

**DIRECTORATE OF TRAINING: UNION TERRITORIES CIVIL SERVICES  
GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI  
Institutional Area, Shahdara, Behind Karkardooma Courts, Shahdara Delhi-110032**

No F.9/1/5/10-UTCS/(TS-V)/ 26452-26619 Dated: - 06/10/10

**CIRCULAR**

The Directorate of Training is entrusted with the basic responsibility of conducting training programmes for various levels of officials/officers in various areas of administration. The Directorate has identified subjects needing awareness about important social, economic, administrative and various other topics. List of courses under "General Awareness" is enclosed. A One-day training course on "General Awareness about Handling Publicity and Media" is an important course in the list. The Course shall be held on 18.11.2010.

**IMPORTANCE OF THE COURSE**

Media plays an important role in strengthening democracy. In the age of liberalisation and globalization, role of media has enhanced manifold. Media events and media coverage have become important in everyday governance.

**TARGET BENEFICIARIES OF THE COURSE**

The Course has been designed to benefit those who are working in the Government, its local/autonomous bodies, public sector undertakings and entrusted with the responsibilities of publicity and arranging media events. The course will also be useful in the context of handling media persons. Training Module/Learning Units are enclosed.

**OBJECTIVES OF THE COURSE**

At the end of the Course the participants will be able to:

1. Explain importance of Publicity and Media-Relations.
2. Describe responsibilities of a Spokesman.
3. Manage Media- Crisis.

**CONTENTS OF THE COURSE**

1. Publicity and Media Relations.
2. Government and the Media
3. Handling Media
4. Handling Publicity

**METHODOLOGY OF THE COURSE**

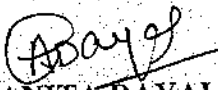
The Course would be conducted by experts and those associated with implementation of publicity and handling media. While lecture method would be generally followed, discussions may also be included in some sessions. The Course would be interactive and participants encouraged to raise questions and get the doubts cleared.

### NOMINATIONS FOR THE COURSE

1. The Course envisages class strength of 40 participants.
2. Nominations shall be accepted on first-come-first-serve basis.
3. Nomination letter along with bio-data of the participants in the format prescribed (enclosed) may be sent by 10.11.10.
4. **Nominations received after 10.11.10 may not be entertained.**
5. Outstation participants are requested to proceed for training only after receipt of confirmation of acceptance of nomination.

### OTHER INSTRUCTIONS

1. Participants are expected to come prepared with basic information on the course subject.
2. Participants may bring copies of the latest departmental/Government circulars/ orders/reports etc., relating to the course subject, if any available. This would benefit other participants, the Directorate and also the faculty.
3. Participants are expected to observe punctuality and regularity.
4. Participants are expected to keep their mobile phones on silent mode during the training sessions.
5. Participants are expected to complete exercises/questionnaires, if any, distributed by the faculty during any training session and also fill up the feedback form.
6. Participants are expected to utilize the knowledge gained during the training for efficient discharge of their duties.
7. Participants may contact the undersigned for any information/clarification on training course.
8. Contact / correspondence may be made on Phone Nos. 22307822, Fax No. 22308556 email address [dutcs@nic.in](mailto:dutcs@nic.in), [adtrg5utcs.delhi@nic.in](mailto:adtrg5utcs.delhi@nic.in)

  
(ANITA DAYAL)

ASSISTANT DIRECTOR (TRG.)

Dated:

No F.9/1/5/10-UTCS/(TS-V)/  
Copy forwarded to: -

1. All HODs/Local/Autonomous Bodies and State undertaking /Corporations.
2. S.O. to the Chief Secretary, Govt. of NCT of Delhi, Delhi Secretariat, New Delhi.
3. E.O. for updating on the website of the Department.

  
(ANITA DAYAL)  
Assistant Director (Trg.)

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**TRAINING MODULE ON GENERAL AWARENESS ABOUT HANDLING  
PUBLICITY AND MEDIA**

Name of the Package of Courses		General Awareness	
Duration of the Course		One day (18 <sup>th</sup> Nov. 2010)	
Number of Sessions		4 (fours)	
Training Branch		V	
Name of the Course Coordinator		Smt. Anita Dayal, Assistant Director	
<b>Sessions</b>	<b>Duration</b>	<b>Topics</b>	<b>Proposed Speaker</b>
<b>Session – I</b> 10.00 am- 11.15am	75 Min.	Publicity and Media Relations	
<b>Tea</b>			
<b>Session – II</b> 11.30 am- 12.45pm	75 Min.	Government and the Media	
<b>Lunch</b>			
<b>Session – III</b> 01.45 pm- 03.00pm	75 Min.	Handling Media	
<b>Tea</b>			
<b>Session – IV</b> 03.15 pm- 04.30pm	75 Min.	Handling Publicity	

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**LEARNING UNITS ON GENERAL AWARENESS ABOUT HANDLING  
PUBLICITY AND MEDIA**

Name of the Package of Courses		General Awareness		
Duration of the Course		One day (18 <sup>th</sup> Nov., 2010)		
Number of Sessions		4 (fours)		
Training Branch		V		
Name of the Course Coordinator		Smt. Anita Dayal, Assistant Director		
Enabling Objectives	Contents & Sequence	Method of Training	Training Material and aid	Performance Aid
Session – I	<b>Publicity and Media Relations-</b>			
Overview	<ul style="list-style-type: none"> <li>- <b>Role of Media</b> <ul style="list-style-type: none"> <li>a. In democracy</li> <li>b. In day-to-day governance</li> <li>c. In present day society</li> </ul> </li> <li>- <b>Type of Media and its interface with the Organisation</b> <ul style="list-style-type: none"> <li>- Print Media</li> <li>- Visual Media</li> <li>- Electronic Media</li> <li>- Functions of Ministry of Information and Broadcasting</li> <li>- Functions of Directorate of Publicity, GNCTD</li> </ul> </li> <li>- <b>Media and Editorial Set up</b> <ul style="list-style-type: none"> <li>a. News Channels</li> <li>b. Print Media</li> </ul> </li> <li>- <b>Media Relations</b></li> </ul>	Lecture	Handouts	
Session – II	<b>Government and Media</b>			
Overview	<ul style="list-style-type: none"> <li>- <b>Government controlled Media Functions.</b></li> </ul>	Lecture	References of latest	

	<ul style="list-style-type: none"> <li>a. Government Publications</li> <li>b. Government regulated Channels</li> <li>- <b>Interface with Private Media</b></li> <li>a. Role &amp; Responsibilities of Spokesman/Spokeperson</li> <li>b. Publicity Policy</li> <li>- <b>Media events</b></li> <li>a. Presss Meets</li> <li>b. Presss Briefings</li> </ul>		<b>Articles and handouts</b>	
<b>Session – III</b>	<b>Handling Media</b>			
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>- Culture in the government usually not taking credit of public policies througuh media coverage.</li> <li>- Openess and Media demands.</li> <li>- Investigative journalism and sting operations</li> <li>- Multiplicity of media and challenge of handling it</li> <li>- VVIP's and Media</li> <li>- Do, and Don'ts for crisis management.</li> </ul>	<b>Lecture</b>	<b>Handout</b>	
<b>Session – IV</b>	<b>Handling Publicity</b>			
<b>Awareness</b>	<ul style="list-style-type: none"> <li>- Government Advertisement and Media</li> <li>- Role of DAVP</li> <li>- Media Planning</li> </ul>	<b>Lecture</b> <b>Discussion</b>		

**DIRECTORATE OF TRAINING: (UNION TERRITORIES CIVIL SERVICES)**

**BIODATA FORM**

**(For Employees of GNCTD, Local/Autonomous Bodies/Corporations etc)**

**Name of the Training Progress:** \_\_\_\_\_

**Course Code:** \_\_\_\_\_

**Date of Training Programme :** \_\_\_\_\_

[Tick mark (✓) the appropriate box]

01.	Name (As per Service Book)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	First	
		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Middle
		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Last
02.	Designation																			
03.	Service Cadre	IAS <input type="checkbox"/>	DANICS <input type="checkbox"/>	DASS <input type="checkbox"/>	Accounts <input type="checkbox"/>	Medical <input type="checkbox"/>	ENGG. <input type="checkbox"/>	Teaching <input type="checkbox"/>	Others <input type="checkbox"/>											
04.	Name of the Department/Organisation																			
05.	Category of Dept./Organisation	Delhi Govt. <input type="checkbox"/>	Local Body <input type="checkbox"/>	Autonomous Body <input type="checkbox"/>	PSU <input type="checkbox"/>	Others <input type="checkbox"/>														
06.	Employee Code (If any)																			
07.	Date of Birth	<input type="text"/>	<input type="text"/>	DD	<input type="text"/>	<input type="text"/>	MM	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	YYYY								
08.	Sex	Male <input type="checkbox"/>	Female <input type="checkbox"/>																	
09.	Category	UR <input type="checkbox"/>	SC <input type="checkbox"/>	ST <input type="checkbox"/>	OBC <input type="checkbox"/>	Other <input type="checkbox"/>	<input type="text"/>													
10.	Educational Qualification [Highest qualification]	Middle <input type="checkbox"/>	Metric <input type="checkbox"/>	Inter <input type="checkbox"/>	Graduate <input type="checkbox"/>	P.Grad <input type="checkbox"/>	M.Phil <input type="checkbox"/>	Ph.D. <input type="checkbox"/>	Others <input type="checkbox"/>											
11.	Professional/Technical qualification																			
12.	Date of joining the Service	<input type="text"/>	<input type="text"/>	DD	<input type="text"/>	<input type="text"/>	MM	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	YYYY								
13.	Pay Band & Grade Pay																			
14.	Details of trainings attended in the past in the Directorate of Training, UTCS/Other Institutes																			
15.	Contact Number	Office								Personal										

**39** Estate Officer 26452-26619  
 Directorate of Training UTCS  
 Vishwas Nagar Delhi - 32

Signature \_\_\_\_\_

Date : \_\_\_\_\_

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