

Xavier School of Communications

is organizing

Xtraordinaire 2020

A web symposium on the theme

Women as Media Practitioners

on 26th September 2020

Xtraordinaire 2020 is a web symposium organized by the Xavier School of Communications on the theme *Women as Media Practitioners* on 26th September 2020, Saturday from 10:20 am – 4:20 pm, have four sessions from the media domains such as Journalism, Film Production, Advertising and Public Relations.

The event starts with an inauguration session at 10:20 am

The following are the eminent women media professionals who would be part of *Xtraordinaire 2020*.

Session 1 - Keynote address - 10.45 – 11.45 am

Sub theme: *Where we are? Where we are going?*

Ms Supriya Sharma,

Executive Editor, [Scroll India](#) (a digital news publication platform)

- Ramnath Goenka Awardee
- Chameli Devi Jain Award for Outstanding Woman Journalist
- Humanitarian reporting award by the International Committee of the Red Cross and the Press Institute of India
- Fellow of the Reuters Institute for the Study of Journalism at the University of Oxford

Session 2 - 12.00 – 1.00 pm

Sub theme: *Gender Speculation & the 'Industry'*

Ms Fowzia Fathima, ISC,

Film Cinematographer

- Graduated from Film and Television Institute of India, Pune
- Former Professor & Head of Cinematography at the Satyajit Ray Film & Television Institute, Kolkata
- Her film *Mitr, My Friend*, won the 49th National film award
- Her film *Infected* screened at Busan International Film Festival
- Started her career as an assistant to ace cinematographer PC Sreeram

Session 3 - 2.00 – 3.00 pm

Sub theme: *Changes & Innovation*

Ms Chandana Agarwal,

President North, [82point5](#) (Ogilvy Group) – New York based advertising agency

- Her career span to various leadership position that includes Managing Partner @ Ogilvy
- Senior Vice President @ Dentsu
- Business Head @ Rediffusion
- Director of Client Services @ J.Walter Thompson (now Wunderman Thompson)

- Account Director @ McCann Erikson

Session 4 - 3.15 – 4.15 pm

Sub theme: The Current Trade

Ms Paayel Sengupta,

Group Head, MSL – a leading public relations firm

- She is working with MSL in various capacities since the last 14 years
- The major brands she managed includes Coca-Cola India, Bharti AXA General Insurance, Berger Paints, CenturyPly, Goodricke Tea, Himalaya Healthcare, Uber and Ola

Vote of thanks at 4:16 pm

The students of Xavier School of Communications including Schools across Xavier University along with students from various other educational institutions have been invited for the event.