"Public Relations, Social Media & Crowd Management" from 23rd to 27th January, 2023"

Program Director: Shri Shivendra Shukla, Dean

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Program Overview:

Indian Railways Institute of Transport Management (IRITM), Lucknow is organizing a one week training Programme on "**Public Relations, Social Media & Crowd Management" from 23rd to 27th January, 2023 at its Campus**

Programme is open for all departments and all grades of officers i.e. JS/SS/JAG/SG/SAG. The program has been designed to have enrichment value for officers in the field of PR & Crowd Management. The PR is an essential and integrated component of public policy or service. The professional public relation activity will ensure the benefit to the citizens, for whom the policies or services are meant for. This programme aims in imparting such professional PR skill. Public relations have a role in effective government processes by handing opportunities for advocacy and establishing professional connections.

Objectives of Course and Methodology:-

Public Relations, Social Media, Communicating with citizens through Social Networking, Role of Social Media in handling Public Grievances, Crowd, Role of Social Media in shaping Public Opinion, Managing PR during Big Events, Law Relating to Social and Electronic Media, Media Management, New Trends in Public Relation, Media Coverage regarding Railway, Control and Crowd Management

INDIAN RAILWAYS INSTITUTE OF TRANSPORT MANAGEMENT, LUCKNOW

For more information, please visit our website: iritm.indianrailways.gov.in

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