Visit to** Ramoji Film City
Day-5 (30.10.2026) Friday	**Visit to** Warangal District (Heritage Sites recognized by UNESCO)
Day-6 (31.10.2026) Saturday	Growing role of Artificial Intelligence in Mass Media
	Innovative Schemes in India for the Development and Welfare
	Presentations by participants
	Valedictory Ceremony
	Shopping at Shilparamam, Madhapur
Day-7 (01.11.2026) Sunday	Return Journey

NOTES

NOTES



40 Years Celebrations

Commemorative Sculpture - 2016


V.C.R.
HRD
INSTITUTE OF
TELANGANA