



**asci**  
Leadership through Learning

## ADMINISTRATIVE STAFF COLLEGE OF INDIA

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**Dr. Ramu Suravajjula**  
Programme Director

March 1, 2019

## CERTIFICATE COURSE IN PUBLIC RELATIONS FOR HOSPITAL STAFF

(29 April - 3 May, 2019)

Dear Sir/Madam,

Greetings from Administrative Staff College of India (ASCI)!

We are happy to announce that ASCI, the College for practising managers since 1956, is offering an unique 'Certificate Course in Public Relations for Hospital Staff' from 29 April to 3 May, 2019 at Bella Vista campus on Raj Bhawan Road, Hyderabad, Telangana, India.

A keen analysis of attacks on various hospitals, doctors and medical personnel across India reveals that the primary cause for such Incidents is the absence of communication & PR skills among the hospital staff. Due to lack of a proper PR and crisis management strategies, many hospitals and doctors are earning bad reputation and getting negative media coverage. A planned approach to deal with the powerful media is the need of the hour for hospitals, nursing homes and doctors but, unfortunately, it is grossly missing in this media-centric society.

Barring a few corporate hospitals and nursing homes, the majority of medical institutions have no assigned PR professionals because the managements failed to realise their importance in building reputation and brand image. Hence, we designed this course to train the existing staff of hospitals to carry out the important role as Public Relations Managers. Highly reputed PR professionals, Managers of PR and HR in the industry and experts from medical bodies, noted editors and legal luminaries will be delivering lectures to turn hospital staff into professional PROs in 5 days only!

We wish to train the participants to become the goodwill ambassadors who can transform the hospital environs dramatically with their positive behaviour and strategies. We recommend you to nominate your staff to attend this exclusive residential course.

Nominations for the programme may be made in the enclosed form. Photocopies of the form are also acceptable in case you would like to nominate more than one person from your organisation. The form can also be accessed from our website ([asci.org.in](http://asci.org.in)).

Please note that the nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalisation. A brochure is enclosed for detailed information.

We look forward to receiving early nominations from your organisation.

Thanking you,

Yours sincerely,

**Dr. Ramu Suravajjula**

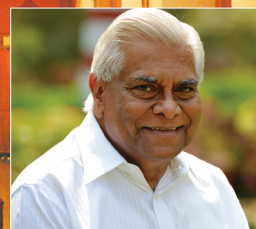
Encl : Programme Brochure & Nomination Form







Conference Room-1 in Bella Vista



**Shri K. Padmanabhaiah**  
IAS (Retd)  
Chairman  
ASCI Court of Governors  
Former Union Home Secretary

## About ASCI

- ▶ Established in 1956 at the initiative of the government and the corporate sector, the Administrative Staff College of India (ASCI), Hyderabad, has pioneered post-experience management education in India.
- ▶ ASCI equips corporate managers, administrators, entrepreneurs and academicians with the skills to synthesize managerial theory and practice; and respond to the ever-increasing complexity of managerial issues confronting government, industrial enterprises and non-government organizations. ASCI is backed by 93 leading organizations in India, comprising public and private sector corporations and state governments, who are members of its College Society.
- ▶ Over 1,75,000 participants from industry, government and non-government organizations in India and other emerging market economies take advantage of the nearly 200 management development programmes offered by ASCI every year. Over 300 organizations have reaped benefits from its research and management studies.

### ASCI operates from three Campuses

- 1) Bella Vista (BV), the palace of the erstwhile State of Hyderabad's Prince of Berar, architecturally aesthetic with verdant surroundings, creates the perfect ambience for study, discussion, reflection and introspection. A well-stocked library, excellent multi-cuisine food, interesting recreational facilities (including yoga, badminton, tennis, swimming, croquet) and medical facilities are available on the campus, apart from state-of-the-art IT infrastructure. The entire BV campus is Wi-Fi enabled.
- 2) College Park Campus (CPC), the picturesque campus is located at Banjara Hills is 4 km away from Bella Vista. It has been developed to offer its long-duration, focused, residential post-graduate diploma programme on management of hospitals and health systems, medical infrastructure and technology.
- 3) New Delhi Centre was established in 1988. It has full-fledged facilities for organizing non-residential short-duration programmes, conferences, seminars, workshops and syndicate/group discussions.

## About the Programme Director

**Dr. Ramu Suravajjula**, PhD in Communication & Journalism

- ▶ 25 years of experience in journalism (worked with Eenadu, The Hindu, and Mail Today)
- ▶ Taught Journalism in University of Hyderabad and produced high-caliber journalists for five years
- ▶ Published hundreds of features and special stories
- ▶ Doctoral (PhD) degree in Communication and Journalism
- ▶ Won two gold medals in Communication and Journalism. Received Shoyabullah Khan Gold medal for scoring highest marks in BCJ in 1997-98 and Urdu Academy Gold medal for securing highest marks in project report in MCJ in 1998-99.
- ▶ Winner of Laadli Media-UNFPA award for his blog in 2010-11
- ▶ Recipient of Dr. CV Narasimha Reddi Award for "The Best Public Relations Manager-2015" in recognition of "his outstanding performance in the practice of public relations and for having exhibited professional qualities that served in promoting the vision, mission, goals and services of ASCI."
- ▶ Conducts workshops for journalists and bloggers



For further details, please contact :

**Mr. G. Srinivas Yadav**  
Programmes Officer

## Administrative Staff College of India

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**ADMINISTRATIVE STAFF COLLEGE OF INDIA**  
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)

**Nomination Form**  
**CERTIFICATE COURSE IN**  
**PUBLIC RELATIONS FOR HOSPITAL STAFF**

**(29 April - 3 May, 2019)**

**Nominee's Contact Information :**

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____
		Home :	_____
e-mail :	_____	Fax :	_____

**Sponsor's Details**

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN :	_____
Address :	_____
	_____
	Pincode : _____
Phone(s) :	(Off) : _____
	(Mobile) : _____
e-mail :	_____
	Fax : _____

**Fee Particulars**

Amount Payable :	_____	Mode of Payment (DD/Chq/NEFT) :	_____
Name of the Bank :	_____	Date of Instrument/Transfer :	_____
Instrument Number :	_____	UTR Number for NEFT :	_____

**Medical Insurance**

<b>Name of the Insurance Agency</b>	<b>Policy Number</b>	<b>Validity upto</b>
<b>Note : Coverage should be available in Hyderabad, India</b>		

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in