



GOVERNMENT OF TELANGANA
DR.MCR HUMAN RESOURCE DEVELOPMENT INSTITUTE OF TELANGANA
Centre for Law & Public Administration (CLP)
ITEC - Training Program for Sri Lankan Journalists and Media Professionals
(Sponsored By Ministry of External Affairs, Government of India)

Course Director: Dr. Madhavi Ravulapti,
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: from :6.30 am to 7.30 am

Draft Session Plan

Time	Session	Suggested Methodology	Name of the Resource Person
09.30 am to 10.30 am	Registration		Dr. Madhavi Ravulapati Head-CLP & CD
10.30 am to 11.20 am	Inaugural Session		Chief Guest Dr Shashank Goel , IAS DG, Dr. MCR HRD IT & Spl. CS to Govt. of Telangana, Guest of Honor (To be decided)
11.20 am to 11.40 am	Tea Break		
11.40 am to 1.20 pm	Ice-Breaking	Exercises, Role Play, etc.	Smt. Nirmala Sambamoorthy Senior Management Consultant (9849085987)
01.20 pm	Group Picture at Admn. Block		
1.30 pm to 2.30 pm	Lunch Break		
2.30 pm to 4.20 pm	Latest Trends in Print , Electronic and Social Media	PPTs, Group Work, Discussion, etc.	Smt. Uma Sudhir Executive Director, South India Division, NDTV (8978999198)
4.20pm to 4.35pm	TEA BREAK		
06.00pm to 09.00pm	Cultural Program followed by Dinner hosted by the Director General		
Day-2 (Tuesday)			
09.30 to 11.20 am	Content Creation for Social Media	PPTs, Group Work, Discussion, etc.	Prof. Madhu Vishwanathan, Professor, Indian School of Business, Hyderabad (9100732648)
11.20am to 11.40am	TEA BREAK		
11.40am to 01.30 pm	Use of New and Emerging Technologies, including AI in Media	PPTs, Group Work, Discussion, ect.	Prof. Rahul Dass School of Media, Mahindra University, Hyderabad (8287316813 / 9818450072)
01.30am to 02.30 pm	LUNCH BREAK		

02.30 pm to 04.20 pm	Coordination and Collaboration with Media Organizations	PPTs, Group Work, Discussion, etc.	Prof. Stevenson, former Head, Department of Journalism and Communication & Dean, Faculty of Social Sciences, OU (9533365858)
5.00pm to 08.00pm	Visit to Charminar, Mecca Masjid, Lad Bazar etc.		
Day-3 (Wednesday)			
9.30 to 11.20 am	Visibility & Invisibility in Digital Journalism	PPTs, Group Work, Discussion, etc.	Dr. Shashidhar Nanjundiah Professor & Dean, School of Media, Mahindra University, Hyderabad (9820499939)
11.20am to 11.40am	TEA BREAK		
11.40am to 01.30pm	Building Fact Checking Mechanism for a Healthy Media Environment	PPTs, Exercises, Discussion etc.	Sri Rakesh Dubuddu Founder, FACTLY, Public Information & Media Tech Initiative (9885419012)
1.30pm to 2.30 pm	LUNCH BREAK		
2.30pm to 8.00 pm	Visit to T-Hub and Golconda Fort (Sound & Light Show)		
Day - 4 (Thursday)			
08:00am to 08:00pm	Visit to Warangal District (Heritage Sites recognized by UNESCO)		
Day-5 (Friday)			
9.30 to 10.30 am	Dangers Caused by Misinformation – Case Studies on Fact Checking	PPTs, Exercises , Discussion, etc.	Mr Sudhakar Reddy, Udumula, Editor, Investigations, Times of India (9849998006)
10.30am to 08.30pm	Community Radio Station Managed by Women self-help groups at Deccan Development Society, Zaheerabad		
Day – 6 (Saturday)			
08.00am to 08.00pm	Visit to Ramoji Film City, Hyderabad		
Day- 7 (Sunday)			
08.00am to 08.00pm	Visit to Nagarjuna Konda - Nagarjuna Sagar		

Day 8 (Monday)			
9.30 am to 11.20 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
11.20 am to 11.40 pm	TEA BREAK		
11.40 am to 01.30pm	Importance of Social Media in Modern Governance	PPTs, Case-lets, Group Work & Discussions	Sri Pankaj Pachauri,
1.30pm to 2.30pm	LUNCH BREAK		
2.30pm to 4.20 pm	Digital Transition of a News Room	PPTs, Case-lets, Group Work & Discussions	Dr.K.V.Kurmanath, Senior Deputy Editor, The Hindu Business line (9948771717)
4.20pm to 8.00 pm	Visit to Times of India, Hyderabad		
Day-9 (Tuesday)			
9.30 to 11.20 am	Data Journalism-The Emerging Trends	PPTs, Case-lets, Group Work & Discussions	Sri Srinivasan Ramani, Senior Associate Editor, The Hindu Daily, Chennai
11.20am to 11.40am	TEA BREAK		
11.40am to 01.30 pm	Data Journalism-The Emerging Trends	PPTs, Case-lets, Group Work & Discussions	Sri Srinivasan Ramani, Senior Associate Editor, The Hindu Daily, Chennai
01.30 pm to 02.30 pm	LUNCH BREAK		
2.30pm to 4.20 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)
Day-10 (Wednesday)			

9.30 am to 01.30 pm	Visit to Annapurna Studio & Annapurna College of Film and Media		
01.30 pm to 02.30 pm	LUNCH BREAK		
02.30 pm to 06.00 pm	Visit to All India Radio Station, Hyderabad		
Day-11 (Thursday)			
9.30 to 01.30 pm	Visit to Media Plus, Hyderabad, (Writing a Press Releases-Practice Session)		
01.30 pm to 02.30 pm	LUNCH BREAK		
02.30 pm to 05.00 pm	Visit to TS Police Integrated Command & Control Centre & Hyderabad City Police Commissionerate & Quli Qutub Shahi Tombs		
Day-12 (Friday)			
9.30 am to 01.30 pm	Film making in the Times of OTT	Exercises, PPTs & Discussions	Prof. Kiranmayi Indraganti Dean, Advance Studies and Practice, Manipal Academy of Higher Education, Bangalore
01.30 pm to 02.30 pm	LUNCH BREAK		
02.30 pm to 06.00 pm	Visit to Doordarshan Kendra, Hyderabad		
Day-13 (Saturday)			

9.30 to 01.30 pm	Panel Discussion on Media – The Way forward	PPTs, Case-lets, Group Work & Discussions	<ol style="list-style-type: none"> 1. Sri Dilip Cherian, former Editor, Business India, (9818779467) 2. Sri Srinivas Reddy, Editor Telangana Today (9182777444) 3. Sri Mir Ayub Ali Khan, former Dy. Managing Editor, Saudi Gazette (9989928016) 2. Smt. Ayesha Minhaz, Spl. Correspondent (AP & Telangana), Frontline Magazine (The Hindu Group) (9701865680)
01.30 pm to 02.30 pm	LUNCH BREAK		
02.30 pm to 03.30 pm	Valedictory function		<p style="text-align: center;">Chief Guest Dr Shashank Goel , IAS</p> <p style="text-align: center;">Guest of Honor (to be decided)</p>
03.30 pm to 04.00 pm	Online Feedback on the Training Program		
04.00 pm to 04.15 pm	HIGH TEA		
Day – 14 (Sunday) Return Journey Concludes			