



DR. MCR HUMAN RESOURCE DEVELOPMENT INSTITUTE OF TELANGANA

Course Manual

ITEC - Capacity Building Course on
Journalism and Public Relations for
Journalists & Media Professionals
from Algeria, Bhutan, Cambodia, Ecuador,
Fiji, Ghana, Liberia, Maldives, Mauritius,
Mozambique, Seychelles, Sierra Leone, Sri Lanka,
Togo, Uzbekistan, Vietnam, Zambia and Zimbabwe

September 28th to 10th October, 2026

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

Let the Flags of India and
Algeria, Bhutan, Cambodia, Ecuador, Fiji, Ghana, Liberia,
Maldives, Mauritius, Mozambique, Seychelles, Sierra Leone,
Sri Lanka, Togo, Uzbekistan, Vietnam, Zambia & Zimbabwe

Keep Flying High



From the Vice Chairperson & Director General's Desk



Dear Journalists & Media Profesesionals,

It is my privilege to extend a heartfelt welcome to all the Journalists & Media Professionals from Algeria, Bhutan, Cambodia, Ecuador, Fiji, Ghana, Liberia, Maldives, Mauritius, Mozambique, Seychelles, Sierra Leone, Sri Lanka, Togo, Uzbekistan, Vietnam, Zambia & Zimbabwe to our Institute for the "ITEC Capacity Building Course 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 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 an 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 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 by journalism in this digitalized age.

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.

With best wishes,

A handwritten signature in blue ink, appearing to read 'Santhi Kumari'.

(Santhi Kumari, IAS)

*Vice-Chairperson & Director General
Dr. MCR HRD Institute of Telangana*

September 28th, 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 14 Foundation Courses for AIS and CCS Officers, in addition to directing several specialised 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 and Uzbekistan 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 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:

- 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)

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.

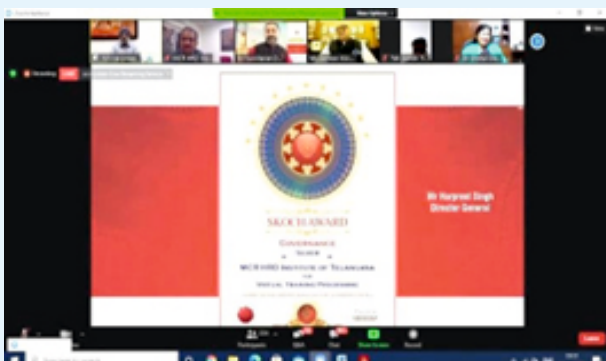
7. Our Commitment:

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

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.

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,

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.

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, Admin 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. G. Bala Showri, Manager, IT (Mobile: 7013327136). 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-Sep2026@MCR, has been

created for disseminating information relating to the program among the delegates.

VIII. Website

The delegates can access “Capacity Building Course on Journalism and Public Relations for Delegates from ITEC Countries” 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 - Capacity Building Course on Journalism and Public Relations for Journalists & Media Professionals from Algeria, Bhutan, Cambodia, Ecuador, Fiji, Ghana, Liberia, Maldives, Mauritius, Mozambique, Seychelles, Sierra Leone, Sri Lanka, Togo, Uzbekistan, Vietnam, Zambia and Zimbabwe

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.

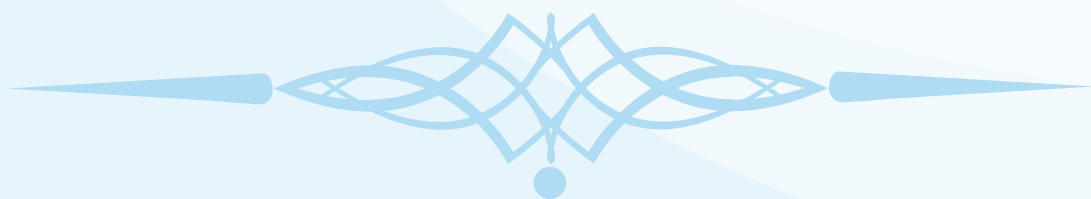
d) Field Visits: Field visits to media houses will provide the delegates with first-hand exposure to the media ecosystem. Delegates will have the opportunity to interact with industry professionals, observe media solutions in action, and gain a deeper understanding of the issues relating to Journalism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

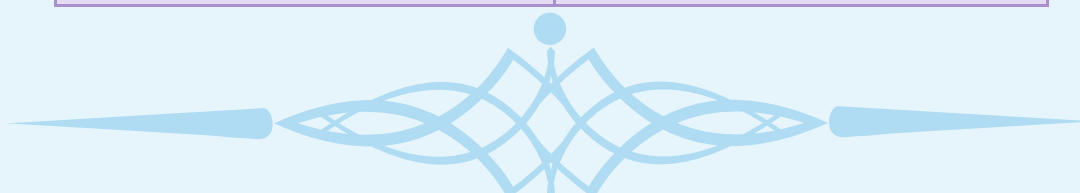
Class Room

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

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 ITEC Countries

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



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 Head-CLP & Course Director	8686210692
7	Mr. Syed Mahmood Faiyaz Mehdi	Class room Assistant	9963597082
8	Mr. Y. Jatin Swaroop	Network Administrator	8125721733
9	Godavari Hostel	Receptionist	9248005306

Tentative Course Planner

Date	Activities
Day-1 28.09.2026- Monday	Registration
	Course Overview & Inaugural Ceremony
	Maximizing Human potential through behavioral competencies
	Visit to Old City, Hyderabad: Charminar, Mecca Masjid, Lad Bazar, Chowmahalla Palace etc.
Day-2 29.09.2026- Tuesday	Growing role of Artificial Intelligence in Mass Media
	Group Photo with VC & DG
	Visit to Telangana Innovation Cell (T-Hub)
	Cultural Program: Telangana Dance Forms
Day-3 30.09.2026- Wednesday	Cinematic Production: Cinematography Principles, Script writing & Story boarding
	Cinematic Production: Directing Technics & Film Production Management
	Visit to Salarjung Museum, TG Secretariat, Dr. B.R. Ambedkar Statue, Lumbini Park and Boating @ Hussain Sagar
Day-4 01.10.2026- Thursday	Basics of digital photography and advanced photography technics
	Journalist in the Digital age
	Visit to Golconda Fort (Sound & Light Show)
Day-5 02.10.2026- Friday	Visit to Mulkanoor, Hanumakonda Dist. & Pandavula Guttalu, J.B. Dist.,
	Halt @ Bala Vikasa Society, Kazipet
Day-6 03.10.2026- Saturday	Visit to Warangal District (Heritage Sites recognized by UNESCO)
Day-7 04.10.2026 - Sunday	(Rest Day)
Day-8 05.10.2026 - Monday	Importance of Social Media in Modern Governance
	Visit to Pochampally–a Telangana Handloom Hub / Association of Lady Entrepreneurs of India (ALEAP)

Day-9 06.10.2026- Tuesday	Importance of Media Convergence in Journalism
	Role of Media during disaster Management and coverage during natural & manmade disasters
	Visit to Indian School of Business (ISB), Hyderabad
Day-10 07.10.2026- Wednesday	Visit to Ramoji Film City / Printing & Electronic Media Houses (E-TV)
Day-11 08.10.2026- Thursday	Building Trust between Media and Public Relations
	Communication Challenges in Crisis Management
	Visit to Nehru Centenary Tribal Museum in Masab Tank, Hyderabad / Interaction with officials of Social Welfare office
Day-12 09.10.2026- Friday	Financial & economic aspects in Journalism
	Innovative Schemes in India for the Development and Welfare
	Valedictory Ceremony
	Relieving formalities
	Visit to Shilparamam, Madhapur
Day-13 10.10.2026- Saturday	Shopping
Day-14 11.10.2026 - Sunday	Return Journey

NOTES

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40 Years
Celebrations
Commemorative Sculpture - 2016

