

Ref: CCM/07/26

17.11.2025

WORKSHOP ON CORPORATE COMMUNICATION AND MEDIA ENGAGEMENT

AT SRINAGAR, JAMMU & KASHMIR

National Academy of Human Resource Development (NAHRD) was established to deliver competency-enhancing learning to officials of Central Government, State Governments, Public Sector Undertakings, Autonomous Bodies, Banks, Insurance Companies, etc. We have organized large number of workshops in the past, which have been very well attended and appreciated by officials of various organizations across the country.

A workshop on **Corporate Communications and Media Engagement** is being organized by NAHRD from **01.07.2026 to 04.07.2026** at Srinagar, Jammu & Kashmir.

In the current communication environment marked by increased public and media attention, organizations require structured and consistent approaches to corporate communication and media interaction. This workshop aims to enhance participants' understanding and skills in developing aligned organizational messages, engaging effectively with print, electronic, and digital media, handling interviews and official interactions, managing communication during crises and reputational risks, and using digital and social media platforms in a responsible and compliant manner. After the workshop the participants shall have updated themselves in the following aspects:

- Understand the role of corporate communication in public institutions
- Distinguish internal and external communication
- Align communication with organizational mandate and image
- Identify stakeholders and prioritize key messages
- Understand the media landscape across platforms
- Comprehend newsroom functioning and media expectations
- Build and maintain professional media relations
- Prepare for media interactions and official interviews
- Apply effective media handling techniques
- Draft accurate and compliant press releases and media briefs
- Conduct press conferences and media briefings
- Address leaks, rumours, and misinformation responsibly
- Integrate traditional and digital communication channels
- Follow social media governance and response protocols
- Manage online reputation and public feedback
- Apply appropriate digital communication practices
- Manage crisis communication and protect institutional reputation

Workshop Methodology

The workshop will be organized on highly participative lines. The training methods will include lectures, group discussions, exercises, presentations, case studies, role-plays etc.

Subject Experts having practical working knowledge and experience on the subject will be invited as faculty for the present workshop.

NAHRD's workshops have consistently received strong appreciation from senior officers and professionals across a wide spectrum of Ministries, Regulators, PSUs, Financial Institutions, and Academic Bodies. Participants have included officers from key Ministries such as Agriculture, Road Transport & Highways, and Commerce & Industry; premier regulators including the Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), and TRAI; leading PSUs such as Coal India Ltd., Indian Oil, BPCL, ONGC, NHPC, HAL, and Bharat Dynamics Ltd.; major banks and financial institutions including State Bank of India, Bank of Baroda, Punjab National Bank, NABARD, EXIM Bank, and IDBI Bank; as well as renowned institutions like IITs, NITs, IIMs, Delhi University, and national bodies such as ISRO, Election Commission of India, DMRC, and BSF. This wide and diverse participation underscores NAHRD's credibility, relevance, and trusted role in capacity building across the public sector ecosystem.

Participation Fee:

Single Occupancy - Rs. 74,000/- plus GST @ 18% per participant

Twin Sharing - Rs. 65,000/- plus GST @ 18% per participant

Non-Residential - Rs. 50,000/- plus GST @ 18% per participant

The participation fee for residential participants covers the cost of accommodation, meals & study material of the participants. Spouse/ family members are welcome on additional all-inclusive nominal charges in case nomination of the participant is on single occupancy. Twin Sharing is available only in case even number of participants of same gender from same organization. The participation fee for non-residential participants covers the cost of lunch & study material

Venue: Golden Tulip, Sonwar Bagh, Srinagar, Jammu and Kashmir 190001

Check In- 01.07.2026 (03:00 P.M.)

Check Out- 05.07.2026 (11:00 A.M.)

The workshop will commence at 9:30 A.M. on 02.07.2026 and will conclude at 5:30 P.M. on 04.07.2026. However, there will be an introductory session on 01.07.2026 after all participants have reported at the venue. In case of non-availability of rooms at training venue as on date of nomination, arrangements for stay shall be made in another property.

Nominations may be sent through post/ email by providing participants' name, designation, contact number & e-mail ID along with cheque/DD in favor of National Academy of Human Resource Development payable at New Delhi. Please note that participation fee is to be paid at the time of nomination. Registration form can be obtained from our website. In case of payment through electronic mode, details are as under:

Name of Beneficiary: National Academy of Human Resource Development

Bank: Kotak Mahindra Bank. A/c No. 8912179265

IFSC Code. KKBK0004620

PAN: AAJFN7963N GSTIN: 07AAJFN7963N1ZF

For further information or clarification kindly contact:

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Nomination once confirmed cannot be cancelled, however substitution of participant(s) is allowed. In case nominated participant is not able to attend the workshop due to any reason and no substitution is made, fees shall still be payable. In case fees have already been paid, same shall be liable to be forfeited.

Limited seats available for the present workshop and hence the nominations will be accepted on first-come-first-serve basis. Organizations are kindly requested to seek confirmation about availability before nominating. Last date for accepting nominations is **18.06.2026**.

You are requested to kindly nominate officers and executives for the present workshop at the earliest and draw maximum benefit from the opportunity.

Thanks & Regards



For NAHRD