GOVERNMENT OF TELANGANA

DR.MCR HUMAN RESOURCE DEVELOPMENT INSTITUTE OF TELANGANA

Centre for Law & Public Administration (CLP)

A week-long Specialized Training Programme on
Journalism and Public Relations for Journalists from Bangladesh
(Sponsored by the Ministry of External Affairs, Government of India)
October 26th to 31st, 2026

Course Director: Prof. (Dr.) Madhavi Ravulapati,
Professor & Head-Centre for Law & Public Administration (CLP)

Learning Outcomes: At the end of the program, the participants will be able:

- 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 (YOGA): from 6.30 am to 7.30 am

Tentative Session Plan

Day-1 (26.10.2026-Monday)			
Time	**Session**	**Suggested Methodology**	**Name of the Resource Person**
09.30 am to 10.30 am	Registration		**Nodal Officer**
10.30 am to 11.00 am	Course Overview		**Prof. (Dr.) Madhavi Ravulapati,** Professor & Head-CLP, Course Director
11.00am to 11.30am	Inaugural Ceremony		**Smt. Santhi Kumari, IAS,** Vice Chairperson & Director General Dr. MCR HRD IT and **Prof. (Dr.) Madhavi Ravulapati**
11.30am to 11.40am	**Group Photo with VC & DG**		
11.40 am to 12.00noon	**TEA BREAK**		
12.00noon to 1.30 pm	Maximizing Human potential through behavioral competencies	Exercises, Role Play, etc.	**Sri Siva Subbarayudu Kasturi** HRM, PM & SWM Consultant (7337358418)

1.30 pm to 2.30 pm	**LUNCH BREAK**		
02.30pm to 4.00 pm	Building Trust between Media and Public Relations	PPTs, Case-lets, Group Work & Discussions	**Sri Ajit Pathak** National President, Public Relations Society of India (98990 00565)
4.00pm to 4.30pm	**TEA BREAK**		
4.30pm to 05.30pm	Communication Challenges in Crisis Management	PPTs, Case-lets, Group Work & Discussions	**Sri Ajit Pathak**
06:45pm onwards	**Cultural Program: Telangana Dance Forms**		
Day-2 (27.10.2026) Tuesday			
9.30am 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 01.00 pm	Importance of Social Media in Modern Governance	PPTs, Case-lets, Group Work & Discussions	**Sri Pankaj Pachauri**
01.00pm to 02.00 pm	**LUNCH BREAK**		
02.15 pm to 05.00pm	**Visit to** T-Hub		
05.00pm to 09.00pm	**Visit to Old City, Hyderabad** (Charminar, Mecca Masjid, Lad Bazar etc.)		
Day-3 (28.10.2026) Wednesday			
9.30am 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 01.00 pm	Journalist in the Digital age	PPTs, Group Work, Discussion, etc.	**Prof. K. Nageshwar** Dept. of Communication & Journalism, OU and Ex-MLC
01.00pm to 02.00 pm	**LUNCH BREAK**		
2.15pm to 8.00 pm	**Visit to** Salarjung Museum, TG Secretariat, Dr. B.R. Ambedkar Statue, Lumbini Park and Boating @ Hussain Sagar		

Day-4 (29.10.2026) Thursday			
06:00am to 10:00pm	**Visit to** Ramoji Film City		
Day-5 (30.10.2026) Friday			
6.00am to 11.00 pm	**Visit to** Warangal District (Heritage Sites recognized by UNESCO)		
Day-6 (31.10.2026) Saturday			
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 01.00 pm	Innovative Schemes in India for the Development and Welfare Presentations by participants	PPTs, Case-lets, Group Work & Discussions	**Prof. (Dr.) Madhavi Ravulapati** Prof. of Law & Head-CLP Course Director
01:00pm to 01:30pm	**Valedictory Ceremony**		**Vice Chairperson & Director General and Head-CLP, Course Director**
01.30 pm to 02.30 pm	**LUNCH BREAK**		
02.30 pm to 06.00pm	Shopping at Shilparamam, Madhapur		
Day-7 (01.11.2026) Sunday Return Journey			