



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

Phone : 0091-40-66533000, 66534247, Fax : 0091-40-66534356

email: poffice@asci.org.in, URL: <http://www.asci.org.in>

Ramu Suravajjula, PhD
Programme Director

October 30, 2019

Programme on
**Enhancing Brand Image through
Effective Media Relations**

(December 9 - 11, 2019)

Dear Sir / Madam,

Greetings!

As you are aware, the Administrative Staff College of India (ASCI), the College for practising managers since 1956, is running a series of programmes on Public Relations this year. Having completed a highly successful programme on "PR and Social Media" recently, we are pleased to announce a programme, titled 'Enhancing Brand Image through Effective Media Relations,' from December 9 to 11, 2019 in Hyderabad.

At a time when a news story, a tweet, a FB post or a fake news can ruin the reputation of organisations, business establishments and individuals, every professional should understand the dynamics of media and cultivate good relations with the key players of it. The programme is very useful for those who want to get publicity in media for free of cost!

This programme is a must for PR professionals, PR personnel of State Governments, Managers of PSUs, Banks, Hospitals, Coalfields, Power Corporations, Local Bodies, Universities, other Educational Institutions, and NGOs.

Topics of the programme will come in handy for the support staff of Ministers, MPs, MLAs and MLCs besides the media management team of politicians.

Nominations for the programme may be made in the enclosed form.

Photocopies of the form are also accepted in case you would like to nominate more than one person from your organisation.

The form can also be accessed from our website <https://asci.org.in>

We look forward to receiving early nominations from your organisation.

Thanking you,

Dr S.Ramu

editor@asci.org.in

9440102154

Encl: Brochure and Nomination Form



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 1,80,000 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) 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 Suravajula

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.

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, programmes for journalists, bloggers, doctors, PR professionals and Managers.

For further details, please contact :

Mr. G. Srinivas Yadav

Programmes Officer

Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad - 500 082, India.

Tel : 0091-40-66534247, (M) 9246203535, Fax : 0091-40-66534356

E-mail : poffice@asci.org.in; training@asci.org.in



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

Nomination Form
Programme on
Enhancing Brand Image through
Effective Media Relations
(December 9 - 11, 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

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

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