



Andhra Pradesh Human Resource Development Institute
(Govt. of Andhra Pradesh)

Three Day Residential Training Programme on
"Communication & Media"

Thurs, Fri & Sat., 07th to 09th Nov.,2019

(In association with DoPT)

Venue: AP HRDI, Bapatla, Guntur Dist.

Prog.Code: APHRDI /Progs./26/19

Thursday:: 07.11.19		
Time (Hrs)	Speaker	Topic
10:00 - 10:30	Inaugural Programme	Dr.K.Subba Rao HCCP, AP HRDI
10:30- 11:45	Dr. Nagasuri Venugopal Assistant Director All India Radio Hyderabad	Communication & Media Scenario : An overview
Coffee/Tea : 11:45 – 12:00		
12:00 - 13:30	Dr. N. Sailaja Dy. Commissioner Excise (Retd.) Hyderabad	Effective Communication for Government Machinery
Lunch: 13:30 – 14:15		
14:15 – 15:45	Dr. J.Madhu Babu Assistant Professor Dept. of Journalism & Mass Communication Nagarjuna University Guntur	Fundamentals of Communication and Media Technology
Coffee/Tea : 15:45 – 16:00		
16:00-17:30	Dr. J.Madhu Babu Assistant Professor Dept. of Journalism & Mass Communication Nagarjuna University Guntur	Vitality and impact of Social Media : Feed back and positive utility

Friday :: 08.11.19		
Time (Hrs)	Speaker	Topic
9:30 -11:00	Dr. G. Chenna Reddy Associate Professor Department of English Acharya Nagarjuna University Guntur	Effective use of Media : Reaching the unreached
Coffee/Tea : 11:00 – 11:30		

11:30 -13:00	Sri M.V. Rama Rao News Editor (Retd.) Andhra Jyoti Vijayawada	How to facilitate for different Media
Lunch: 13:00 - 14:00		
14:00 -15:30	Dr. V.V.V.Ramana Sr. Technical Director National Informatics Centre Vijayawada	Media & Communication in Telugu : Use of Information Technology
Coffee/Tea : 15:30 - 16:00		
16:00 -17:30	Sri K.Venkatarathnam Eco Journalist Vijayawada	Environmental communication and sensitizing the Media.
Saturday :: 09.11.19		
Time (Hrs)	Speaker	Topic
9:00 -10:30	Sri k.Jaya Raju A.P Bureau Chief 10 TV Vijayawada	Developmental communication for Rural Andhra Pradesh.
Coffee/Tea : 10:30 - 11:00		
11:00 -12:30	Dr. G.Kondala Rao Head, Regional News Unit All India Radio Vijayawada	How to cope up problems in remote villages & tribal areas while taking Government programmes (with success stories)
Lunch: 12:30 - 13:30		
13:30 - 15:00	Sri D.Somasundar Senior Journalist & TV Panelist Tadepalligudem West Godavari	Communication for unprivileged sections (with success stories)
15:00 - 16:30	Sri D.Somasundar Senior Journalist & TV Panelist	How to join with Media to combat perennial problems like drought, pollution, poverty, mal-nutrition, gender discrimination, child abuse (with case studies)
Coffee/Tea :16:30 - 17:00		
17:00 - 17:30	Feedback & Valedictory Address	