Ministry of External Affairs
Government of India

Dr. MCR HUMAN RESOURCE DEVELOPMENT INSTITUTE OF TELANGANA

Course Manual

Specialized Training Programme on Media Management for Journalists & Media Professionals from Sri Lanka

16th to 21st February 2026

https://www.mcrhrdi.gov.in

*Let the Flags of India and SriLanka
Keep Flying High*

*The friendship between India and SriLanka has been
characterized by mutual respect, solidarity, and a shared
commitment to promoting peace,
stability, and prosperity*

From the Vice Chairperson & Director General's Desk

Dear Delegates,

It is my privilege to welcome all the Journalists & Media Professionals from Sri Lanka to our Institute for a week-long Specialized Training Programme on Media Management. Your presence here signifies a commitment to staying abreast of the dynamic changes shaping the field of journalism and I commend you for your dedication to professional growth.

The ties between India and Sri Lanka are deeply rooted in ancient cultural and historical connections as well as shared experiences of colonialism and struggles for independence.

As we are aware, the world of journalism 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, exchange ideas and explore innovative approaches to addressing the challenges facing journalism in this digitalized age.

I wish you will emerge inspired, informed and better equipped to navigate the complexities of modern journalism, with greater confidence and purpose.

I further feel that the training program will be greatly instrumental in fostering goodwill, mutual respect, and cooperation, contributing to broader goodwill and prosperity, and long-lasting bilateral relations between India and Sri Lanka.

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,

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

February 16th 2026

Contents

THE COURSE DIRECTOR

Dr.Madhavi Ravulapati, MA, LLM, PhD (Law), Professor & Head of the Centre for Law & Public Administration (CLP) at Dr. MCR HRD Institute, brings over 25 years of rich experience in legal academics, including a decade in training. She holds a Doctorate in Law and postgraduate degrees in both Law and Sociology. Her academic leadership roles include serving as Associate Professor and Head, Department of Law at Telangana University, and as Associate Dean at ICFAI School of Law. Dr. Madhavi has authored three books—Domestic Violence, Interpretation of Statutes, and Death with Dignity – A Delusion of Dilemma—co-authored Telangana – Land & People (Vol. I–III), and edited Human Security Faultlines – A Contemporary Discourse. With over 45 research papers presented and published in national and international platforms, she currently guides three Ph.D. research scholars and serves as an external examiner for doctoral thesis evaluations. She has also contributed significantly to digital learning by generating e-content for institutions like the UGC, MHRD, and Andhra Pradesh Police (CID), and has developed modules for SWAYAM on topics such as RTI and Swachh Bharat Abhiyan.

Dr. Madhavi is a resource person in Law for training officers of All India Services, Central Civil Services, Military Engineer Services, and Telangana State Group 1 Services. She has played key roles in 14 Foundation Courses at MCRHRDI since 2014, including as Course Director for the Special Foundation Courses for AIS and CCS Officers (2023, 2024 & 2025) and MES Officers (2024). Her academic outreach extends globally as a leader of Ten ITEC-training programs in areas like Journalism, Public Relations, Media Management and Entrepreneurship catering to officers and professionals from over 49 countries covering 331 delegates. She also conducted the 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. Dr. Madhavi continues to contribute to flagship programs at MCRHRDI and remains a key figure in the interface between legal education, public policy, and international training.

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 trainersfor 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)
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 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.
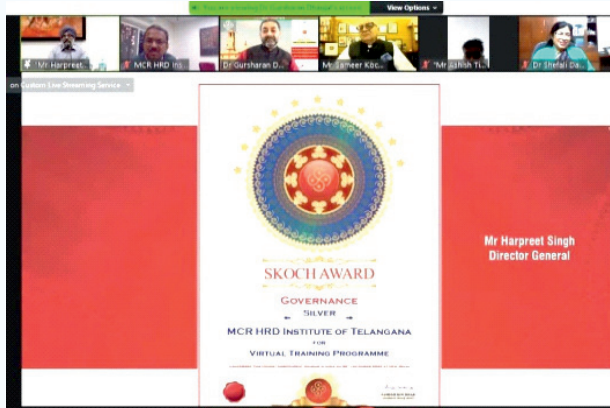
The SKOCH Group, which is India's leading Think Tank dealing with socio- economic issues, has instituted India's

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.

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,

Badminton Court

Billiards

Tennis Court

Modern Gym

Football Court

Volleyball Court

Swimming Pool

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. Y Jatin Swaroop, (Mobile: 8125721733) or Mr. Venkat Reddy, Manager, IT- Infrastructure (Mobile: 9949392515).

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, STP-MM-Sri Lanka (B-II) @MCR, has been created for disseminating information relating to the program among the delegates.

VIII. Website

The delegates can access "Specialized Training Programme on Media Management for Journalists & Media Professionals (B-II)" 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.

Specialized Training Programme on Media Management for Journalists & Media Professionals from Sri Lanka (16th to 21st February, 2026)

1. Importance of the Training Program:

Conducting training programs for journalists and media professionals from Sri Lanka serves several crucial purposes.

Professional Development: Continuous training helps Journalists and Media Professionals stay updated with evolving industry standards, technologies, and best practices. It enables them to hone their skills in areas such as investigative reporting, fact-checking, digital storytelling, and ethical journalism.

Ethical Reporting: The training program emphasizes the importance of ethical journalism, including principles like accuracy, fairness, and impartiality. This helps in promoting responsible reporting and mitigating the spread of misinformation and propaganda.

Media Literacy: The training program not only benefits journalists but also contributes to enhancing media literacy among the general public. Educating citizens about how to critically evaluate news sources and discern credible information from misinformation is vital for a healthy democracy.

Media Diversity and Inclusion: The training program can address issues of diversity and inclusion within the media industry, ensuring that journalists from diverse backgrounds have equal opportunities and representation. This fosters a more inclusive media landscape that reflects the diversity of Sri Lankan society.

Capacity Building: By investing in the training and development of journalists and media professionals, Sri Lanka can strengthen its media ecosystem and enhance its capacity for independent and responsible journalism. This, in turn, contributes to the country's democratic governance and accountability.

Adaptation to Technological Changes: With the rapid advancement of technology, journalists need to adapt to new tools and platforms for news gathering, production, and distribution. The training program can help them develop digital skills and adapt to the changing media landscape.

Overall, conducting training programs for Journalist and Media Professionals in Sri Lanka is essential for fostering a vibrant, ethical, and resilient media industry that contributes to informed public discourse and democratic governance.

2. Focus of the Training Program:

The Print, Electronic, Digital and Social Media have been undergoing mind-boggling changes. Keeping this in view, the training program proposes to focus on the following issues relating to Journalism and Media Management.

I. **New and Emerging Technologies:** Training programs on new and emerging technologies in media are essential for empowering Journalists and Media Professionals to navigate the complexities of the digital age effectively and responsibly. Training programs for Journalists and Media Professionals on new and emerging technologies in media are crucial for several reasons. The media landscape is constantly evolving with the emergence of new technologies. Training programs help journalists and media professionals stay updated with the latest tools and platforms, enabling them to adapt their reporting and storytelling techniques accordingly.

Learning about new technologies equips journalists with the skills and competencies needed to thrive in a digital age. This may include training on data visualization, social media analytics, virtual reality storytelling, podcasting, AI-driven journalism and more.

ii. **Emergence of Digital Boardrooms:** Training programs on the emergence of digital boardrooms in media empower journalists and media professionals to embrace technological innovations, enhance their digital skills, make informed decisions, collaborate effectively, uphold ethical standards, and adapt to future changes in the industry. As media landscapes evolve rapidly, journalists and media professionals need to stay abreast of technological advancements. Digital boardrooms represent a shift towards virtual collaboration, data-driven decision-making and real-time insights. Training programs help professionals understand and adapt to these changes effectively.

By equipping journalists and media professionals with the necessary skills and knowledge, training programs help prepare them for future challenges in the media industry. Digital boardrooms are just one aspect of the evolving media landscape, and continuous learning is essential for staying ahead in a dynamic and competitive environment

iii. **Increasing Use of Cinematography in Media:** Training programs focusing on cinematography for journalists and media professionals are essential for staying relevant, engaging audiences, adapting to technological advances, diversifying skills, improving visual communication, fostering collaboration, and upholding ethical standards in storytelling.

Training in cinematography techniques equips professionals with the skills to capture compelling visuals that enhance their stories.

iv. **Social media:** Training programs for journalists and media professionals on social media are essential for staying relevant, engaging audiences, upholding journalistic standards, and navigating the complexities of the digital age

Training programs for Journalists and media professionals on social media are crucial for several reasons: Training programs teach professionals how to effectively engage with their audience on social media platforms. Social media requires a different approach to storytelling compared to traditional media. Training programs help journalists adapt their storytelling techniques to fit the digital landscape, including crafting compelling headlines, utilizing multimedia elements, and optimizing content for different platforms. Training programs provide journalists with the skills to navigate crises on social media, including strategies for responding to negative feedback, addressing misinformation, and maintaining transparency.

v. **Digital Media:** Training programs on digital media empower journalists and media professionals to thrive in the digital age by equipping them with the skills and knowledge needed to produce high-quality, engaging content that resonates with their audience and upholds the values of journalism Training programs on digital media are essential for journalists and media professionals due to several reasons:

3. Objectives of the Training Program:

a) To provide an in-depth understanding of Print, Electronics, Digital, and Social Media, their strengths and weaknesses, and the use of right media at the right time.

b) To caution the Journalists and Media Professionals about the mis/disinformation, especially in the social media, and to share with them the knowledge and skills to tackle this problem effectively.

c) To equip Journalists and Media Professionals with the skills to face the challenges brought about by digital transition of newsrooms, data-based reporting, and such other future developments.

d) To use new and emerging technologies, especially Artificial Intelligence, in order to improve the performance of Journalists and Media Professionals.

e) To highlight the techniques of cinematography and to use them in different scenarios for the good of their respective organizations.

4. Beneficial Outcomes of the Training Program:

As the world steps into the post-pandemic period, building stronger and resilient economies that will deliver inclusive and sustainable growth, will be major challenges that confront the policy makers. The training program has been designed to develop the capabilities and skills Journalists and Media Professionals of in addressing the critical issues relating to Journalism and Media Management.

The program will deliver application-oriented learning and the participants will be able to share knowledge, data and operational expertise on global best practices in the domains of Journalism and Public Relations.

The program would also provide a unique opportunity for the participants to network with global experts and work on group projects as part of the training program. The participants would be able to leave with innovative action plans that would contribute towards bringing about the transformation that is needed in the practices relating Journalism and Media Management in Sri Lanka – an ITEC - Partner country to survive the emerging challenges and capitalize on the growth opportunities.

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 Media Management. These sessions will provide a structured learning environment where participants 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, participants 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 Media Management. These sessions will provide participants with valuable insights into current trends and best practices in the media industry.

d) **Field Visits:** Field visits to media houses will provide the participants with first-hand exposure to the media ecosystem. Participants 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 Media management.

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

f) **Group Projects:** Participants may also be invited to share specific problems or challenges being faced in Sri Lanka which can then be attempted to be solved with collaboration from other course participants. By working together, participants 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 participants gain a comprehensive understanding of Journalism and Media Management on the ground.

It is envisaged that the interactions of the participants with the experts from India, and sharing of information relating to best practices will promote an overall understanding of the subject. The training program would contribute to achieving multiple beneficial outcomes in terms of building goodwill, mutual understanding and promote bilateral relations between India and Sri Lanka.

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.

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

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 SriLanka.

- **Ladies:** Western Business Suit and full sleeves formal shirt and formal shoes or Sandals / formal dress of SriLanka.

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 SriLanka

The Course Team

Sl. No.	Name	Designation	Mobile No.
1	**Dr Madhavi Ravulapati**	Professor (I/c), 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. G. Venkat Reddy**	**Manager-IT**	9949392515
5	**Mr. B. Bharath Kumar**	**Facilities Executive** (Accommodation)	9966064441
6	**Mr. R. Nagaraj**	**Facilities Executive (Food)**	9677757539
7	**Mr. P. V. Sandeep Kumar**	**Senior Steno., PA to Head-CLP & Course Director**	8686210692
8	**Mr. Y. Jatin Swaroop**	**Network Administrator**	8125721733
9	**Mr. Syed Mahmood Faiyaz Mehdi**	**Class Room (i/c)**	9963597082
10	**Godavari Hostel**	**Receptionist**	9248005306

Tentative Course Planner

Date	Activities
Day-1 **(16.02.2026)** **Monday)**	Registration & Course Overview
	Inaugural Session
	Group Photo with VC & DG
	Growing role of Artificial Intelligence in Mass Media
	Maximizing Human potential through behavioral competencies
	Visit to Old City, Hyderabad (Charminar, Mecca Masjid, Lad Bazar etc.)
Day-2 **(17.02.2026)** **Tuesday**	The World of Cinematography – What Journalist and Media Professionals Should Know
	Propaganda through Media
	Visit to T-Hub / T-Works
	Cultural Program: Telangana Dance Forms
Day-3 **(18.02.2026)** **Wednesday**	Visit to Warangal District (Heritage Sites recognized by UNESCO)
Day-4 **(19.02.2026)** **Thursday**	Building Trust between Media and Public Relations
	Communication Challenges in Crisis Management
	Visit to Salarjung Museum, TG Secretariat, Dr. B.R. Ambedkar Statue, Lumbini Park and Boating @ Hussain Sagar
Day-5 **(20.02.2026)** **Friday**	Importance of Social Media in Modern Governance
	Visit to Golconda Fort (Sound & Laser Show)
Day-6 **(21.02.2026)** **Saturday**	Global Security Fault lines - Human Security & Media Narratives
	Innovative Schemes in India for the Development and Welfare
	Presentations by participants
	Valedictory Ceremony
	Shopping at Shilparamam, Madhapur
Day-7 **(22.02.2026)** **Sunday**	Return Journey
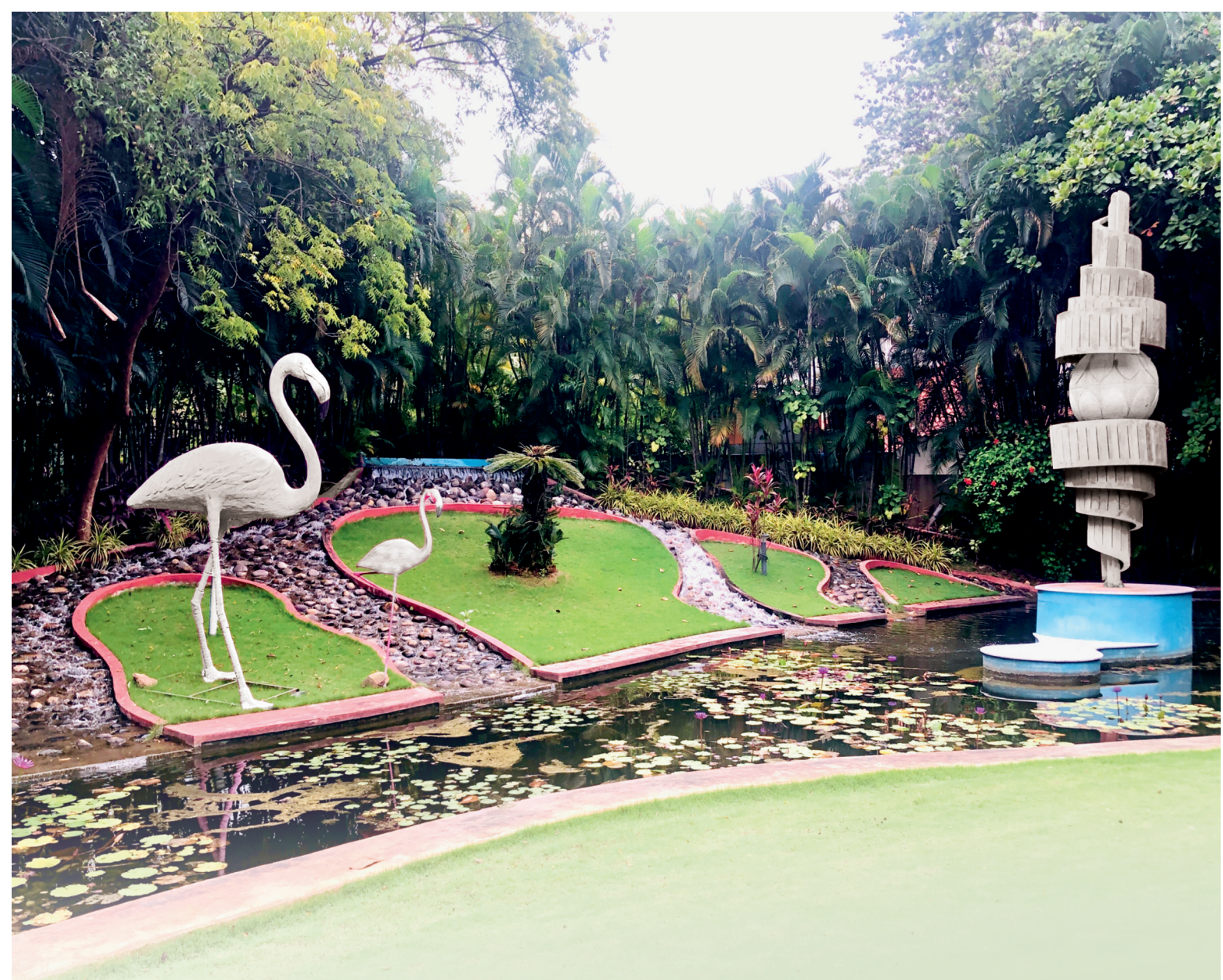
40 Years Celebrations

Commemorative Sculpture - 2016