



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

**Centre for Law & Public Administration (CLP)**

**A 2 week 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  
(Sponsored by the Ministry of External Affairs, GoI)  
(28<sup>th</sup> September to 10<sup>th</sup> October, 2026)**

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

**Aims & Objectives:**

- 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**

| <b>(Day-1)<br/>28.09.2026-Monday</b> |                                                                                             |                                              |                                                                                                      |
|--------------------------------------|---------------------------------------------------------------------------------------------|----------------------------------------------|------------------------------------------------------------------------------------------------------|
| <b>Time</b>                          | <b>Session</b>                                                                              | <b>Suggested Methodology</b>                 | <b>Name of the Resource Person</b>                                                                   |
| 09:30 am to 10.30 am                 | Registration                                                                                |                                              | Nodal Officers                                                                                       |
| 10.30 am to 11.30 am                 | Course Overview & Inaugural Session                                                         |                                              | VC & DG and Head-CLP, CD                                                                             |
| 11.30 am to 12.00noon                | Tea Break                                                                                   |                                              |                                                                                                      |
| 12.00noon to 1.30 pm                 | Maximizing Human potential through behavioral competencies                                  | PPTs, Group Work, Case-lets Discussion, etc. | Sri Maganti Jegannath Muthu Kumara Swamy, Sr. Manager, Consultant (9246553850) / Sri Shiva S Kasturi |
| 1.30 pm to 2.30 pm                   | Lunch Break                                                                                 |                                              |                                                                                                      |
| 2.30pm to 8.00pm                     | Visit to Old City, Hyderabad<br>Charminar, Mecca Masjid, Lad Bazar, Chowmahalla Palace etc. |                                              |                                                                                                      |

| (Day-2)<br>29.09.2026-Tuesday |                                                                                                                     |                                                       |                                                                                                     |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| 09.30 to 11.00 am             | Growing role of Artificial Intelligence in Mass Media                                                               | PPTs, Group Work, Discussion, etc.                    | Prof. Rahul Dass<br>School of Media,<br>Mahindra University, Hyderabad<br>(8287316813 / 9818450072) |
| 11.00am to 11.30am            | TEA BREAK                                                                                                           |                                                       |                                                                                                     |
| 11.30am to 01.00 pm           | Growing role of Artificial Intelligence in Mass Media                                                               | PPTs, Group Work, Discussion, etc.                    | Prof. Rahul Dass                                                                                    |
| 01.00am to 02.00 pm           | LUNCH BREAK                                                                                                         |                                                       |                                                                                                     |
| 02.00 pm to 06.00pm           | Visit to<br>Telangana Innovation Cell (T-Hub)                                                                       |                                                       |                                                                                                     |
| 07.00pm onwards               | Cultural Program: Telangana Dance Forms                                                                             |                                                       |                                                                                                     |
| Day-3<br>30.09.2026-Wednesday |                                                                                                                     |                                                       |                                                                                                     |
| 09.30 to 11.00 am             | Cinematic Production:<br>Cinematography Principles,<br>Script writing & Story boarding                              | PPTs,<br>Case-lets,<br>Discussions &<br>Demonstration | Sri Farhatullah Beig,<br>Film Maker, Hyderabad<br>(9849524563)                                      |
| 11.00am to 11.10am            | Group Photo with VC & DG                                                                                            |                                                       |                                                                                                     |
| 11.10am to 11.30am            | Tea Break                                                                                                           |                                                       |                                                                                                     |
| 11.30am to 01.00 pm           | Cinematic Production:<br>Directing Technics & Film<br>Production Management                                         | PPTs,<br>Case-lets,<br>Discussions &<br>Demonstration | Sri Farhatullah Beig                                                                                |
| 01.00am to 02.00 pm           | Lunch Break                                                                                                         |                                                       |                                                                                                     |
| 02.00 pm to 08.00pm           | Visit to<br>Salarjung Museum, TG Secretariat, Dr. B.R. Ambedkar Statue,<br>Lumbini Park and Boating @ Hussain Sagar |                                                       |                                                                                                     |
| Day-4<br>01.10.2026-Thursday  |                                                                                                                     |                                                       |                                                                                                     |
| 09.30 to 11.00 am             | Basics of digital photography<br>and advanced photography<br>technics                                               | PPTs, Case-lets,<br>& Discussions                     | Sri Shiva Chiluveri<br>Founder / Photographer<br>Neo Sun Studios (9394218829)                       |
| 11.00am to 11.30am            | TEA BREAK                                                                                                           |                                                       |                                                                                                     |
| 11.30am to 01.00 pm           | Journalist in the Digital age                                                                                       | PPTs, Group Work,<br>Discussion, etc.                 | Prof. K. Nageshwar<br>Dept. of Communication &<br>Journalism, OU and Ex-MLC                         |
| 01.00am to 02.00 pm           | LUNCH BREAK                                                                                                         |                                                       |                                                                                                     |
| 2.00pm to 6.00 pm             | Visit to<br>Golconda Fort (Sound & Light Show)                                                                      |                                                       |                                                                                                     |

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| Day-5<br>02.10.2026-Friday             |                                                                                                                          |                                                 |                                                                                                     |
| 06:00am to 11:00pm                     | Visit to<br>Mulkanoor, Hanumakonda Dist., 1000 Pillar Temple & Warangal Fort                                             |                                                 |                                                                                                     |
| Halt at Bala Vikasa Society, Kazipet   |                                                                                                                          |                                                 |                                                                                                     |
| Day-6<br>03.10.2026-Saturday           |                                                                                                                          |                                                 |                                                                                                     |
| 06.00 am to<br>11.00 pm                | Visit to<br>Warangal District (Heritage Sites recognized by UNESCO)<br>(Pandavula Guttalu, J.B. Dist., & Ramappa Temple) |                                                 |                                                                                                     |
| Day-7<br>04.10.2026 -Sunday (Rest Day) |                                                                                                                          |                                                 |                                                                                                     |
| Day-8<br>05.10.2026 - Monday           |                                                                                                                          |                                                 |                                                                                                     |
| 09.30 to<br>11.00 am                   | Importance of Social Media in<br>Modern Governance                                                                       | PPTs, Case-lets,<br>Group Work &<br>Discussions | Sri Pankaj Pachauri,<br>former Media Advisor to the<br>then Prime Minister of India<br>(8585946921) |
| 11.00am to 11.30am                     | TEA BREAK                                                                                                                |                                                 |                                                                                                     |
| 11.30am to<br>01.00 pm                 | Importance of Social Media in<br>Modern Governance                                                                       | PPTs, Case-lets,<br>Group Work &<br>Discussions | Sri Pankaj Pachauri                                                                                 |
| 01.00am to<br>02.00 pm                 | LUNCH BREAK                                                                                                              |                                                 |                                                                                                     |
| 2.00pm to<br>7.00 pm                   | Visit to<br>Pochampally-a Telangana Handloom Hub                                                                         |                                                 |                                                                                                     |
| Day-9<br>06.10.2026-Tuesday            |                                                                                                                          |                                                 |                                                                                                     |
| 09.30 to<br>10.30 am                   | Importance of Media<br>Convergence in Journalism                                                                         | PPTs, Case-lets,<br>Group work &<br>Discussions | Dr KV.Kurmanath<br>Senior Deputy Editor,<br>The Hindu Business line<br>(9948771717)                 |
| 10.30am to<br>11.30am                  | Role of Media during disaster<br>Management and coverage<br>during natural & manmade<br>disasters                        | PPTs, Exercises,<br>Discussion etc.             | Dr KV.Kurmanath                                                                                     |
| 11.30am to<br>12.00noon                | TEA BREAK                                                                                                                |                                                 |                                                                                                     |
| 12.00noon to<br>01.00 pm               | Presentations by delegates                                                                                               |                                                 |                                                                                                     |
| 01.00am to<br>02.00 pm                 | LUNCH BREAK                                                                                                              |                                                 |                                                                                                     |
| 2.00pm onwards                         | Visit to<br>Nehru Centenary Tribal Museum in Masab Tank, Hyderabad                                                       |                                                 |                                                                                                     |

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| Day-10<br>07.10.2026-Wednesday                  |                                                                   |                                                 |                                                                                          |
| 08.00am to 08.00pm                              | Visit to<br>Ramoji Film City                                      |                                                 |                                                                                          |
| Day-11<br>08.10.2026-Thursday                   |                                                                   |                                                 |                                                                                          |
| 09.30 to<br>11.00 am                            | Building Trust between Media<br>and Public Relations              | PPTs, Case-lets,<br>Group Work &<br>Discussions | Sri Ajit Pathak<br>Chairman, Public Relations<br>Society of India (98990 00565)          |
| 11.00am to<br>11.30am                           | TEA BREAK                                                         |                                                 |                                                                                          |
| 11.30am to<br>01.00 pm                          | Communication Challenges in<br>Crisis Management                  | PPTs, Case-lets,<br>Group Work &<br>Discussions | Sri Ajit Pathak                                                                          |
| 01.00am to<br>02.00 pm                          | LUNCH BREAK                                                       |                                                 |                                                                                          |
| 02.00 pm to 06:00pm                             | Visit to<br>Indian School of Business (ISB), Hyderabad            |                                                 |                                                                                          |
| Day-12<br>09.10.2026-Friday                     |                                                                   |                                                 |                                                                                          |
| 09.30 to<br>11.00 am                            | Financial & economic aspects<br>in Journalism                     | PPTs, Exercises,<br>Discussion, etc.            | Dr. Kishore Nuthalapati<br>Economist &<br>Corporate Finance Professional<br>(9949094240) |
| 11.00am to<br>11.30am                           | TEA BREAK                                                         |                                                 |                                                                                          |
| 11.30am to<br>01.00 pm                          | Innovative Schemes in India<br>for the Development and<br>Welfare | PPTs, Case-lets,<br>& Discussions               | Prof. (Dr.) Madhavi<br>Ravulapati<br>Professor & Head-CLP<br>Course Director             |
| 01.00pm to 01.30pm                              | Valedictory Ceremony                                              |                                                 | VC & DG and<br>Professor & Head-CLP, CD                                                  |
| 01.00am to<br>02.00 pm                          | LUNCH BREAK                                                       |                                                 |                                                                                          |
| 02.00 pm to<br>03.30 pm                         | Relieving formalities                                             |                                                 | Nodal Officer                                                                            |
| 3.30pm to<br>4.00pm                             | TEA BREAK                                                         |                                                 |                                                                                          |
| 4.00pm onwards                                  | Visit to<br>Shilparamam, Madhapur                                 |                                                 |                                                                                          |
| Day-13<br>10.10.2026- Saturday                  |                                                                   |                                                 |                                                                                          |
| 10.00 am to<br>05.00 pm                         | Shopping                                                          |                                                 |                                                                                          |
| Day-14<br>11.10.2026 - Sunday<br>Return Journey |                                                                   |                                                 |                                                                                          |