



School of  
Communications

FILM FESTIVAL

EVENTS

WORKSHOPS

BRIDGE COURSES

ACTIVITIES

SEMINARS

X  
pertise

*Events and Activities Catalogue*

20  
23

CONCLAVE



# ABOUT

*The School of Communications at XJMU University is a prestigious institution that prides itself on its commitment to providing students with a real world educational experience in the field of media and communications. The school is dedicated to training the next generation of leaders in the media industry, and it achieves this through its rigorous academic programs, innovative research initiatives, and strong industry partnerships. The School recognizes the importance of co-curricular activities in shaping the overall personality and skill set of students. Thereby, strives to provide a holistic learning experience by offering a range of co-curricular activities that complement the academic curriculum and prepare students for successful careers in the field of communication.*



*At the School of Communications, XIM University, we believe that a well-rounded education involves more than just classroom learning. Our commitment to experiential learning is reflected in our diverse range of events and activities that provide our students with opportunities to hone their skills and pursue their passions. Whether it's through student activities, professional organizations, or industry events, our students have access to a wealth of resources that help them grow both academically and personally.*



**- Dr. V. Vijay Kumar**  
**Dean, School of Communications**  
**XIM University**

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*The School of Communications, XIM University conducted its orientation program, XLUR 2022 on 22 August, 2022, for the novice undergraduate and postgraduate batches of the academic year 2022-23. The purpose of this program is to provide an understanding of the media and communication industry, the skills required to succeed in the field, and an overview of the courses offered by the school. The orientation program also includes team-building activities and cultural events, which help students develop a sense of community and foster friendships.*

*The session was moderated by Shrija Arya, a PG second-year student, followed by a welcome address and faculty introduction session delivered by the Dean, Dr. V. Vijay Kumar. He gave a detailed deliberation to the new comers explaining them the Manual of Policies and other important practices followed by the School and the University. XLUR 2022 had two sessions featuring keynote speakers from the industry. Mr. Samrat Mukherjee, Vice President, Madison Digital, spoke on the impact of digitalization on advertising and communications, while Dr. Sugata Roy, Communication for Development Specialist, UNICEF India spoke on development communication as an advocate for positive change.*

*XLUR 2022 was a grand success and emphasized bridging the gap between academic learnings and industry inputs to bring about discussions that invest in quality education and industry-speakers, equipping all students at the School of Communications to grow into informed, ethical and passionate media professionals of tomorrow. The program came to an end with the vote of thanks proposed by MA 2nd year students. XLUR 2022 was organized by the PG second year students under the guidance of School IQAC team, coordinated by Dr. Anamika.*



*The 5th edition of Concordia, a national level students' media fest, was organized by the Student's Activities Committee (SAC) of the School of Communications, XIM University. The event was held on October 19, 2022, and sponsored by Jindal Stainless, Eco Belleza - The Salon, Imperial Investors and, powered by R39 Tradcon and Sri Durga Condev (P) Ltd.*

*The School of Communications at XIM University sought to bring professionals and students together through competence and on a common stage. Students from junior and undergraduate institutions were given the chance to take part in Concordia 2022's cultural spectacular and explore their innate skills. The fest saw the participation of more than 40 institutions.*

# CONC





# ORDIA

## 2022

*The inaugural address was given by Prof. Arun Kumar Paul, Dean (Acting), Xavier Emlyon Business School; Mr. Gaurishankar Behera, Animation Director of Cosmos-MAYA, Mumbai was the special invitee. More than three hundred students from various institutions (higher secondary schools and undergraduate students) participated in the following five competitions. 1. Re-joys (Painting Competition), 2. Fotographia (Photography Competition), 3. Aaroha (Singing Competition), 4. Forever & After (Dance Competition) and 5. CODM – Extreme Masters (E-Sports Competition)*



# Xtraordinaire

*The School of Communications hosted Xtraordinaire 2022, a media and communication symposium, on September 2, 2022. The event featured four guest speakers who shared their expertise on "Exploring the Mediascape in the Age of Consumer Revolution." The event started with an introduction by Ms. Ocean Singh, a UG final year student, followed by a welcome address from Dr. V. Vijay Kumar, Dean, School of Communications XIM University, and Rev Fr. S. Antony Raj S.J, Registrar, and an inaugural address by Dr. Arpita Saha.*

*The first speaker, Mr. Amitabh Biswas, Marketing Head of Times Chronicles, Times Influence and Zoom TV, discussed the big three C's of the media industry: consumer, content, and carrier, and highlighted the importance of brand management. Ms. Anita Balachandran, an animation filmmaker, shared her experience in the animation industry and emphasized the importance of continuous learning. Ms. Pooja Tolani, an FTII Pune alumna and part of the Sacred Games writer's room, gave insights into the film industry and the treatment of writers. Finally, Mr. Prasad Karat, Vice President, PRactice, discussed the realities and challenges of the PR industry and emphasized the importance of business ethics.*

*The event was interactive and engaging, with students asking questions and guest speakers responding with enthusiasm. Overall, it was a successful symposium, providing valuable insights for aspiring media professionals.*



## Annual Media Conclave

*Xemplify 2022-23, an interactive media conclave, was hosted by the School of Communications, XIM University on February 15, 2023. The event aimed to emphasize the importance of communication channels functioning as a whole instead of separate silos.*

*The event featured three esteemed speakers who shared their knowledge and expertise on various aspects of digital marketing.*



## Tanupam Akuli

Consultant, Marketing Communications

*Mr. Tanupam Akuli spoke about the evolution of marketing from traditional to digital, attributing the change to the pandemic. He emphasized the importance of content in marketing, which has always been the king but has appeared in a new form.*

## Abhirup Chatterjee

Digital Strategy Expert, Former Associate Director, MSL, India

*Mr. Abhirup Chatterjee defined authenticity and reciprocity with examples from popular brands and startups like Maggi, Lenskart, and The Whole Truth. The session concluded with an interactive game where participants shared their propositions regarding the brands used in the examples.*

## Animesh Goswami

Managing Partner, Confiante Mobility Ltd.

*Mr. Animesh Goswami discussed the potential of AI to replace human talent but emphasized that emotional touch can never be replaced by AI. He emphasized the need for individuals to cultivate the habit of writing and harness the unique emotional touch that only humans possess.*

XEMPLIFY

# XESTHETICS'23

*The XESTHETICS'23 photography exhibition was hosted by the School of Communications, XIM University from 28th February 2023 to 2nd March 2023. The event provided a platform for budding photographers to showcase their work in an open-to-all manner.*

*One of the highlights of the event was the quality and variety of photographs on display. The exhibition featured a range of genres, from landscape and nature photography to portrait and street photography. Each photograph was a unique expression of the photographer's creativity and vision.*

*The exhibition objective was to enriching the skills of budding photographers and showcasing the talents of the students. The event was inaugurated by Mr. Aashish Kumar Jena, OAS Officer, Joint Secretary to Government of Odisha, and Joint Director, Revenue Officers' Training Institute, Bhubaneswar, followed by a flash mob, and then the lighting of the lamp by all five pillars. The event was emceed by Mr. Richard Pinto, 1st year MA Mass Communication student.*

*The exhibition received numerous footfalls over three days and the event was a huge success, and the exhibition showcased the skills of the budding photographers and the talents of the School of Communications.*



# XVERSE 2023



*The annual corporate connect event at the School of Communications, XIM University was an insightful and engaging experience that touched on various aspects of the corporate world in the age of digitalization led by Mr. Gunjan Dutta, Partner Manager JSV, India at Meta on the theme "Digitalisation of Corporate World." The event was attended by corporate employees from Cuttack and Bhubaneswar, who engaged in discussions with the speakers and the audience.*



*One of the key topics discussed was the impact of digitalization on the corporate world. The speaker highlighted how the advent of social media has brought about a significant change in the way businesses operate and communicate. He also spoke about how Meta has impacted the corporate world and the various opportunities and challenges that come with it.*



*The second session featured an interactive session with UG Final year student Ms. Shruti Chourasia, who discussed how digitalization has impacted privacy and employment. This session was particularly engaging as it allowed for a student's perspective on the topic and provided a fresh outlook on the subject matter.*



*The event concluded with a cultural program by the UG students, which showcased their talents and provided a light-hearted end to the event. The event was an excellent opportunity for networking, knowledge sharing and discussing the latest trends and developments in the corporate world.*

# XSHOTS

## Annual Film Festival 2023

*XSHOTS is an annual film festival organized as a part of Student Cultural Fest Xamboree 3.0. The festival aims to showcase the works of young and budding filmmakers, as well as provide a platform for them to interact with industry professionals and receive feedback on their work.*

*The festival typically features a diverse range of films across different genres, including short films, documentaries, and animation. The films are selected based on their artistic merit, technical proficiency, and relevance to contemporary social issues.*

*One of the unique features of XSHOTS is its emphasis on promoting diversity and inclusivity. The festival actively looked for films that challenge dominant narratives and amplify marginalized voices. This commitment to diversity is reflected in the festival's programming, which often includes films that explore themes such as gender, sexuality, race, and ethnicity.*

*Overall, XSHOTS is a celebration of the power of storytelling to entertain, educate, and inspire. It is an invaluable opportunity for budding filmmakers to hone their craft, expand their horizons, and contribute to the cultural richness of their communities.*



Mr. Mayank Tiwari, Indian travel and aerial photographer



Mr. Swastik Choudhury, Founder, Swastik Arthouse



# MILAN

## Alumni Meet 2023

*Milan, the alumni meet held at the School of Communications, XIM University, on February 18, 2023, was a magnificent event that brought together former and current students, and faculty members of the school to celebrate their shared experiences and accomplishments. The atmosphere was electric, as the air was filled with the sounds of laughter, joy, and nostalgic reminiscences.*

*The event was a testament to the strong bond between the school and its alumni, as they reconnected with old friends and met new acquaintances, they shared their experiences and insights, providing valuable advice to the current batch of students.*



*The event was a perfect blend of informative sessions and interactive discussions, with the alumni sharing their diverse perspectives on the changing trends in the field of communications.*

*The panel discussion was enlightening, as the alumni provided deep insights into the latest developments and innovations in the industry. The attendees were also treated to fantastic dance and warbling performances.*



*The School of Communications celebrated National Youth Day on January 12, 2023, to commemorate the birthday of Swami Vivekananda with great enthusiasm and zeal. The day was marked by a series of fun-filled activities and games, to inspire and motivate the young minds. The students participated in various games and activities that were organized to foster team spirit, creativity, and leadership skills. The School cultivates holistic growth in students and encourage them to be responsible citizens of the country.*

# Youth Day



# International Women's Day

*The School of Communications, XIM University celebrated International Women's Day on 2 March, 2023 with a series of programs that aimed to raise awareness about the importance of women's health, well-being, and success.*

*The day started with a seminar organized by the Women Students Welfare Committee of the school, titled "Health and Well-Being: The Joy of Self-Love." Dr. Harpreet Kaur, a medical practitioner from AMRI Hospital, led the seminar and delivered an informative speech where her insights on how women can prioritize their well-being and self-care were well-received by the attendees.*

*Following the seminar, the school also organized a panel discussion on the theme 'WE: Celebrating the Success of Women.' The panel featured some notable women achievers who shared their inspiring stories and experiences with the audience. The panelists included Sukriti Patnaik, the founder of Indulge Salon; Sadhana Mishra, the coordinator of KISS and the first transgender person to get a regional passport; and Sofia Alam, an Odia actress known for her role in the movie Dreamgirl (2009).*

*The panel discussion was a thought-provoking session that highlighted the importance of gender equality and women's empowerment. The panelists discussed various challenges faced by women in different fields and how they overcame those obstacles to achieve their goals. Their personal stories of perseverance and success served as an inspiration to many attendees.*

*The programs organized on this day aimed to promote gender equality, raise awareness about women's health and well-being, and celebrate the success of women in different fields.*



Ms. Sukriti Patnaik, Indulge Salon



Ms. Sofia Alam, Odia Actor



Ms. Sadhana Mishra, Coordinator, KISS



*The School of Communications at XIM University celebrates various events throughout the academic year, bringing together students and faculty in a spirit of joy and camaraderie. It also showcases the cultural diversity and inclusivity on campus. These events are a perfect platform for students to showcase their talents and participate in various cultural activities.*

*The School of Communications takes pride in celebrating these events and fostering a sense of belonging and unity amongst its students and faculty.*



## Design Thinking



*The Design Thinking workshop was led by Ms. Pia Sur, Media Educator and Communication Consultant. The workshop provided an immersive experience to students to help them understand the process of Design Thinking and how it can be applied in solving complex problems. Through interactive sessions, students learned to develop skills such as empathy, creativity, and collaboration.*

## Alumni Talk

*Ms. Leah Jena, a Senior Communications Specialist at Tech Mahindra and a graduate of the Class of 2018 in BSc Mass Communication, was invited to speak at the UG Alumni Talk 2023. Jena advised on how to structure oneself for the corporate world. The students had the opportunity to clear their doubts regarding Corporate Communication and Public Relations.*



## Peace Journalism



*An exclusive course on Peace Journalism was designed to help learners distinguish between the principles of Peace Journalism and War Journalism, promoting the former as a means to unite people and promote harmony, led by Dr. Dilnaz Boga, a prominent academic and seasoned journalist from Mumbai.*

# WORKSHOPS



*Dr. Siba Prasad Chakraborty, a Senior Psychiatrist from Kalinga Hospital, Bhubaneswar, spoke on Mental Health & Well-being at XIM University's School of Communications. He addressed the major issues we face as social beings in managing and coping with stress and covered topics such as the difference between a psychologist and a psychiatrist, dimensions of wellness, and many more.*

**Mental Health Seminar**

*The Effective Communications skills Workshop aimed to enhance the students' communication skills. The workshop covered various topics such as active listening, nonverbal communication, and effective writing. The keynote speaker also emphasized the importance of effective communication in today's world leading to an interactive group discussions.*



**Effective Communication Skills Workshop**

# WORKSHOPS

## Cyber Crime Workshop



*The workshop on Cyber Security Awareness, with Special Reference to Cyber Crimes was led by Prof. Leo Gertrude David, an expert in cyber safety and security standards. It began with an interactive online game that tested the students' knowledge of cyber space and related crimes. The workshop aimed to provide students with in-depth knowledge of cyber crimes and essential cyber laws to protect themselves and their loved ones and support vulnerable victims.*



*The workshop was facilitated by Prof. Debasis Paresh Ranjan Choudhury, a design mentor and consultant, who introduced the students to the basic structure and anatomy of typography and expressive typography. The second day included an activity where students had to design a poster with expressive typography as a key element.*

## Typography & Calligraphy Workshop

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