



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

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

**A week-long Specialized Training Programme on  
Media Management for Journalists & Media Professionals from Sri Lanka**

**January 26<sup>th</sup> to 31<sup>st</sup> 2026 (Batch-I)**

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

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

- 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 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 Journalist and Media professionals.

**Daily Morning Activity (YOGA): from 6.30 am to 7.30 am**

**Tentative Session Plan**

Day-1 (26.01.2026-Monday)			
Time	Session	Suggested Methodology	Name of the Resource Person
09.30 am to 10.30 am	Registration		Nodal Officer
10.30 am to 11.30 am	Course Overview & Inaugural Session		Smt. Santhi Kumari, IAS, Vice Chairperson & Director General Dr. MCR HRD IT and Dr. Madhavi Ravulapati, Professor(I/c) & Head-CLP, Course Director
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 Muthukumara Swamy, Sr. Management Consultant (9246553850)
1.30 pm to 2.30 pm	LUNCH BREAK		
02.30pm to 4.00 pm	Propaganda through Media	PPTs, Group Work, Discussion, etc.	Dr.K.V.Kurmanath, Associate Editor, The Hindu Business line (9948771717)
4.00pm to 4.30pm	TEA BREAK		
06.00pm to 09.00pm	Visit to Old City, Hyderabad Charminar, Mecca Masjid, Lad Bazar etc.		
Day-2 (27.01.2026) Tuesday			
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	The World of Cinematography - What Journalist and Media Professionals Should Know	PPTs, Case- lets, Group Work & Discussions	Sri Farhatullah Beig, Film Maker, Hyderabad (9849524563)
01.00pm to 02.00 pm	LUNCH BREAK		
02.15 pm to 05.00pm	Visit to T-Hub / T-Works		
07:00pm onwards	Cultural Program: Telangana Dances Forms		
Day-3 (28.01.2026) Wednesday			
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		
2.15pm to 8.00 pm	Visit to Golconda Fort (Sound & Laser Show)		

Day-4 (29.01.2026) Thursday			
06:00am to 10:00pm	Visit to Nagarjuna Konda & Buddha Vanam, Nagarjuna Sagar		
Day-5 (30.01.2026) Friday			
9.30am to 11.00 am	Building Trust between Media and Public Relations	PPTs, Case-lets, Group Work & Discussions	Sri Ajih Pathak National President, Public Relations Society of India (98990 00565)
11.00am to 11.30am	TEA BREAK		
11.30am to 01.00 pm	Communication Challenges in Crisis Management	PPTs, Case-lets, Group Work & Discussions	Sri Ajih Pathak
01.00pm to 02.00 pm	LUNCH BREAK		
2.15pm to 08:00pm	Visit to Salarjung Museum, TG Secretariat, Dr. B.R. Ambedkar Statue, Lumbini Park and Boating @ Hussain Sagar		
Day-6 (31.01.2026) Saturday			
9.30am to 11.00 am	Preparing for Interaction of the Journalist and Media Professionals Eminent Persons - Tips & Protocols	Exercises, Role Play, PPTs & Discussions	Sri Tony Chapman Journalist & TV Producer from Australia (9000060733)
11.00am to 11.30am	TEA BREAK		
11.30am to 01.00 pm	Innovative Schemes in India for the Development and Welfare	PPTs, Case-lets, Group Work & Discussions	Dr. Madhavi Ravulapati Prof. of Law & Head-CLP Course Director
	Presentations by participants		
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 (01.02.2026) Sunday Return Journey			