



NUCLEAR POWER CORPORATION OF INDIA LIMITED
(A Govt. of India Enterprise)
MADRAS ATOMIC POWER STATION
Kalpakkam . Tamil Nadu - 603 102

NPCIL /MAPS/PAPC/2013

20.12.2013

**REPORT ON A TRAINING PROGRAMME ON “ UNDERSTANDING MEDIA
FOR POSITIVE COVERAGE” FOR PAPC & CSR MEMBERS**

With the objective of enhancing Individual's efficiency on Media Communication , a training programme on **“Understanding and Managing Media for Positive Coverage”** for PAPC members and CSR Committee members was organized at MAPS on 16.12.2013 and 17.12.2013. The curriculum for the training programme has been designed in such a way that all members (PAPC & CSR) and Group heads of the MAPS Unit to be oriented in two days i.e each one day.

The training was imparted by Shri.Vishram Dhole , Asst.Prof., Department of Communication studies , University of Pune and coordinated by Shri Sudesh Sharma , ACE from Corporate Planning and Communication from HQ, Mumbai.

A seriatim narration of the programme is given below:-

16.12.2013 (For PAPC & CSR Members)

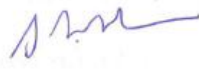
1. The programme was inaugurated by Shri. M.Venkatachalam , Operation Superintendent by giving welcome address.
2. The opening address was given by Shri D.Thanasekaran , AGM (HR) followed by Shri K.Suresh , Superintendent (QA) and Shri V.G.Mohannayar , Training Superintendent.
3. The inaugural programme concluded with vote of thanks proposed by Smt. R.M.Nachammai, STE (N).
4. The training started with an introductory session taken by Shri Sudesh Sharma, ACE (CP &CC) by sharing his communication experiences during out reach programme.
5. Subsequently the entire session was taken by the faculty Shri.Vishram Dhole , Asst.Prof., Department of Communication studies , University of Pune .
6. At the outset the very purpose of the training is to provide with an opportunity to understand the real media world and understanding how the press and media organizations are operating - put forth by the faculty.

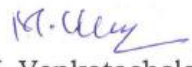
7. Further , the faculty clearly oriented the participant about the following subjects :
 - a. News Media- Principles and Logics , Pressures and Performance.
 - b. Media Power and Nuclear Power- Uneasy Relations
 - c. Organizational structure of News Media
 - d. News Content- An Introduction
 - e. Basics of News Writing
 - f. Interacting with Journalists etc.,
8. The programme was concluded with feed back of the participants where in most of the participants felt that they were presented with new knowledge about the media world and acquainted with new approaches while making public awareness campaign.
9. Around 33 employees consists of senior officials, Executives and supervisors and workmen were benefited out of this programme.

17.12.2013 (For superintendents and group heads)

1. Around 10 Top Management Officials participated in the programme inclusive of SD, CS and all Superintendents.
2. The programme started with various doubts raised by the participants about the press and media organization.
3. The faculty clearly oriented the participants about the following subjects :
 - a. News-media Touch-points and Intervention Occasions
 - b. Interacting with Journalists by the Sr.Management Team etc.,
4. The programme was concluded with expression of gratitude by SD, CS and OS.

The sessions were thoroughly interactive and it has given the participants clear glimpses of Media functioning and how to put-forth our views in the given media dynamics so that it will get a positive coverage.


T.S. Rajakumar
DM (HR) &
Member Secretary


M. Venkatachalam
Operations Superintendent
& Chairman , PAPC

**Shri Sudesh Sharma,
ACE (CP &CC), NPCIL,
Mumbai.**

Cc to: CS/SD – for kind information pl.





