



**XAVIER SCHOOL OF COMMUNICATIONS
(XCOMM)
XAVIER UNIVERSITY BHUBANESWAR
(XUB)**



**XCOMM & XCOMMiTes
2018-19**

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Vidaayah 2019

Vice Chancellor's Message



Dear Reader:

When Xavier University was established in 2013, we aimed at making Xavier University Bhubaneswar (XUB) one among the many premier Jesuit Universities in the world. Today we stand tall for our unique academic programs and new initiatives. The Xavier School of Communications (XCOMM) was designed to prepare right candidates who would be able to distinguish real and fake, right and wrong, ethical and non-ethical in their personal as well as professional life. I am happy to see energetic young boys and girls who have courage to face the media world with our rigorous academic program blended with industry experience.

I am pleased to see the activity report of XCOMM School for the year 2018-19. Project based learning technique in the design of our contemporary curriculum has proved to be a useful tool for the students' future career. Being strong believers of overall development of our students, the Xavier University and XCOMM provide ample opportunities to all our students to showcase their talents in every respect. Looking at the future with a great deal of excitement and optimism, our focus is to create men and women for others always inspiring futures in a *magis* way.

As I thank all the students who have given their time and energy to build XCOMM and XUB, my sincere thanks to our dedicated faculty, well-wishers and many friends for their continuous support, commitment and tireless involvement in taking XCOMM and Xavier University to new heights. Wish to see significant achievements in the coming year too.

Best of luck.

God Bless you!

Prof. Dr. Fr. Paul Fernandes, SJ
Vice-Chancellor
Xavier University Bhubaneswar

Registrar's Message



Dear Reader:

The annual activity report of Xavier School of Communications is a welcome step towards building a better academic as well as all round development atmosphere in a student's life. It is not just class room teaching that makes a student media professional but an active participation in everything they do. Without the active involvement in practical works, media students' learning remains incomplete. Therefore, the activities reported in this report clearly show that it is the need of the hour where industry experts come and share their practical knowledge with our students, interact and give a direction to the young budding media professionals.

The sky is the limit for XCOMM students at Xavier University Bhubaneswar. There are ample opportunities to excel in any field of one's interest and prepare for the industry. This year as I see it, there were number of new initiatives taken, be it media symposium, quiz competitions, guest talks, workshops, outbound learning and occasionally celebrating life in the department, all were for the growth of students all round development. As Franklin D. Roosevelt has rightly said, "We cannot always build the future for our youth, but we can build our youth for the future". I congratulate the Dean and the faculty of (XCOMM) in this maiden venture. I am confident that this report will help the faculty, staff and students to connect with one another as well as with the Alumini.

I wish all the very best.

God Bless!

Prof. Fr. E. A. Augustine, SJ
Registrar
Xavier University Bhubaneswar

Dean's Message



Dear Reader:

First of all let me thank you for taking interest in XCOMM's success story that is very much evident in the pages put together by the students in this Activity Report 2018-19.

My sincere thanks to the dedicated faculty, SAAB (Strategic Academic Advisory Board) members, visiting faculty, guest lecturers, technical staff, experts from the media houses, mentors and trainers from the industry, committed students, event sponsors and well-wishers for their continuous support in helping us realize our vision and mission. The vision of Fr Paul Fernandes, S.J., The Vice-Chancellor of XUB to provide state of the art media school in the Eastern Region has been a reality today. We have not only touched Eastern region of the country but we have made our presence felt in whole of India. Our students representing various states have been welcomed by some of the top media houses of the country for internship and career opportunities. Thanks to all our collaborators from the industry.

This record of activities will surely help the subsequent batches of budding media professionals to look forward and adopt to Jesuit tradition of professional education and join the world wide Jesuit education network. Our program is aimed at 'learning by doing' and always doing 'more'-a *Magis* way. At XCOMM we treat our student's mind like a museum, and not a warehouse as Ignaseen Mather says, "Treat your mind like a museum, not a warehouse." We try to infuse professional input to extract creativity. Every activity, be it academic or otherwise is aimed at achieving a purpose. Winning a race is not our agenda, running the race beyond the finishing point is our goal, and of course, fence sitters will obviously remain as spectators of this game.

This report will give you a glimpse of what is happening in the School of Communications. These are just a few of the many things students have compiled for the record. This is an open invitation to all to come and see for themselves the homely study atmosphere, professional studios, excellent infrastructure and above all fabulous campus life.

Before I complete my thoughts on the report, I would like to thank Fr Paul Fernandes, S.J., the Vice-Chancellor, Fr E.A. Augustine, the Registrar, the dedicated faculty and the parents of our students for their continuous support in making 2018-19 academic year a great year of learning.

Fr. Donald D'Silva, SJ, Ph.D.
Academic Dean
Xavier School of Communications

XAVIER SCHOOL OF COMMUNICATIONS

The Xavier School of Communications (XCOMM) was set up in 2015 with the mission to empower the aspiring youth who joins XCOMM to be ethically sensitive, innovative and skilful media professionals contributing to global peace and harmony. In the process, it also strives to promote progressive trends in the area of communications and research and envisages students to communicate life to people across the world.

STRATEGIC ACADEMIC ADVISORY BOARD

Fr. Donald D'Silva, SJ, Ph.D. Dean (Academics), XCOMM	Convener
Mr. Pradyuman Maheswari Editor-in-Chief & CEO, MxM India, Mumbai	Member (External)
Mr. Amitabh Shukla "Chak Del India", Film Editor, Mumbai	Member (External)
Mr. Rajesh Raina Group Editor, ETV Network, Hyderabad	Member (External)
Mr. Robin Banerjee Managing Director & CEO, Caprihans India Ltd.	Member (External)
Mr. Ayaz Memon Consulting Editor, Newsdesk, Mumbai	Member (External)
Mr. Shekhar Gupta Editorial Advisor, India Today Group	Member (External)
Mr. Rajdeep Sardesai Consulting Editor, India Today Group	Member (External)
Mrs. Liza Roy Principal Correspondent, Zee 24-Ghanta, Mumbai	Member (External)
Mr. Velu Shankar Independent Media Consultant	Member (External)



Communication Education in the spirit of "Magis"



Enabling people to live extraordinary lives, and
be the light for the world

Programs offered by XCOMM



B.Sc MASS COMMUNICATION

B.Sc Mass Communication is the undergraduate program designed to train the young minds to acquire knowledge in the functions and processes of mass media. The program entails all major components of mass communication including Print, Online Journalism, Social Media, Film, Radio, TV, Event Management, Advertising and Public Relations. Student are rightly exposed to both theory and practical aspects of media and trained to critically understand its applications. The USP of the program lies in hands-on approach with the latest audio-visual media equipment used in the industry. The speciality of this program is, the exposure to various media houses along with eight months of internship to complete the 360° learning process which the syllabus offers to the students.

M.A MASS COMMUNICATION

M.A Program offers hands-on approach that allows students to experience the full range of technical expertise, conceptual skills and artistic expression required to become accomplished practitioners. Through acquisition of theoretical knowledge and extensive communication skills in Print, Online, PR & Corporate Communication, Advertising, Photography, Film, Television, Radio and Research, the program encourages students to adopt creative, professional and scholarly approach to media practices. The post-graduates of Mass Communication distinguish themselves in a diverse media related careers as journalists, television producers, film directors, reporters, editors, camera persons, production & graphic designers, scriptwriters, researchers & media educators.

DOCTORAL PROGRAM (PH.D)

The Ph.D. scholars are expected to complete the program in 5 years. The first year of the program will be spent on coursework and the remaining years for completing subsequent steps leading to the doctoral thesis.



XCOMM CORE FACULTY

Dr. Fr. Donald D'Silva, S.J.

*Dean, Xavier School of Communications,
Associate Professor,
Ph.D., M.A. Communication*

Dr. V. Vijay Kumar

*Academic Coordinator, XCOMM
Assistant Professor,
MPhil, PhD in Media Sciences,
UGC-NET & SET-TN in Mass Communication & Journalism*

Dr. Jolly Jose

*Assistant Professor,
PhD, MA Mass Communication*

Dr. Purnima Anjali Mohanty

*Assistant Professor,
PhD in Emily Dickinson and Feminism*

Dr. Nadira Khatun

*Assistant Professor,
PhD, MPhil in 'Electronic media and public issues'*

Fr. Alwyn Rodrigues, S.J.

*Lecturer,
Pursuing PhD in instant messaging,
MSc Electronic Media,*

Ms. Arpita Saha

*Lecturer,
Pursuing PhD in New Media and Gender ,
UGC-NET in Mass Communication & Journalism,
M.A. in Journalism & Mass Communication*

Mr. Nirmalya Baral

*Lecturer,
MBA in Project Management,
Diploma in Animation*

TECHNICAL ASSISTANTS

Mr. Sanjay Surin

*Lab cum Production Coordinator,
PG Diploma in Cinematography, Film & TV,*

Mr. Ratiram Khakha

*Technical Assistant,
Diploma with ITI in electrical*

LIST OF VISITING FACULTY

Mr. Amit Sengupta

Film Director, Kolkata

Ms. Anu Sinha

Xavier Institute of Communication (XIC), Mumbai

Mr. Anupam Barve

Media Practitioner, Mumbai

Mr. Ashijit Ganguli

Cinematographer, Kolkata

Mr. Ashok Viswanathan

Film Director, Actor & Film Critic, Kolkata

Mr. Dhrubajyoti Pramanik

Deputy Editor, ZEE 24 Ghanta, Kolkata

Fr. George Sebastian Vallocheril, SJ, PhD

Visiting Faculty, Marquette University, USA

Mr. G.S.Manju Rathan

Video Editor and Graphic Designer, Chennai

Mr. Hudson Taylor

Sound Engineer, Hyderabad

Mr. John Livingstone

Visual and Image Editor, Hyderabad

Ms. Jyoti Mishra

Senior Anchor, India TV, Delhi

Ms. Novena Bothaju

PR & Corp Comm Practitioner, Cuttack

Mr. Pradyuman Maheshwari

Editor-in-Chief & CEO, MxM India, Mumbai

Mr. Rajat Ghosh

Freelance Photographer, Mumbai

Mr. Satyanarayan Mohapatra

Graphic Designer, Bhubaneswar

Ms. Shruti Bora

Film & TV Editor, Mumbai

Mr. Velu Shankar

Independent Media Consultant, Chennai



STUDENTS' ORIENTATION 2018

Xavier School of Communications (XCOMM) conducted a two-days orientation program from July 2-3, 2018 to the new comers and the existing students of B.Sc. and M.A. Mass Communication Program. It was aimed at preparing the prospective students of XCOMM for their journey in to the school, equipping them with relevant information on various experiences and challenges that they might encounter in the pursuit of media and communication studies.



The program was inaugurated by Prof. Dr. Fr. Paul Fernandes, SJ, Vice-Chancellor, Xavier University Bhubaneswar in the presence of Prof. Fr. E. A. Augustine, SJ, Registrar, along with the Dean of Xavier School of Communications Fr. Donald D'Silva, SJ. Special guests for the program were Mr Dhrubajyoti Pramanik, the Deputy Editor, Zee 24 Ghanta and Mr Bhupesh Sharma, Former Business Head Zee Entertainment

Enterprises. They exposed the real picture of media world and enlightened the students with their simple ideas on how to prepare oneself being a student to face the challenges of tomorrow in the media industry.

Speaking on the occasion, Vice-Chancellor Fr. Fernandes said, "We extend a warm welcome to our fresh batch of students pursuing mass communication courses. Xavier University is committed to provide excellent educational opportunities and a world-class experience in its variety of courses." He also exhorted the students for hard work and honesty and encouraged them to take up the challenges and be the forerunners in the development of the media industry.

Mr. Dhrubajyoti Pramanik, the Deputy Editor, Zee 24 Ghanta, the first Guest of Honour for the event, shared his experience on his visit to the studio of Xavier School of Communications. "I am fascinated seeing the studio the school has, I can run a 24X7 news channel from your studio. Make the best use out of it, because when you step out to the industry you will be using those professional equipments", he said. After which he shared a few insights from the industry which would help the students in future. He also discussed about "what to show and what not to show on a news channel", He highlighted the need to discuss "fake news" in our conversations.

XCOMM SYMPOSIUM 2018

The Xavier School of Communications hosted XCOMM Symposium 2018 on the theme 'Passions & Pursuits: Bridging the gap between learners and practitioners' on September 7, 2018. Ten eminent media professionals from various media industries such as Public Relations and Advertising; Photography, Cinematography, Television Production, TV, Print & Online Journalism were invited to share their experiences and educate our students.

The keynote speaker Ms. Rachana Panda, the Chief Communication Officer of GE, South Asia, focused on the ideas and qualities a person needs to be in the field of communication and public relations. She interacted with the students at three levels: innovation for change, energy for things that matter and being first to challenge oneself. Participants were inspired by the eloquent and inspiring words of Ms Panda.

The three plenary sessions followed by the inaugural session were on media specific themes to help students explore nuances of the industry and bridge the gap between classroom learning and industry expectations. The expert panelists represented wide range of media and communication



fields to help the students explore their field of interest and future career. The eminent professionals who generously extended their support to XCOMM were Mr. Sujoy Roy, the Managing Partner (Creative) of Ogilvy & Mathers Pvt. Ltd, Kolkata; Dr. Samir Kapur, Senior Vice-President and Branch Head, Adfactors PR, New Delhi; Mr. Kartik Iyer, Chief Executive Officer - Happy McGarrybowen, Bengaluru; Mr. S. Chokalingum, Creative Director - OPN Advertising, Chennai; Mr. Venkat Raman, Executive Producer - Mirror Now, Mumbai; Ms. Rathika Ramasamy, Wildlife Photographer; Mr. S. Soundar Rajan, a well-known Cinematographer; Ms. Anwesha Banerjee, the Assistant Editor of Ei Samay, a Bengali daily of Times of India Group, Kolkata and Ms. Monobina Gupta, the Managing Editor of The Wire, New Delhi. Students and other guest participants benefited from the interactive sessions conducted by all the speakers. It was a day well spent redefining one's passion aiming at Magis in pursuits.



“CONCORDIA” XCOMM QUIZ 2018



Xavier School of Communications (XCOMM), Xavier University Bhubaneswar hosted its maiden Quiz Competition on December 01, 2018 at Xavier University Campus. Thirteen teams from Higher Secondary Schools and Eleven teams from colleges participated in the event.



The event started with a welcome address by the academic coordinator Dr. V. Vijay Kumar followed by an introduction by the Dean of XCOMM Dr. Fr. Donald D'Silva, SJ at Mini Auditorium, Xavier City Campus. After the elimination round Mr. Bivash Rath Attreya, the Quiz master for the day, a member of Odisha Quiz Club, along with his associates Mr. Abhijit Mohanty and Mr. Sanket Tripathy conducted the competition with utmost professionalism and fairness.

At the valedictory function, the Vice-Chancellor Prof. Dr. Fr. Paul Fernandes, S.J., extolled the efforts of the faculty and students of XCOMM 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. Winners of the 'Concordia' – XCOMM Quiz 2018 were honored with prize money, memento and certificate. In the plus two category winners were Satyajeet Rout & Abhishek Rath from DAV Public School, Unit -8, Bhubaneswar, and under college category winners were Piyush Kedia & Baibhab Pattnaik from IIT, Kharagpur.



OUTBOUND LEARNING ACTIVITIES

On September 1, 2018 the first year B.Sc. Mass Communication students visited ISKCON Temple, BMC Mall and Unit I Market to study evolution of culture, art and heritage.

On August 24, 2018 the second year B.Sc. Mass Communication students visited the headquarters of one of Odisha's leading vernacular press units, Prameya at Bhubaneswar.

On September 14, 2018 the first year students of B.Sc. Mass Communication visited Radio Chocolate and had an interaction with Radio Jockeys, Script Writers, Radio Drama Presenters, Sound Engineers and Editors. The senior RJ Komal explained to them the sequences such as the spontaneous 'cues' and 'links' she generates, sign-in and sign-out of the specific program.

From January 23 to 28, 2019, the three batches of Mass Communication students (I & II B.Sc. and I M.A.) visited Ramoji Film City, Hyderabad for interactive sessions at Studios. Significant learning outcome from the visit was - lectures on Editing, audio engineering, Lighting for audio visual production, News processing and broadcasting, besides cultural tour of the film city and important heritage sites in Hyderabad.

On February 15, 2019 the entire XCOMM student body got involved in conducting three PR

campaigns on campus such as preserving Odishi Art forms, Coping with Depression, and Honoring LGBT community.

On January 29, 2019 students of XCOMM attended Indian Film Festival at Bhubaneswar to critically analyze conventional and non-conventional cinema, watching films such as Edda, Famished Road, Thhayi Sahebi, Paddayi, and others.

The students of XCOMM are not only trained to be successful media professionals but are nurtured with the ability to think critically. As budding professionals of the industry, they have the responsibility to bring about a positive change in the society by harnessing the massive strength of communication for the purpose of social development. To generate the needed awareness, the students have worked on several social media campaigns such as "My Food, My Choices", 'Girl child education', #ShamingIsBully and on Transgender issues. The campaigns were part of their course "Communication for Development".



XCOMM'S NEW INITIATIVES & OUTREACH



Media Workshop:

On December 3, 2018 Ms. Arpita Saha conducted The Media ‘Smarts’: A Workshop on Media Awareness exclusively for the plus two students of La Martiniere for Girls School, a premiere institution in Kolkata. The objective of the workshop was to help the young minds analyse various branches of the discipline critically and gauge the changes that has been brought about by digitization.

Sessions with San Diego State University Study abroad Program and Emlyon Business School:

Dr. V. Vijay Kumar and Dr. Nadira Khatun conducted lecture series on “Film & Society” on January 11 & 30, 2019 for the students of San Diego State University (SDSU) study abroad program and 25 international students of Emlyon Business School, France respectively.



ACADEMIC PROGRAMME HIGHLIGHTS



WORKSHOP

Mr. Arun Natarajan
Advertising Photographer
Topic : Advertising Photography
September 15 & 16, 2018



Mr. Vinay Shukla, Film Writer & Director,
Topic : Script to Screen: A Transforming Journey of Words into Images, Sound and Living Being
February 2, 2019



Mr. Sambit Pal
Assistant Editor
ABP Digital, Kolkata
Topic : Writing for Media
August 8, 2018
Topic : Fake News Verification
November 24, 2018



Mr. Shantanu Sen & Mr. Prashant Nair
Broadcast Audience Research Council of India
Topic : Effective Television Viewership Measurement
December 8, 2018

GUEST LECTURES



Mr. Abhinay Dey
Assistant Editor
Times of India, Kolkata
Topic : Journalism in the Current Times
June 27, 2018



Mr. Satyakki Bhattacharjee
Chief People Office
ABP News Network, Noida
Topic : 'Hire-able' in both Editorial and
Operations Segment
July 20, 2018



Mr. Sudhi Ranjan Sen
Editor
India Today, New Delhi
Topic : Dos & Don'ts of Journalism Industry
July 28, 2018



Ms. Honey Pattnayak
Director of Community Radio
Siksha O' Anusanthan (SOA) University,
BBSR
Topic : Program Planning & Presentation
September 11, 2018



Mr. Yubaraj Bhattacharya
Commissioning Team Lead
Zee India Enterprises Limited, Mumbai
Topic : Content Creation of Over The Top (OTT) Media
August 31, 2018

Ms. Sohini Das
Associate Vice – President Strategy,
Leo Burnett, Mumbai
Topic : Advertising Industry
August 25, 2018

Mr. Anto Akkaro
Media Correspondent
Topic : Investigative Journalism
September 20, 2018

RJ Somak
Radio Mirchi, Kolkata
Topic : Nuances of RJing
September 29, 2018

Ms. Lorraine Martin
Head of Corporate Communications
Ogilvy & Mather, Mumbai
Topic : Crisis Communication & Reputation
Management
February 15, 2019



VIRTUAL & SKYPE SESSIONS

Dr. Benson Rajan
Assistant Professor
Christ Deemed to be University, Bengaluru
Topic : Subliminal Advertising
February 16, 2019

Mr. Manas Tapadar & Ms. Indrani Biswas
Star Sports, Mumbai
Topic : Sports Commentary and Career Opportunities
July 16, 2018

Dr. Michelle Philip
Associate Professor
Wilson College, Mumbai
Topic : Visual Culture and Visual Competency in
Indian Advertising
January 12, 2019





INTERNSHIP



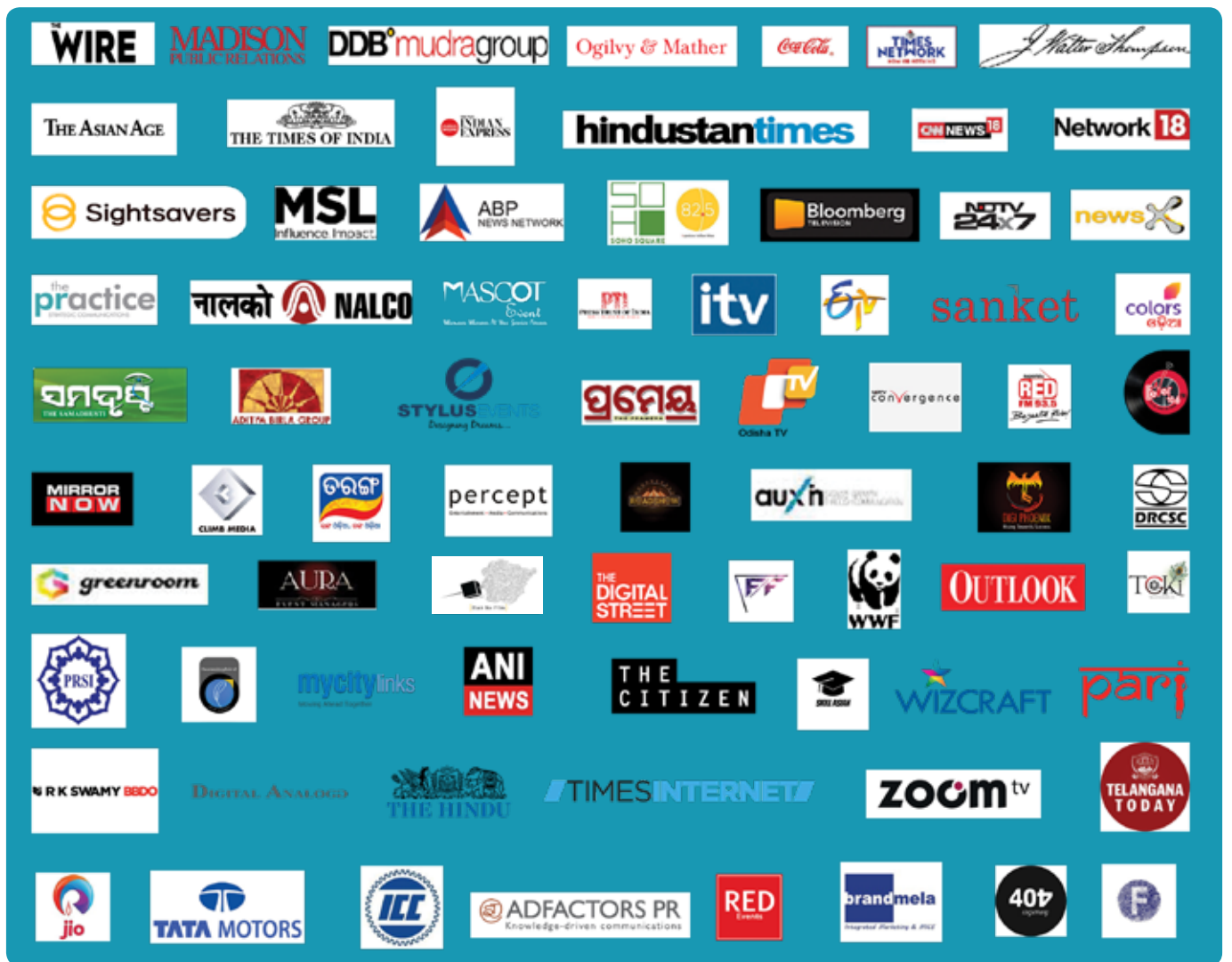
XCOMM- Career Advisory Services (CAS) is a functional vibrant body comprising members of the faculty along with representatives from the student body. Leveraging the media and communication studies as an academic discipline to the thriving media industry is what the XCOMM, CAS envisions. Complementing the existing contextually relevant courses that the School runs, the CAS bridges the industry academia chasm.

The CAS ensured a rigorous 120 days of training with regular weekly reports and feedback being drawn from the industry mentors. The CAS had encouraged industry collaborations to get the best of every student. To name a few, our students have trained with brands such as MSL, Outlook India, J. Walter Thompson, Madison World, NALCO, Aditya Birla Group, Viacom18, ABP News, CNN-News 18, NDTV 24x7, Ogilvy & Mather, Percept Films, Times News Network, DDB Mudra, The Digital Street, Bloomberg, ITV Network, The Hindu, The Indian Express, and other renowned companies during the summer as well as final internships.

For the summer internship

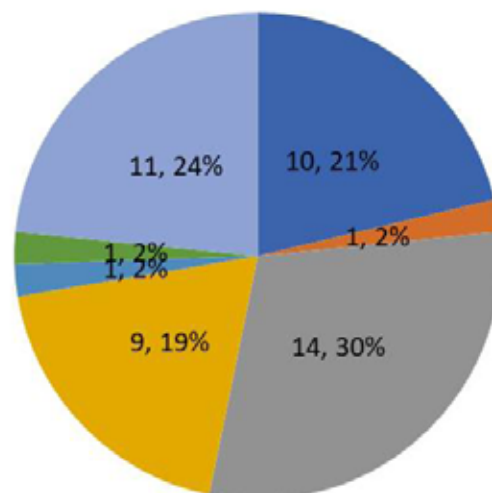
program starting from March 16, 2018 the CAS had sent 48 of the students, which is inclusive of the undergraduate and post-graduate programs to the industry for hands on training. It had offered internships in specialized areas such as the electronic media (editorial and production), public relations, advertising, event management, digital marketing, photography, print and online journalism. On completion of the training, each student elaborated their contribution through internship presentation which were evaluated by a of panel faculty members. The CAS (XCOMM) strives to increase the visibility of the School by making it stand out. Our students bear the living testimony of the impact of their learnings in the School and have had made a mark in the industry.

Several students have bagged pre -placement offers (PPO) in companies where they had been interning with.



Internship categories

Summer Internship 2019-20



- Productions
- Designing
- Journalism & Content
- Event Mangement
- Photography
- Radio
- Advertising and PR

FINAL INTERNSHIP 2018-19

Name of the Students	Area of Interest	Organization/ Company
Aakash Kumar	Editorial	Mycity Links
Samridh Rai	Production	Rewa Society
Smriti Sweta Das	Advertising & Media Management	NALCO
Tanya Ranjan	Journalism (Print)	Outlook
Raja Ranjit Singh	Journalism (Online)	NDTV Convergence
Abhra Singha Roy	Journalism	MyCity Links
Adarsh Mishra	Production	Percept Pictures
Akhilesh Patro	Production	Raasta Studios
Anushka Mukherjee	Advertising & PR	Madison
Ayush Mohapatra	Graphic Design	Agency 404
Disha Das	Content Writing & Client Servicing	Raasta Studios
Manisha Singhal	PR	The Practice
Monalisa Swain	Content Generation	Etrix
Neha Mohanty	Client Servicing	Happy McGarrybowen
Pooja Bajaj	PR	Madison
Pracheta Saha	Journalism (Print)	Outlook
Pratikshya Mishra	Journalism (Television)	NDTV 24x7
Rahul Kalway	Advertising	JWT
Saswat Pati	Wildlife Photography & Conservation	World Wildlife Fund
Shatakshi S B Upadhyay	Advertising & Client Servicing	Happy McGarrybowen
Shubanwasha Misra	Event Management	DDB Mudra
Khushboo Agarwal	Event Management	Flowers by Design
Sriradha Mohanty	Advertising & Client Servicing	Ogilvy & Mather
Subhashree S Mohapatra	Production	Mr. Soundar Rajan, Cinematographer
Sweta Parija	Ad Film Production	Blackbox Films
Sonal Patnaik	Photography	Rajagiri Wedding Studio

SUMMER INTERNSHIP 2019

Name of the Students	Area of Interest	Organization/ Company
Bhashya Sharma	Journalism	ANI
Ivy Chatterjee	PR	MSL
Nikita Baliarsingh	Brandiing & Marketing	Indian Chamber of Commerce
Abishanka Bhowmick	Productions	Roadshow Films
Aditya Mohapatra	Television Journalism	Mirror Now
Adrita Kumar	Productions	Times Internet
Ananya Bhanja Deo	Television Journalism	NDTV 24x7
Ananya Biswal	Digital Marketing	Green Room
Ananya Ranjan	Event Management	Stylus Events
Ankur Biplav	Print Journalism	The Hindu
Anwasha Pati	Advertising	JWT

Name of the Students	Area of Interest	Organization/ Company
Archita Sikdar	Event Mangement	Stylus Events
Arun Kumar Mahanta	Production	Percept Pictures
Basyukta Basuprava	Entertainment Journalism	Zoom TV
Katyaayan Shreyas Aatman	Television Journalism	NDTV 24x7
Megha Mohapatra	Event Mangement	Stylus Events
Mehharr Kanekar	Event Mangement	Brandmela
Nikita Mohapatra	Event Mangement	Real Events
Priya Banerjee	Event Mangement	Stylus Events
Rashmee Shree Padhi	PR	MSL
Sarmistha Padhy	PR	MSL
Subhalaxmi Roy	CW & Graphic Design	Digi Phoenix
Swaraj Mohanty	Production	Mr. Jani Mohd., Cinematographer
Swastik Banerjee	Production	R K SWAMY BBDO
Urvashi Dhawan	Event Mangement	Wizcraft
Ankita Pattanaik	Advertising	JWT
Jennifer Svedal Pinto	Online Journalism	NDTV Convergence
Abhijeet Paul Dhan	Production	Blackbox Films
Sk. Ashraf Ahmed	Event Mangement	Stylus Events
Aaryaman Dahiya	Television Journalism	Mirror Now
Ahana Ghosh	Productions	Fingerprint Films.
Bhanvi Sharma	Photography	The Good Karma Inc.
Chetona Bandyopadhyay	PR	PRSI
Esha Debnath	Graphic Design	Digital Anlogg
Neha Saha	Advertising	Soho
Pranay Mukherjee	Print Journalism	Telangana Today
Pritika Mustafi	Advertising	Ogilvy & Mather
Priyanka Priyadarshini Das	Content Writing	Skill Asian
Raina Joseph	Corporate Communication	Tata Motors
Rajeshwari Das	Radio	Red FM
Rshivansh Acharjee	Production	Climb Media
Rohan Singh Deo	Television Journalism	NDTV 24x7
Ruchismita Mishra	Production	Tarang TV
Shakti Swarup Mishra	Production	Climb Media
Shanti	Event Management	Red Events
Devpriya Paul	Television Journalism	NDTV 24x7

Final Internship 2018-19 (4 months)



XCOMM STUDENTS' ACTIVITIES

Sham-e-mehfil:

Sham- e-mehfil a cultural jamming session organized by the Music Club of the School showcased some of the brightest talents among them. Bollywood numbers to foot tapping retros, they had it all. A celebration of every mood was how the evening stood apart. The programme was graced by faculty members too who participated enthusiastically as much as the students. The lively evening brought the audience to their feet towards the end.



Poetry reading:

Poetry reading session for the literary minded to engage society in a dialogue. As part of the Writer's Club, the session addressed the issue of LGBTQA on a literary platform. It was the attempt to build a bias free community through education, events and initiative. It tried to challenge the issues of homophobia, heterosexism and stereotyping of the LGBTQA through poetry and art. The session was open to students from other Schools who read out and performed literary pieces of their choice.

Celebrating diversity and cultural understanding:

Celebrating diversity and cultural understanding - from Christmas carols in December to Rangoli in Diwali, we have it all. To understand the diverse perspectives of culture and their intersections, the Celebration Team along with their ally, the Creative Club jointly organized engagement with one's heritage which often consisted of mouthwatering snacks, festivals and the long-awaited study breaks.



Community building programmes:

XCOMM's excellence owes to its engagement with arts and service, academics and activism. Our students volunteered in community building programmes and participated in tutoring rural children in computer basics.

Orion 2018:

To complement and enhance our educational programmes, XCOMM students have always been encouraged to take part in cocurricular indoor and outdoor activities. Our students have participated in Orion 2018, a national level fest organized by Shri Shri University, Cuttack. Within the university precincts they have won several laurels for the School in Model United Nations and inter-school sports.



Cine Club's activities:

Ideating cinema, discussing the nuances of the craft, analyzing the visual representation of the social fabric through these cultural texts are part of the Cine Club's activities. An open discussion forum post screening was a part of the activity.

Communicate life:

The XCOMM family gathers every month to celebrate the School's formal motto to communicate life. The School celebrates birthdays of each of its members through the ritualistic cake cutting followed by a small cultural event. One can bond with another through the moments that they create here, memories that they can cherish that will make one come back over the years.



Teacher's Day 2018:

The student members took an active role in celebrating Teacher's Day 2018. The School had opened its doors to embrace with open arms all those who are associated with it which included the non-teaching staff members too.

XCOMMite-Milan:

XCOMM organized a homecoming for the XCOMM Alumni through its XCOMMite-Milan 2019 event on March 02, 2019.

A special event was organized on March 15, 2019 to bid farewell to the outgoing students at XCOMM.



Innovation + creative thinking = XCOMM . XCOMMite tries to imbibe a sense of self dependence both in the field of academics and creative world. Being more, a Magis mantra is allowed to sink in the course of student's life at XCOMM. It is indeed about building lives and inspiring futures!

XCOMM AUDIO-VISUAL PRODUCTION

Xavier School of Communications is better known for his audio-visual equipment, infrastructure and productions. In the academic year 2018-19 many audio-visual productions in the different formats and genre was done which includes short form non-fiction shows, long format non-fiction shows, documentary, educational video modules, short films, ad promos and events.

Some of the notable AV productions are Musix – a musical show, Reeling Credits [3 episodes] – a film appreciation show, The Flair – a talent show, Catching Up with Legend – a spin off show, Bottoms Up – a listicle 'double action' show, Horror Quest – A paranormal show, On the Fringe – a documentary about trans-genders, The Skecher – a thriller short film, The Flight – a film on hope and numerous ad films, promos for XCOMM through their Television Production 1&2, Introduction to Television Production, Advanced Television Production, Documentary Film Making, Short Film Making, Final Project, Introduction to Advertising & PR courses.

Apart from the mainstream productions, through the first of its kind course 'Educational Media Production', three video modules on camera lens, media research and advertising was done. This was the first time in South Asia, a course was designed and delivered to create video learning material by the students for the students.

Additionally, two episodes of Legend talk show [an on-air property of XCOMM, XUB] was done with eminent media personalities. Further, the XCOMM did digital production and web casting of Foundation day 2018, which featured Shri. Adi Godrej, chairman of Godrej group and 5th Convocation 2019 featured Shri. Sanjiv Mehta, Chairman & Managing Director of Hindustan Unilever Limited.





BATCH PROFILE (M.A) 2017-19



BATCH PROFILE (M.A) 2018-20



BATCH PROFILE (B.Sc) 2016-19



BATCH PROFILE (B.Sc) 2017-20



BATCH PROFILE (B.Sc) 2018-21



AWARDS & RECOGNITIONS



Name of the Student	Project	Award Category	Event
Saswat Pati	Conservation of Wildlife	Contribution for Conservation of Wildlife through Photography	Biju Patnaik Award for Conservation of Wildlife, Government of Odisha
Ayush Mohapatra	Satabhaya: The Story Unfolds (Documentary)	Winner - Best Director Award	4th Dehradun International Film Festival 2018
Neha Mohanty, Monalisa Swain & Pooja Bajaj	Boonte Sapne (Documentary)	Winner Best Documentary Award	Srishti Film Competition 2018 (Xamboree 18 - XUB)
Ankur Biplav	Hindustani Vocal	First Place	Virasat - Xpressions 2018 (XIMB, XUB)
Neha Mohanty, Monalisa Swain & Pooja Bajaj	Boonte Sapne (Documentary)	Second Place - Best Documentary Award	Asan Drishya Awards 2019
Bhanvi Sharma	Photography - Portrait, Wildlife, etc.	Nine Awards and one recognition for being youngest Female Photographer of Odisha	MNIT, NKC-M, IIM-I, The Print, Sony, etc..
Saswat Pati, Adarsh Mishra & Abhra Singha Roy	The Fishing Spy (Documentary)	Official Nomination	9th National Science Film Festival of India 2019
Ayush Mohapatra, Subhashree S Mohapatra & Sweta Parija	Satabhaya: The Story Unfolds (Documentary)	Official Nomination	9th National Science Film Festival of India 2019
Sriradha Mohanty, Pracheta Saha & Khushboo Agarwal	Hands of a Genius (Documentary)	Official Selection for Screening	International Documentary Film Festival Bhubaneswar 2018
Neha Mohanty, Monalisa Swain and Pooja Bajaj	Boonte Sapne (Documentary)	Official Nomination	Chandigarh University Animation Film Festival 2018
Rahul Kalway, Akhilesh Patro & Manisha Singhal	It's Showtime (Documentary)	Official Nomination	Asan Drishya Awards 2019
Shatakshi S Upadhyay, Disha Das & Pratiksha Mishra	Isolated (Documentary)	Official Nomination	Chandigarh University Animation Film Festival 2018
Ankur Biplav	Hindustani - Vocal - Khayal Classical	Invited to perform live	AIR Cuttack
Nikita Baliarsingh	Short Story	Thirty Sixth Rank	International Short Story Writing Context - Online Mirror



5th Convocation Xavier University Bhubaneswar

Xavier University Bhubaneswar (XUB) hosted its fifth annual convocation on Wednesday, March 27, 2019. A total of 688 students which includes Doctoral program, Global MBA, Business Management, Executive MBA, Human Resource Management, Rural management, Sustainability Management, Mass Communication, Urban Management and Governance and Master in Business Finance graduated on this occasion.

Shri Sanjiv Mehta, chairman and managing director at Hindustan Unilever Limited, graced the convocation as chief guest and advised the students to focus on creating value and not just valuation. “When value creation happens, valuation always follows”. Xavier University Bhubaneswar conferred an Honorary Doctoral degree in Business Management on Shri Mehta.

CONGRATULATIONS



Mr. Aakash Kumar, Gold Medalist, M.A Mass Communication 2017-19





3rd UG Convocation Xavier University Bhubaneswar

The Third UG Convocation of Xavier University Bhubaneswar was held on April 22, 2019 at the mini Auditorium, Xavier University Bhubaneswar. Shri. Asit Kumar Tripathy, IAS, Development Commissioner-cum-Additional Chief Secretary, Govt. of Odisha was the Chief Guest and Convocation Speaker.

CONGRATULATIONS



Ms. Shatakshi Shashi Bhushan Upadhyay, Gold Medalist, B.Sc Mass Communication 2016-19





VIDAAYAH 2019

A special event was organized on March 15, 2019 to bid farewell to the outgoing students of B.Sc & M.A Mass Communication at XCOMM.



COMMUNICATING LIFE





XCOMM STUDIO



CAMERAS: 4K Camera, P2 Cameras, 5D Mk III, D7000, D3400

PRODUCTION CONTROL ROOM

VTR (AG HPG20)
 Audio Mixer (16:0:2)
 AV Mixer (AG HMX100)
 Data Video Recorder (HDR-60)
 Data Video Recorder (HDR-40)
 Professional Display (3D LUT)
 Data Video Talkback Unit (8 Input)

AUDIO STUDIO

Beyer Dynamic Microphone
 Audio Mixer (24:4:2), Monitor
 Midi Keyboard, Headphone Amplifier
 TC Helicon Voice Processor, Octapad
 Reactor Microphone, Condenser Microphone
 Beyer Dynamic TG Mics for Drum Kit, Mac Mini
 Shure Dynamic Mic.SM 58, Shure Shotgun Mic.VP 89

PROFESSIONAL LIGHTS

Canara Sungun (LED)
 LED JEET 5600K 30 CL
 Jagle Panel 400W JP - 4CL
 Kino (4 Bank), Fresnel Lights
 Spot Light, Soft Light 4/3/2 Banks
 Fresnel Lights (LED), Multi 20 & 10
 Elinchrom Strobe Light with Soft Box

OTHER

Avid Media Composer, Track & Trolley, Steadicam (Cam-TV) Fog Machine (Canara DMX F-2000W), Registered Adobe Creative Suites, FCP, Aesthetically Designed Class Rooms, 1600 Sq. ft TV Studio Floor with Fully Sound-Proof, Fully Wi-Fi Enabled Campus

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