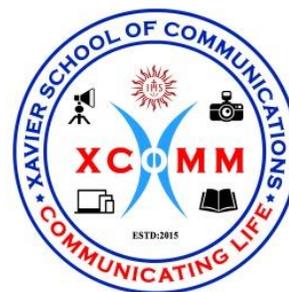




XAVIER SCHOOL OF COMMUNICATIONS (XCOMM)

Report April 2019 – March 2020



Fr. Donald D'Silva, SJ, Ph.D.
Academic Dean

Vision of the School: Communication Education in the Spirit of *Magis*

Mission of the School: Enabling people to live extraordinary lives and to be the light for the world

Activity Highlights for the Year:

1. Admission process

Admissions to BSc and MA Mass Communication programs were anchored by the Dean Fr Donald D'Silva and Fr Alwyn Rodrigues. The selection process included submission of Statement of Purpose followed by personal interview and examination of candidates' creative works. Total students enrolled to the programs are: for BSc Mass Communication Batch 2019-22 – 20 Students and for MA Mass Communication program Batch 2019-21 – 04 students. There are altogether 71 students in both the programs.

2. XILUR 2019 - Inauguration and orientation program of academic year 2019-20

The inauguration and Orientation program of Xavier School of Communications for the academic year 2019 -20 was held on 1st and 2nd of July. XILUR symbolizes the beginning of a fresh and eventful academic journey and it stands for *Xavier initiative to learn, unlearn and relearn*.

The Chief Guest for the inaugural event was Shri Jyoti Prakash Panigrahi, Hon'ble Minister of Tourism, Odia Language, Literature & Culture, Government of Odisha and Dr. Lopamudra Tripathi, Communication for Development specialist at unicef, was the Guest of Honour. Xavier University dignitaries, Prof. Dr. Fr. Paul Fernandes SJ, Vice Chancellor, Prof. Fr. E. A. Augustine SJ, Registrar and Fr. Donald D' Silva SJ, the Dean of Xavier School of Communications were part of the esteemed panel.

Shri Panigrahi, who is also a board member of the University, elaborated on the need for a responsible media and how as budding professionals one should be aware of the needs of the society. He also deliberated on how Xavier University has spearheaded the changing landscape of higher education across the nation.



The Guest of Honour, Dr. Tripathy emphasized on a sense of heightened empathy towards society, which she believes is the foundation stone of the media profession. She urged students to focus on contextualized communication in which the communicator should be able to address the apprehension of the common man, thus becoming the *agents of social change*. With even a greater zeal, Dr. Tripathy an erudite speaker, readily answered the questions put forth by the students. The session was moderated by Prof. Fr. Alwyn Rodrigues SJ, faculty Xavier School of Communications.

With XCOMM's motto of *communicating life*, the School has always stood apart from its contemporaries in the way that it has never succumbed to the dominant trend of churning out 'market' ready graduates. Rather, it has groomed students as socially conscientious young men and women who would be the future thought leaders with vision, creativity and imagination.

3. XCOMM SYMPOSIUM 2019

Xavier School of Communications (XCOMM), organized its 2nd edition of Symposium on August 17, 2019. The theme chosen for the Symposium was “**Digital Innovation: Opportunities and Challenges**”. The event featured industry stalwarts from fields like Event Management, Public Relations, Advertising, Journalism, Filmmaking etc.

Inaugural session was graced by Fr. Donald D' Silva, SJ, the Acting Vice Chancellor of XUB and the Dean, XCOMM, and the, Prof. Fr. E. A. Augustine SJ, the Registrar and the keynote speaker of the symposium, Mr. Siddhartha Roy, Head of Strategic Planning at 82.5 Communications of the Ogilvy Group. The session began with the lighting of the lamp by the dignitaries and student representatives. Fr. Alwyn Rodrigues SJ, Coordinator of XCOMM Symposium 2019 delivered the welcome address.



Mr. Siddhartha Roy, the Keynote Speaker on this occasion shared insights on **Brand Communication – 2020 and beyond**. He spoke about how digital innovation is helping brands connect with the audience on a 'one to one' basis. "Consumers have an attention span less than that of a goldfish." He mentioned that to excel in the era of digital explosion, brands need to focus on creativity, co-creation and consumer engagement.

The first plenary session was on the theme, "**Digital PR and Event Management in the Convergence Era**". The panellists of this session were Ms. Sharmistha Goswami, Group Manager-Brand Communications, Madison PR and Ms. Rima Ghosal, Senior Manager Production and Programming, Teamworks Art Pvt. Ltd. The theme of the second plenary session was '**Digital innovation: The Journey from broadcast to narrowcast**'. Ms. Vasudha Sinha, Senior Producer, Editorji and Ms. Poonam Agarwal, Associate Editor (Investigation), The Quint were the speakers of the session. The third plenary session involved an interesting discussion on the theme, '**Digital Advertising and Documentary Film Making**.' Ms Amrita Dey, Associate Creative Director, The Glitch and Mr Raju Hittalamani, Independent Filmmaker, Kabes Media were the panellists.



The Symposium witnessed an active participation from students and faculty with an intriguing Q&A session at the end of each plenary session. This event was attended by not only the students and faculty members of XCOMM and Xavier University Bhubaneswar, but also school students and teachers from 12 schools of Bhubaneswar and Cuttack. Fr. Donald D' Silva, SJ, distributed the certificates to the participating Teachers and Students from the twin city of Bhubaneswar and Cuttack. XCOMM Symposium 2019 ended with vote of thanks proposed by Mr. Shakti Mishra, a student of XCOMM. The whole event was coordinated by Fr. Alwyn Rodrigues SJ and Prof. Arpita Saha.

4. CONCORDIA 2019 – XCOMM MEDIA FEST

The Xavier School of Communications (XCOMM) of Xavier University Bhubaneswar (XUB) hosted inter-school talent and quiz competitions on November 8, 2019 under the title '**Concordia'-XCOMM Media Fest 2019** at Xavier University campus.

The Dean of the Xavier School of Communications, Fr Donald D'Silva, SJ extended a warm welcome to all the young participants who represented their schools wished them good luck with a belief that all the teams selected for the final rounds would give a tough competition to each other keeping true spirit of competition.

The aim of conducting Media Fest was to bring together the Plus Two level students of Eastern Region of India to promote talent and creativity among students. Through "**Concordia**" – **XCOMM Media Fest 2019**, University is trying to encourage students to give a break from their busy academic schedule and invest their energy on expressing themselves in the areas that matter them most.

The Quiz master for the day was Mr Bivash Rath Attreya, a member of Odisha Quiz Club, conducted the event efficiently. Since there was overwhelming response for the event, organizers had to conduct elimination round to take a call on six finalists for the event.

Overall winners rolling trophy went to BJEM School, Bhubaneswar. Concordia Quiz event

At the valedictory function, the Vice-Chancellor **Dr Fr Antony Uvari, S.J.**, extolled the efforts of the faculty and students of the Xavier School of Communications for their efforts in organizing the event successfully by bringing the young minds to the University campus and creating an opportunity for them to interact and learn from each other. He welcomed the young students to pursue their higher education in the Xavier University and become men and women for others with a motto of ***Inspiring Futures*** and doing more.

The **Chief Guest** for the event **Shri Shashi Bhushan Upadhyay, Director, Jindal Stainless Steel Limited**, Bhubaneswar addressing the gathering urged the students to keep their eyes and ears open with regard to fast changing social life, and plan their future with great care and caution.

The event was witnessed by Xavier University students, teachers and guardians of the participants and invited guests.



About 120 students from various Inter Schools participated in the events such as Photography, Drawing, Poetry Writing, Caption Writing and Quiz Competitions. Theme based competitions helped them to bring out the best of their imagination and creativity. The quiz topics covered general knowledge, sports, politics, prominent personalities, literature and media.

Winning teams of Quiz received a maximum of cash prize of Rs 15,000/- Rs. 12,000/- and Rs 9,000/- along with winner's certificate. The winners other categories in the competition received a sum of Rs 5000/- each.



Every bit of the quiz and other competitions were exiting not only to the contestants but also to the audience. It was indeed an enriching experience for the audience thereby providing an ample scope of learning and exploration of new ideas, facts and knowledge for the participants. The event was anchored by Ms Anam and Ms Priyanka Das, students of BSc Mass Communication under the able guidance of Prof. Nirmalya Baral and his team. The event was witnessed by Xavier University students, teachers and guardians of the participants and invited guests.

5. Reputation Today Conclave – 2020

Xavier School of Communications, Xavier University Bhubaneswar hosted a PR Conclave titled, **'Reputation Today'** on February 12, 2020. The Dean of XCOMM, Fr. Donald D Silva, SJ. extended a warm welcome to the esteemed speakers and the student participants from nine Universities and Colleges from the City of Bhubaneswar and Cuttack.

The Vice Chancellor, Dr. Fr. Antony R. Uvari, S.J., felicitated the guests. He further emphasized on the importance of higher education and media literacy. The Registrar, Fr. E. A. Augustine, S.J., shared his words of encouragement with the audience and guests, enlightening the participants on the importance of respect and reputation.



The Conclave was spearheaded by Mr Amith Prabhu, founder of Promise foundation and advisor to Reputation Today – a magazine for Public Relations and Corporate Communications Professionals. His associates, experts in the field from other organizations volunteered to come to Xavier University and share their expertise to motivate budding and interested audience over 200 to benefit from a day long conclave. Mr Prabhu gave an overall picture of PR and its relevance today, educating the audience on the pillars and the strategies of PR.

Ms. Madhavi Jha, Head of Communications at Cairn Oil & Gas, enlightened the audience on the true 'Definition of Ethics' and its use in communication. The Managing Director at Public Relations firm - Ruder Finn India, Mr Atul Sharma shared a brief history of PR in the third session. He stated that as consumers, we love to buy stories and magic where brands have become more about vision and mission than about selling products. He summarized beautifully the topic of 'what does a career in Public Relations look like'.



In the post lunch session, Ms Minol Ajekar - Head of communications, CSR and Business Operations at Puravankara, speaking on the future of PR and Corporate Communications stressed that PR is heavily dependent on communication. She discussed the 5C strategies which are followed by the corporate world. Mr Mitu Samar, Founder of Eminence a consultancy firm talked about the difference between perception and reality. She emphasized mostly on celebrity PR and the emerging PR trends of the present era.

Before saying good bye, a brief panel discussion was held where the audience were given the opportunity to clear their doubts and enhance their knowledge on the sector of Public Relations. All the speakers stayed back to answer the questions from the audience and also offered help in support of student community in mentoring them to make right career choice. The conclave concluded with a final statement from Amith Prabhu and vote of thanks by Fr Donald D'Silva, S.J., Dean of XCOMM.

6. Industry Visits

Online Journalism field visit

In an attempt not to restrict journalism only to restructuring PTI takes and writing news packages, the second-year undergraduate students were taken to Niranjapur village for development reporting. The field visit was part of the Online Journalism course and was held on November 27, 2019 so that the classroom imbibed skills on journalism could be practiced on field.

Visit to Media Houses

To supplement classroom theoretical learning with practical experience of a media industry, the first- and second-year MA students of mass communication visited four media companies based out of Bhubaneswar and Cuttack on 31 August 2019. The industry visit was organized by the course instructor, Prof. Alwyn Rodrigues SJ as part of the courses on Media Entrepreneurship and Media Management and Economics. They visited Kandoi Kraft productions in Cuttack, Sarthak FM, Sarthak Music and Sarthak TV located in Cuttack, Radio Chocolate, Kanak News and Sambad Newspaper printing press located in Bhubaneswar and Prelude, an Event management, PR and digital ad agency in Bhubaneswar.

Visit to PR Cell at NALCO Bhawan

On September 24, 2019, 16 Mass communication students were accompanied by Prof. Jyoti Ranjan Sahoo, visited PR Cell of NALCO Bhubaneswar. Students were exposed to various PR, human resource, brand management, and corporate communication activities as a part of the course.

Outbound Learning Tour to Mumbai Media Industry

To balance the fulcrum of theory and practice, XCOMM has always provided ample scope for extensive fieldwork to its students. In the current academic year, XCOMM faculty members had accompanied the undergraduate and post-graduate students to Mumbai to provide them with the necessary industry exposure in the form of industry visits. The outbound learning tour was spread across January 25, 2020- February 2, 2020 where the students were taken to the Mirror Now studios, Film City and to Redefine, a US based animation studio. A tour of Mirror Now provided the students with the knowledge beyond the basics. Besides the exposure to news gathering to live telecast, the students had the opportunity to interact with the Managing Editor of Mirror Now Mr. Vinay Tiwari, Executive Producer Mr. Venkat Raman and newscaster Ms. Tanvi Shukla.



As part of the Film City tour, the students also visited the sets of four popular television soaps-- *Kahaan Hum Kahaan Tum*, *Yeh Rishtey Hain Pyaar Ke Patiala Babes*, and *Shubharambh* in Mumbai. Students observed how to design a set for an audio-visual production; how to place props and objects for a perfect mise-en-scene. Students gained knowledge about the positioning of lights in a film set and their function to capture the perfect tone of a scene. Apart from technicalities, they had an acquaintance to know the work culture of the film industry. They understood the situation of working in the film industry through the interaction with multiple stakeholders of those soaps, such as Director of Photography, Directors, Assistant directors, and technicians. Students were offered a sneak peek at the shooting of those soaps. During the course, they learnt the handwork of each person to achieve that perfect shot.



The final tour was that of Re-Define the animation studio, which has several



popular Hollywood and Bollywood movies to its credit. Motion graphics, visual effects, 3D animation and graphic designing are the areas that Re-Define specializes in. The students were given a tour of the animation studio, live action studio, lighting and colour correction studio, the rendering department and finally the preview theatre. The roles and responsibilities of each of these divisions were thoroughly explained.

The outbound learning tour proved to be a fruitful one as the students were able to bridge the gap between classroom learning and practical application.

Academic Programs Highlights:

Industry Talk:

Name	Designation	Topic	Organization	Date
Satyabrat Sanu Rath	CEO	Media Entrepreneurship: Challenges and Opportunities	Prelude	August 2019
Venkat Raman	Executive Producer	News production and broadcast	Mirror Now – Times Group	January 28, 2020

Guest Lectures:

Name	Designation	Topic	Organization	Date
Saheli Chatterjee	Social Media Influencer	Content Management & Distribution	Entrepreneur	July 5, 2019
Mayukh Ranjan Ghosh	Senior Correspondent	News Reporting & Anchoring	Times News Network	July 19, 2019
Ishadrita Lahiri	Senior Correspondent	Content Creation for Online Portals	The Quint	November 28, 2019
Spandan Bhattacharya	Post Doc Fellow	Revisiting Feminism in contemporary Indian Advertisements	Jadavpur University	February 7, 2020
Dhiman Chattopadhyay	Asst Professor	Journalism at the Age of Convergence	Shippensburg University, Pennsylvania, USA	February 10, 2020

Immersion Course:

Name	Designation	Topic	Organization	Date/ Duration
Lopamudra Tripathy & Team	C4D Officer	Social Norms & Media	Unicef	September 5-6, 2019

Others (Workshop):

Name	Designation	Topic	Organization	Date/ Duration
Ronald D'Souza & Team (Royal Peter & Sudesh Kotian)	CEO	Professional Lighting and Cinematography	Leksa Lighting Technologies, Pvt Ltd.	September 21, 2019

New Initiatives for 2019-20:

1. Xavier School of communications produced three promotional videos: 1) On Xavier University 2) On Xavier School of Communications and 3) Facilities and infrastructure at University campus
2. The MA Mass Communication syllabus was revised, and specialized courses were introduced, such as 1) Advertising and Marketing Communication; 2) Corporate Communications and Public Relations and 3) Journalism – Print and Electronic.
3. To promote MA mass communication program, Reputation Today Conclave was conducted for the graduating students of Bhubaneswar and Cuttack colleges and Universities.
4. XCOMMite-Milan 2020: Alumni meet of Xavier School of Communications was held on February 15, 2020

Internship Program

Having completed their final exams, first and second year Bsc Mass Communication and MA first year Mass Comm. students left for their two months summer internship. Internships were arranged as per the specialization and choice of every student. As per the students' area of interest, we were able to place them under some of the renowned media houses in the country, such as Mirror Now, NDTV 24X7, Zoom TV, NDTV Convergence, The Hindu, MSL, JWT, Real Events, Stylus Events, Perfect Pictures, Brand Mela, RK Swamy BBDO, Wizcraft, Greenroom, Digi Phoenix, Roadshow Films, Blackbox Films, and many more.

The final year students of BSc Mass Comm. 2017-20 Batch and MA Mass Comm. 2018-20 Batch started their internship in November 2019 and December 2019. It is a four month long rigorous on field training under the mentorship of Industry supervisors and faculty of XCOMM. The area of work chosen by the students is spread across production, cinematography, still photography, designing, print media, public relations, content creation and so on. We were able to place them in the big cities like Mumbai, Delhi, Kolkata, Bangalore, Pune and Bhubaneswar keeping in mind job opportunities in those cities after graduating in March 2020.

XCOMM Student Achievements and Awards

Sl. No	Name of the Student/s	Event	Institute/ company	Award/Prize	Level (National/International / State /College)
1	Bhanvi Sharma	8th International Exhibition	JPC	Top 100 Photographers among 6 countries – Bronze Medal and Certificate	International
2		Lens and Lady	National Exhibition cum Competition - Jaipur	Gold Medal, Trophy, Certificate & Rs 3000/-	National
3		AVWPA Fest, Balasore Odisha	Odisha Government	Best Photographer in Odisha 2019	State
4		Chimera 2019 – Photography Competition	KiiT Fest 2019	First Prize – Rs 5000/- and Certificate	University
5		Innovations 2019	XSHS – Xavier University	Certificate & Cash Prize of Rs 2500/-	University
6	Nikita Baliarsingh	Start - Up Excellence Awards - 2019	CII Yi Innovex	Innovative Enterprise of the year - 2019 Award - Trophy, certificate & Rs. 50,000	National
7		Business Excellence Awards - 2019	Aspire Media Pvt Ltd - Bangalore	Best Sustainable Engineering – 2019 - Trophy & Certificate	National
8		OASME Awards - 2019	Governor of Odisha	Best Service Enterprise (Micro) – 2019 - Trophy & Certificate	State

9	Shakti, Pranay, Esha & Pritika	Chitra-Vichitra: Documentary Film Making	KiiTFest 2019	Second – Certificate and Rs 6000/-	University
10	Shakti Mishra	KiiT International MUN 2019	KiiTFest 2019	Third – Certificate and Rs 2000/-	University
11	Rajeshwari Das	Collage ke TasanBaaz – Dance competition across campuses	Red FM	Best Performer	State Capital
12	Esha Debnath	Snap City	XSHS – Xavier University	Cash Prize and Certificate	University
13		XUBLens	XIMB	First Prize with Gift Hamper	University
14	Shakti Mishra & His Crew	Documentary Film Making	KiiTFest 2019	XCOMM Film “The Bhoi Sahi” – Runner up	University

New Appointments

Dr Anamika and Dr Jyoti Ranjan Sahoo, joined as an Assistant professors in the Xavier School of Communications; Mr Pramod Saha, joined as Production and Technical Assistant, and Ms Caroline D’Costa joined as Program Assistant in the Xavier School of Communications.

Rebuilding of Graphic and Creative Lab

After the cyclone ‘Fani’, Graphic and Creative Lab of Xavier School of Communications had to be rebuilt. With the new lab in place, students can now enjoy a spacious working space, with lot more breathing place needed to bring out their creativity. Teaching too has become much easier for the professors to demonstrate the skills with multimedia tools.