

No F.9/1/5/10-UTCS/ (TS-V)/ 32800 -32966

Dated: 09-11-11

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. 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 **09.12.2011**.

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 Units is 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:

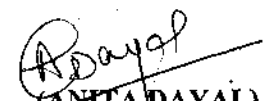
The Course would be conducted by experts and those associated with implementation of publicity and handling media. While lecture method would be generally followed, discussions may also be included in some sessions. The Course would be interactive and participants encouraged to raise questions and get 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 may be sent latest by 02.12.2011.**
4. 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. 22388504, Fax No. 22308556, 22301287**
email address- adtrg5utcs.delhi@nic.in.

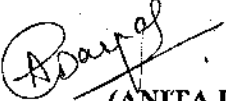

(ANITA DAYAL)
Assistant Director (Trg.)

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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.)

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

Name of the Package of Courses		General Awareness
Duration of the Course		One day (09 th Dec., 2011)
Number of Sessions		4 (fours)
Training Branch		V
Name of the Course Coordinator		Smt. Anita Dayal, Assistant Director
Sessions	Duration	Topics
Session – I 10.00 am- 11.15am	75 Min.	Publicity and Media Relations
Session – II 11.20 am- 12.45pm	75 Min.	Government and the Media
Session – III 01.45 pm- 03.00pm	75 Min.	Handling Media
Session – IV 03.15 pm- 04.30pm	75 Min.	Handling Publicity