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.

**Thursday:: 07.11.19**

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<tr>
<th>Time (Hrs)</th>
<th>Speaker</th>
<th>Topic</th>
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| 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**

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| 12:00 - 13:30 | Dr. N. Sailaja  
Dy. Commissioner Excise (Retd.)  
Hyderabad | Effective Communication for Government Machinery |

**Lunch: 13:30 – 14:15**

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| 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**

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| 16:00-17:30 | Dr. J.Madhu Babu  
Assistant Professor  
Dept. of Journalism & Mass Communication  
Nagarjuna University  
Guntur | Vitality and impact of Social Media : Feedback and positive utility |

**Friday :: 08.11.19**

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<th>Time (Hrs)</th>
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<th>Topic</th>
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| 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**
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| 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 |