YEARBOOK





SCHOOL OF COMMUNICATIONS XIM UNIVERSITY

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Dear Reader,

It is a matter of immense pleasure for me to be a part of Xorian 2023, the yearbook of the School of Communications which imparts messages of appreciation towards the invaluable efforts of everyone at the school.

In the past year full of transitions from remote to physical learning, the School of Communications has recorded a phenomenal jump in adapting to the changing norms. The unbounded enthusiasm of the Dean, faculty, senior students and peers, left no stone unturned to welcome the extended family with love, support and encouragement to pursue the professional media and communication learnings they have opted for.

I appreciate the School of Communications for getting ranked among one of the top 10 best private mass communication institutions from Outlook - ICARE 2022 annual ratings and it bagged the best media institute award at the Odisha Media Awards.

With many doors of opportunities opening, the School of Communications left none untouched to conduct industry exposure programs like Academic-Industry Interface Talks, Xtraordinaire 2022 – the media and communication symposium, Xemplify 2022–23 – the media conclave and the 5th edition of Concordia – the student's media fest which boosted the inter-university relationships.

Besides, a word of acknowledgement and appreciation to the Dean and faculty members for encouraging non-academic seminars like the one held for mental health awareness.

The future is filled with possibilities for new approaches, technologies and most importantly policies towards sustainable practices and the years ahead, I reckon, would provide even more opportunities in the media and communications industry.

I truly believe that the School of Communications shall fulfil all its commitments with immense challenges and continue contending to be one of the top media and communication schools in the country.

I am privileged to have a highly motivated and committed school led by the Dean, supported by the faculty members, staff, industry partners and growth-oriented students to ensure that the university not only maintains its position of eminence in the country but also attracts global attention for striving towards *semper excelsius*.

Blessings to all!

Fr. Antony R. Uvari, SJ Vice Chancellor



Dear Reader,

The School of Communications' yearbook, Xorian 2023, serves as an expression of thankfulness as well as a presentation of the achievements of the school's year-long efforts and dedication.

The school carefully crafted curriculum and diverse range of academic courses provide students with a comprehensive education that not only enhances their academic knowledge but also nurtures their personal and professional growth.

The school places a strong emphasis on cultivating a sense of purpose and direction in its students

As a result, graduates of the school are well-prepared to embark on successful careers in the media and communication industry and become the leaders of tomorrow.

Through the various activities in the academic year 2022 - 23, such as Concordia - students media fest, Xtraordinaire - media and communication symposium, Xemplify - media conclave along with school connect outreach and extension activities like LumineXt and Xtension, regular mentor-mentee programs, and Milan - annual alumni meet to give its students the best of what it has to offer.

I am sure that the knowledge, skill development, as well as holistic education that the students receive here at the School of Communications, will help them reach their desired goals, and become successful practitioners in the field of media and communication.

May the memories of their life and education in the School of Communications at XIM University, and the relationships they forged in the New Campus, enable them to be truly men and women with and for others, especially the ones who need their support.

My best wishes to the Dean, faculty members, staff, and the students at the School of Communications, for their sincere and commendable efforts for the benefit of all stakeholders of the school.

God bless!

Fr. S. Antony Raj, SJ Registrar



Dear Reader,

With lots of gratitude, pride and joy that we hope this yearbook, Xorian 2023 brings together all the special moments, achievements and efforts of the various stakeholders at the School of Communications, XIM University to you.

Although a pandemic tried to set us back, we sailed through, last year and this academic year, as things got back on track, we tried to make the most of it and use every opportunity we had, to further strengthen our foundation. Having all students across batches back on campus, really brought our school back to life.

We started this academic year by embarking on a place among the top 10 private mass communication institutions in India by Outlook-ICARE's Annual Rankings 2022.

This led the school to be No. 1 in Odisha. Additionally, the school has been awarded Best Media Institute in Odisha by Odisha Media Awards in December 2022.

This year, we organized many Academic Industry- Interface Talks and offered Value Addition Courses, and editions of LumineXt and Xtension - the outreach and extension activities. We also successfully conducted Xtraordinaire 2022, our media and communication symposium, Xemplify 2022-23, our media conclave and Milan 2023, our alumni meet as usual grandly and successfully.

We also attempted to further strengthen the practice of holistic development for our students and give a focus on maintaining their mental and physical health, with time slots in their academic schedules being particularly assigned for Yoga & Meditation, Dance/Zumba and Physical Education. As we constantly strive towards being dynamic and addressing important needs of the hour, we hope to continue to constantly evolve and get better every day.

I would like to extend my sincere gratitude to the Vice Chancellor, the Registrar, the Chief Financial Officer, and all other XIM University stakeholders, more particularly the Strategic Academic Advisory Board (SAAB), industry partners and parents, because without their unwavering support and direction, this would not have been possible.

Congratulations and genuine appreciation to the School of Communications faculty body, visiting faculties, staff members, and my beloved students for everything that they have done to further our cause.

Wishing you health and happiness always. God bless!

Dr. V. Vijay Kumar Dean



Mission

Communication Education in the spirit of 'Magis'

- To enhance knowledge and professionalism in the field of media and communication.
- To promote ethical media practices and keep abreast with the changes of the time.
- To function as a centre of excellence and to play a vital role in building a new media culture where life is respected and valued.



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

- To empower the aspiring youth who joins the School of Communications to be ethically sensitive, innovative and skilful media and communication professionals contributing to global peace and harmony.
- In the process, it also strives to promote progressive trends in the areas of communication, media technologies, and research; envisages students to communicate life to people across the world.



Values

- Digital Thinking
- Creativity
- Empowerment
- Excellence







Strategic Academic Advisory Board

The Strategic Academic Advisory Board (SAAB) of the School of Communications has eminent persons from academia and industry. The SAAB brings in viewpoints from diverse fields and provides a perspective and vision that adds depth and breadth to the school's thinking and actions. It is the sounding board for the dreams and supports the school in turning them to reality. Discussions that have taken place in the SAAB meetings have fed into strategy formulation, opened up ideas for introduction of new endeavours and helped the school in charting out possible new directions that the school can move towards.



Residential Faculty



Prof. V.Vijay Kumar, PhD Dean School of Communications



Prof. Anamika, PhD



Prof. Arpita Saha, PhD



Prof. Jyoti Ranjan Sahoo, PhD



Prof. Nadira Khatun, PhD



Prof. Nirmalya Baral



Prof. Payel Das , PhD



Prof. Purnima Anjali Mohanty, PhD

Technical & Support Team



Mr. Prabhakar Mani Technical & Production Assistant



Mr. Ratiram Khakha Technical Assistant



Ms. Caroline D'Costa Program Assistant

Mr. Amit Sengupta	Film Director, Kolkata	
Mr. Anupam Barvé	Former Associate Professor, Film & Television Institute of India, Pune	
Ms. Anu Sinha	Faculty, Xavier Institute of Communication, Mumbai	
Mr. Ashijit Ganguli	Cinematographer & Trainer, Kolkata	
Dr. Ashish Kumar Dwivedy	Researcher & Communication Trainer, Bhubaneswar	
Mr. Ashoke Viswanathan	Film Director, Actor & Film Critic, Kolkata	
Mr. Dhrubajyoti Pramanik	Senior Editor, TV18 Broadcast Limited (Network 18), Noida	
Ms. Divyaa Kummar	RJ & Independent Media Practitioner, Delhi	
Dr. George Sebastian, SJ	Visiting Faculty, Marquette University, USA	
Mr. Hudson Taylor	Sound Engineer, Hyderabad	
Mr. John Livingstone	Visual Image Editor, Hyderabad	
Ms. Jyoti Mishra	Senior Anchor, India TV, Delhi	
Mr. Keshab Chandra Jena	Head, Corporate Communications, GMR Energy Limited, BBSR	
Ms. Liza Roy	Principal Correspondent, Zee 24 Ghanta, Mumbai	
Mr. Luke Mendes	Faculty, Xavier Institute of Communication, Mumbai	
Mr. Manju Rathan	Video Editor & Graphic Designer, Chennai	
Ms. Novena Bothaju	PR & Corporate Communication Practitioner, Cuttack	
Dr. Padmakumar K	Associate Professor & Head, Department of Corporate Communication, Manipal University, Manipal	
Mr. Pradyuman Maheshwari	Editor-in-Chief & CEO, MxM India, Mumbai	
Mr. Pradip Bagchi	Senior Editor, Times of India, Delhi	
Mr. Rajat Ghosh	Freelance Photographer, Mumbai	
Mr. Satya Prakash	Legal Editor, The Tribune, Delhi	
Mr. Satyanarayan Mohapatra	Graphic Designer, Bhubaneswar	
Ms. Sharmistha Chakraborty	Senior Account Director, Avian WE, Bengaluru	
Dr. Shourini Banerjee	Assistant Professor, American College, Madurai	
Mr. ShreeKumar KP	Managing Director, Stylues Events, Pune	
Ms. Shruti Bora	Film & TV Editor, Mumbai	
Ms. Simple Sujata Mishra	Researcher & Communication Trainer, Bhubaneswar	
Dr. Srimoy Patra	Professor, Affinity Business School, Bhubaneswar	
Mr. Sourav Sarangi	Filmmaker, Kolkata	
Mr. Velu Shankar	Independent Media Consultant, Udhagamandalam	

Outlook-ICARE RANKING 2022



School of Communications XIM University Ranked





Among Top 10 Best Private Mass Communication Institutions

School of Communications XIM University

awarded as

BEST MEDIA INSTITUTE IN ODISHA



ODISHA MEDIA AWARD 2022 IN THE CATEGORY OF MEDIA INSTITUTE





School Level Committees Career Advisory Services Committee · Internal Quality Assurance Cell · School Alumni Committee · School Research Committee · School Research Ethics Committee · Students Activities Committee · Students Grievance Redressal Committee · Women Students Welfare Committee · Branding & Outreach Committee **Mentoring & Guidance** Each student is allocated a faculty mentor Mentor-Mentee Program (MMP) Regular Meetings - Mentoring · Mandatory Meeting - once in a semester through mentoring week for each program and batch Internship Counselling · CV Preparation Mentoring · Internship Mentoring (Academic & Industry) · Capstone Project Guidance · Dissertation Guidance · Placement & Internship Interview Preparation Sessions · Remedial Classes · Career Related Counselling · Annual Parent Teacher Meeting



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BSc (Hons) Mass Communication 26

MA Mass Communication 9

PhD in Communication



XILUR 2022

School Level UG & PG
 Student Orientation
 Program







The school organized its orientation program, XILUR, for the incoming undergraduate and postgraduate batches on August 22, 2022. The first session focused on "The Impact of Digitalization on Advertising and Communications" and was presented by Mr. Samrat Mukherjee. The second session delved into the topic of "Development Communication as an Advocate for Positive Change" and was presented by Dr. Sugata Roy.

Xtraordiniare 2022

Media & Communication Symposium



The School of Communications hosted Xtraordinaire 2022, a media and communication symposium. The event presented several influential industry experts who gave a talk and interacted with the audience on the scope of the media in the age of the consumer revolution on September 2, 2022. Fr. S. Antony Raj, SJ, the registrar of XIM University delivered the inagural address.





Mr. Amitabh Biswas



Exploring the media in the age of consumer revolution



Mr. Prasad Karat



Ms. Anitha Balachandran

The event had four renowned guest speakers, Mr. Amitabh Biswas, the Marketing Head of Times Chronicles, Times Influence and Zoom TV; Ms. Anita Balachandran, an animation filmmaker, author and illustrator; Ms. Pooja Tolani, contemporary screenwriter who was a part of the writer's room for Sacred Games Season 2, and Mr. Prasad Karat, Vice President at the PRactice.













For the valedictory ceremony the chief guest address was given by Fr. Antony S. Raj, SJ, Registrar, XIM University and the guest of honors were Mr. Manoranjan Mishra, Chief Editor, Kanak TV, Bhubaneswar and Mr. Narendra Jena, Editor, News 18 Odia, Bhubaneswar. The special invitees were Mr. Shashibhushan Upadhyay, Vice President & Resident Director, Jindal Stainless, Bhubaneswar; Ms. Smriti Sweta Das, Managing Director, Eco Belleza – The Salon, Bhubaneswar; Mr. Atmajyoti Nayak, Founder, Imperial Investors, Bhubaneswar; Mr. Rushikesh Nayak, Proprietor, R39 Tradcon, Bhubaneswar; Mr. Pradeepta Chandra Rath, Executive Director, Sri Durga Condev Pvt. Ltd., Cuttack. Buxi Jagabandhu English Medium School from Bhubaneswar won the Concordia 2022 overall trophy.





















MEDIA CONCLAVE

XEMPLIFY

2022 -23

The school hosted Xemplify 2022–23, a media conclave. The aim of the conclave was to highlight how communication channels cannot function in separate silos, but rather as a whole. The conclave was held on February 15, 2023.

As the school seeks to address pertinent concerns regarding how reciprocity assists customer connections and helps popular businesses keep their share of voice in the market - a crucial ability in brand management and visibility - research on this topic becomes increasingly relevant. With this purpose in mind, the theme for the years conclave was Practising Digital Marketing: Authenticity and Reciprocity.

















The esteemed speakers for the day were Mr. Tanupam Akuli, Consultant, Marketing Communications; Mr. Abhirup Chatterjee, Digital Strategy Expert, Former Associate Director, MSL, India and Mr. Animesh Goswami, Managing Partner, Confiance Mobility Ltd.

XES



28 FEB to 02 MAR

S







Shri Ashish Kumar Jena, OAS Officer, Joint Secretary to Government of Odisha, and Joint Director, Revenue Officers' Training Institute, Bhubaneswar inaugurated the photo exhibition and conducted a Master Class on the Art of Picture Making













Explore, Engage & Enrich

XVERSE 2023





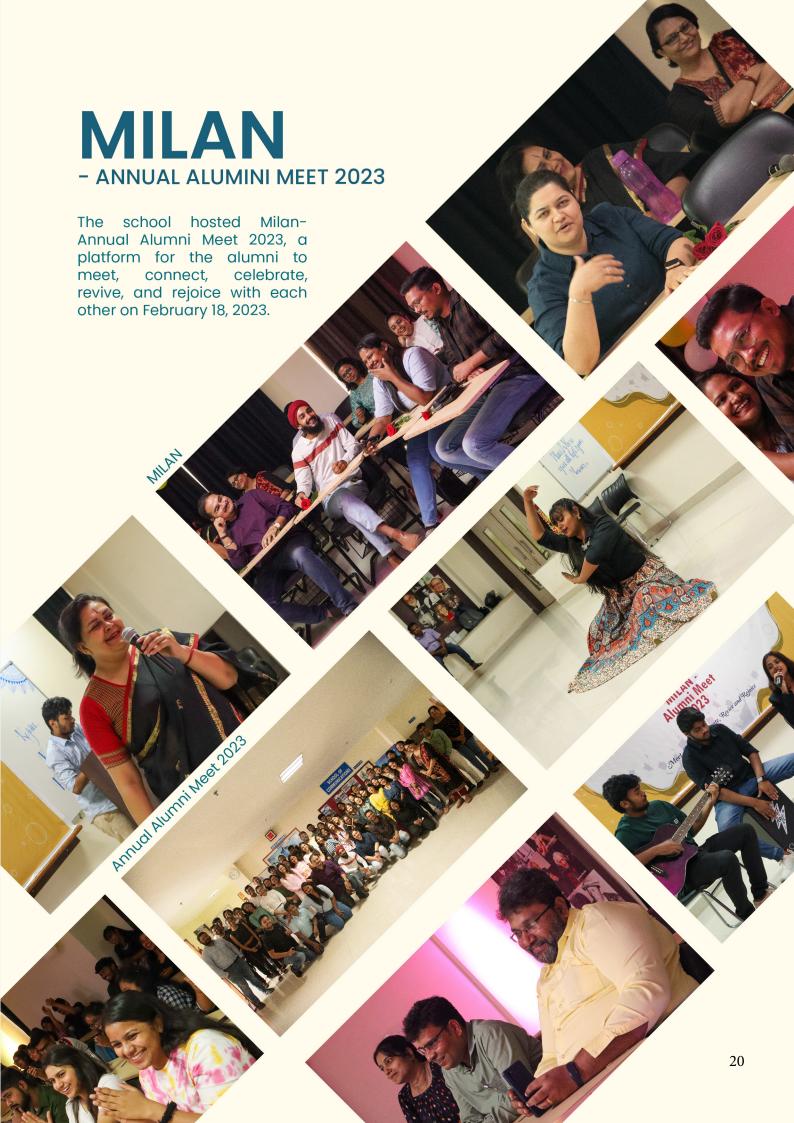








XVERSE is a corporate connect event hosted by the School of Communications, XIM University. As a branding and outreach activity, this initiative brought together corporate employees and significant personalities from the industries to have interactive workshops and discussions. XVERSE 2023 was conducted on March 3, 2023, on the theme of 'Digitalization of Corporate World'. The resource person was Mr. **Gunjan Dutta**, Partner Manager- ISV Meta India and a rich pool of participants from various corporates across Bhubaneswar and Cuttack attended.



Academic-Industry Interface Talks



Academic-Industry Interface Talk-I

Guest Speaker: Mr. Sourjya Bhowmick

Senior Journalist, TV9 Network, New Delhi. (Author of 'Gangster State: The Rise and Fall of the CPI (M) in Bengal')

The school hosted first Academic - Industry Interface Talk on August 6, 2022. The session was led by Mr. Sourjya Bhowmick, Senior Journalist, TV9 Network. He is an author and journalist by profession. This session helped the students to understand the importance of making a start in the industry as a fresher. Further, the need of data driven journalism and the nuances of it was also discussed.









Academic -Industry Interface Talk-II

Guest Speaker: Mr. Narayanan Vincent Vice President - Creative & Operations, Banana Brandworks (P) Ltd., Chennai

Academic – Industry Interface Talk II was held on September 24, 2022. Mr. Vincent's affable nature and wonderful insights made the talk a pleasant experience for all. The students were at ease listening to his valuable learnings from life, which he generously shared with the audience. The school is grateful to have had the opportunity to hear from such a knowledgeable and engaging speaker.





Academic-Industry Interface Talk-III

Guest Speaker: Mr. Ashraf Engineer

Executive Director, Pitchfork Partners Strategic Consulting, Pune.

The third Academic - Industry Interface Talk was held on October 15, 2022. The talk was on the present trends, various scopes and skills required for the Public Relations industry.









Academic - Industry Interface Talk-IV

Guest Speaker: **Mr. Bibhudatta Panigrahi** Sr. Manager - Corporate Affairs - Indian Metals & Ferro Alloys Limited, Bhubaneswar

fourth Academic The Industry Interface Talk was organized February 7, 2023 where a session on the "Corporate Communication: topic Opportunities and Challenge" which the offered students understanding of functionalities of corporate communication in the pre and post-COVID scenarios.

Mr. Panigrahi also highlighted the importance of society for an organization.





Academic - Industry Interface Talk-V

Guest Speaker: Ms. Sudipta Gupta
Vice President - HR, PRactice, Bengaluru

The fifth Academic - Industry Interface Talk was organized on February 22, 2023. session the topic on "Negotiating Skills and Interview Etiquette". Ms. Gupta started the interactive session by briefing about understanding the opportunities well and communication with no barriers. She also highlighted how transparent and honest with campus and university students are associated with. She addressed the students as smart individuals.

WORKSHOPS

Cyber Security Awareness, with Special Reference to Cyber Crimes

The school conducted a hybrid workshop on Cybersecurity on January 21, 2023. Prof. Leo Gertrude David, the Program Lead of the School of Visual Communication, Kumaraguru College of Liberal Arts & Science was the workshop facilitator. He is an Associate Member of National Cyber Safety & Security Standards, a Certified Cybercrime Intervention Officer, and a Volunteer to Prevent Cybercrimes with the Coimbatore City Police. Prof. David is also associated with the National Security Database (NSD) and a Cyber Expert Volunteer with the Ministry of Home Affairs' National Cybercrime Reporting Portal.



A workshop on Effective Communication & Personality Development for the BSc (Hons) Mass Communication (2022-25) students was held on January 14, 2023. The workshop was facilitated by Dr. Srimoy Patra, a seasoned soft skills trainer and academic.

Typography & Calligraphy

The school organized a design workshop on January 27 & 28, 2023 with Prof. Debasis Paresh Ranjan Choudhury as the workshop facilitator. Prof. Choudhury is a design mentor and consultant with a rich experience of working in the field of design. He is a member of the Strategic Academic Advisory Board (SAAB) of the School of Communications, XIM University and a former Head of Department at National Institute of Design (NID). The workshop provided a conducive environment for learning, and the workshop promises to be an enriching experience for design enthusiasts.



















Value Addition Courses

- Design Thinking in Communication Studies: This course was facilitated by Ms. Piu Sur, Media Educator; Communication Consultant; Content Editor/Writer & Documentary Film-maker on February 3 & 4, 2023.
- Peace Journalism: The course instructor was **Dr. Dilnaz Boga**, a seasoned journalist turned academic from Mumbai on December 16 & 17, 2022.



Bridge Course

A bridge course on the theme Nuances of Public Relations (To Complement the COVID – 19 Online Classes) for BSc (Hons) Mass Communication (2020–23) batch by Dr. Padmakumar K, Associate Professor & Head, Corporate Communication & Placements Coordinator, Manipal Institute of Communication, Deemed to be University, Manipal held on July 8 & 9, 2022.



Field Visits











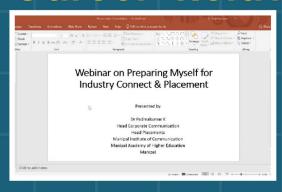
UG Students Scholarship 2022-23

The following seven students received the meritorious UG scholarship for their excellent academic performances.

- Soumya Suranjan Singh (BSc (Hons) Mass Communication 2020 - 23 Batch)
- K. Sneharani Patra (BSc (Hons) Mass Communication 2022 - 25 Batch)
- Akansha Dash (BSc (Hons) Mass
- Communication 2022 25 Batch)
- Ayushi Pati (BSc (Hons) Mass Communication 2022 - 25 Batch)
- Khushi Jhunjhunwala (BSc (Hons)
- Mass Communication 2020 23 Batch)
- Poorabi Mishra (BSc (Hons) Mass Communication 2021 - 24 Batch)
- Anish Mohapatra (BSc (Hons) Mass Communication 2022 - 25 Batch)



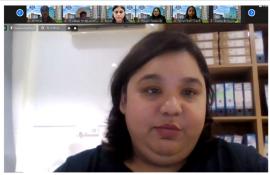
Career-Related Orientation





The core purpose of this session is to help the graduating batch of MA Mass Communication (2021 – 23) and BSc (Hons) Mass Communication (2020 – 23) to understand the process and procedures involved in campus hiring, job interviews, placement and career-related matters. The session was held on July 30, 2022, the resource person was Dr. Padmakumar K, Associate Professor & Head, Corporate Communication, Manipal Academy of Higher Education (Deemed University), Manipal, who is also a placement coordinator.





Theme: Working With PRactice - A Campus Talk

The Career Advisory Services of the School of Communications organized a Webinar on "Working With PRactice – A Campus Talk" on September 22, 2022 through the zoom platform. The resource person for the webinar is Ms. Sudipta Gupta, Vice President – HR, PRactice.

Guest Talks & Seminars





- A guest talk by Mr. Ekalavya Mahapatra, Director, Pancham Studio Pvt Ltd An Advertising Agency on the theme What brands they can work for in their projects? for the course Promotions & Campaign for MA Mass Communication (2021 23), Advertising & Marketing Communication Specialization students on August 19, 2022.
- Session on SPSS, for the courses Media and Communication Research (MA Mass Communication 2022-24) and Media Research (BSc (Hons) Mass Communication 2021-24) by Prof. Subhajit Bhattacharya, Associate Professor of Commerce, XIM University on February 14, 2023.



Alumni Talks





The Alumni Committee of the School of Communications organized PG Alumni Talk on November 29, 2022. The session leader was Ms. Ivy Chatterjee, Manager HR Communications at Bajaj Finance, Pune (Class of 2020 – MA Mass Communication)









The Alumni Committee of the School of Communications organized UG Alumni Talk on January 7, 2023. The session leader was Ms. Leah Jena, Senior Communications Specialist, Global Corporate Communication and Public Affairs, Tech Mahindra (Class of 2018 – BSc Mass Communication)



Extension & Outreach Activities





LumineXt 2022

The School of Communications' Branding and the Outreach Committee organized an event for the 12th-grade students of Mother's Public School Bhubaneswar Unit-1. This offline program took place on August 18, 2022, and focused on the theme of mobile filmmaking through a workshop, a session on stress management, team building activities and funfilled events.



Xtension 2022

On October 14, 2022, the School of Communications conducted a Workshop on Mobile Photography & Filmmaking through Xtension 2022 (An outreach activity to help the Z generation champs to learn the nuances, key aspects, and fundamental skills of photography and filmmaking) for the students at Delhi Public School, Kalinga.

Xtension 2022 - 23

On January 5, 2023, the School of Communications conducted **Basics** Workshop on of Photography **Filmmakina** and (an through Xtension 2022-23 outreach activity) by the production experts of the School of Communications for the students International at SAL School, Bhubaneswar.

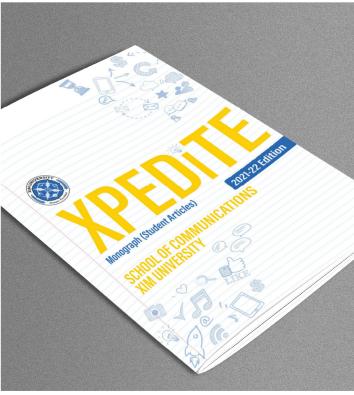


Rural Vists, Sociological Survey & Communication Campaign

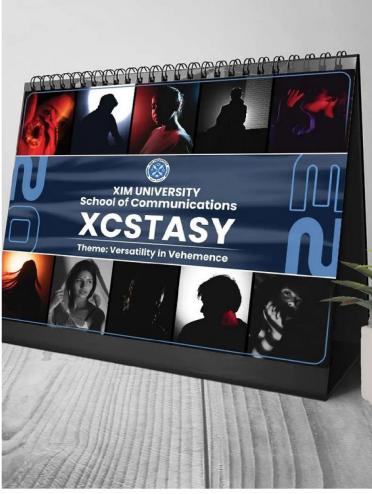
On January 31 and March 10, 2023, students visited the nearby village of Niranjanpur as part of the course Communication for Development. They were assigned the task of mapping the village's amenities for health. education, and environment as well as the people' perspectives on these amenities in two hamlets; Bhoi Sahi and Majhia Sahi of village conducted the and development communication campaign.

New Initatives

- Xpedite Monograph
- Xcstasy Annual Calendar
- Xhibit Photo Book
- National Youth Day Celebration
- Yoga & Meditation
- Dance/Zumba
- Physical Education
- Library Sessions
- Annual Retreat
- Welcoming 2023
- Xclusive Vibes Lab Journal
- MoU with the nearby village for development & social communication activities



'Xpedite' is a monograph that showcases the best of students' well research based articles, of the class 2022 BSc & MA Mass Communication, of the School of Communications. The compilation presents articles that covers a wide range of topic from case studies to the changing dymanics of the contemporary world, with special reference to media.



'Xcstasy' is the annual calendar designed by the students. The theme for 2023 is "Versatility in Vehemence." This was part of the course Digital Still Photography.



'Xhibit' is the annual photobook of the School of Communications which showcases the best of student photographs, capturing moments describing several themes and perspectives.





















Celebrations at the School of Communications

On special occasions and cultural events, faculty, staff, and students come together to celebrate the joy in the hearts. When it comes to cultural events, we don't just nod and smile politely. We dive in headfirst, ready to enjoy, dance, and celebrate! Whether it's Fresher's Day or Teachers Day or the Farewell or Festivals like Diwali, Eid, or Christmas, we go all out with decorations, food, and performances. Right from planning the events to dancing our hearts out in after parties, we leave no stone unturned to make every celebration a precious memory! As part of Xamboree 3.0 – the XShots Film Festival was conducted on February 19, 2023. Mr. Swastik Choudhury, the founder of Swastik Arthouse and the producer of numerous award-winning independent films and Mr. Mayank Tiwari, an Indian travel and aerial photographer were the chief guests and judges for the fest.

Farewell 2023











Student Awards & Achievements



The student short film Void 3 – Search won the Best Short Film Award – First Prize with a cash prize of INR 15,000/– at Legend 2022, a National Level Short Film Festival, organized by the Department of Visual Communication, School of Science & Humanities, Sathyabama Institute of Science & Technology (Deemed to be University), Chennai, held on September 22 & 23, 2022.



The student documentary Sweekar (Theme: Autism Spectrum Disorder – ASD) won the Audience Choice Award with a cash prize of INR 5,000/- at Flo Dhwani Film Festival 2023 (An exclusive festival for the specially-abled films), organized by Aaina (Volunteer organization) in collaboration with FICCI Flo – Bhubaneswar, held on March 21 & 22, 2023.

Akanksha Dash [BSc (Hons) Mass Communication (2022 – 25 Batch)], an NSS volunteer participated in the 26th National Youth Festival 2023 held at Dharwad, Hubballi, Karnataka from January 12 to 16, 2023. She is the only student selected from XIM University to be part of the festival.

Internships

BSc (Hons) Mass Communication (2020-23) Batch

Name	Area of Internship	Organization
Akankshya Mishra	Journalism	Kalinga TV 24X7
Ananya Gope	Graphic Designing & Content Writing	SoS Ideas
Anchal Pradhan	Public Relations	MSL Group
Aryan Jaiswal	Journalism	Odisha Post
Avinash Rout	Production & Programming Team	Argus News
Bristi Adhikary	Designing & Post Production	Only Much Louder
Debasnata Nayak	Public Relations	Think Ink Communications
Ivali Bhowmik	Event Management	Avian WE
Jyotiska Saha	Content & Digital Marketing	Park+
Khushi Jhunjhunwala	Cinematography	Mr. Sudesh Kotian (Cinematographer)
Mahek Sharma	Event Management	Economic Times, ETB2B & Times Internet
Megha Dey	Digital Marketing & Social Media	Team Pumpkin
Ocean Singh	Public Relations	Brand-Comm
Prachurya Nanda	Content Writing	Good Times
Prapti Panda	Advertising	4AM Worldwide Advertising
Prathna Swain	Social Media Content	Think Tree Media House
Pratikhya Das	Production & Programming Team	Argus News
Pritimayee Dilip Jena	Content & Social Media	Social Samosa
Roselin Ekka	Content & Social Media	Outlook Traveller
Sai Pratyaksh Epari	Designing & VFX	Buffalo Soldiers Digital
Saurav Aditya Bose	Public Relations	MSL Group
Shivam Kumar Jha	Journalism	Times Now
Shruti Chourasia	Public Relations	MSL Group

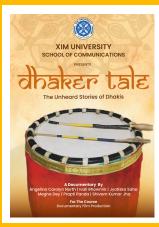
Name	Area of Internship	Organization
Sneha Pariya	Public Relations	The PRactice
Sonal Das	Journalism	Kalinga TV
Tanya Lath	Public Relations	Brand-Comm
Soumya Suranjan Singh	Public Relations	MSL Group
Ullas Khanduri	Production	Studio Underground
Angelina Carolyn North	Event Management	Avian WE
Lipsa Acharya	Market Research	Drshti Strategic Research Services
Abhilipsha Panda	Graphic Design	22Feet Tribal Worldwide

MA Mass Communication (2021-23) Batch

Name	Area of Internship	Organization
Amisha Airen	Journalism	Press Trust of India
Anshika Chomal	Advertising	Ogilvy & Mather Pvt Ltd
Atraye Adhikary	Photography	PARI
Dikshita Dey	Advertising	Ogilvy & Mather Pvt Ltd
Elizabeth Paul Elenjical	Public Relations	Slice
Rashmi Pareek	Digital Advertising	Indigo Airlines
Sameedha Mohanty	Public Relations	Weber Shandwick
Shreya Roy	Public Relations & Corporate Communication	Runaya Group
Shrija Arya	Public Relations	Weber Shandwick
Srimoyee Sarker	Advertising	Madison Digital
Swapna Sanjibita Singh	Journalism	MO School, Government of Odisha
Trina Mukherjee	Advertising	Vyas Giannetti Creative (VGC)
Sugyan Sagar	Development Communication	Roman Catholic Diocese of Berhampur
Pragyan Mishra	Public Relations	Pitchfork PR

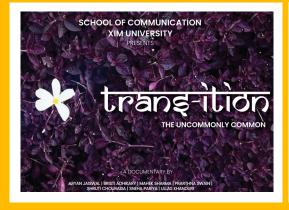
Students Audio - Visual Productions





















UG & PG Students Batch Profiles



BSc (Hons) Mass Communication (Batch 2022-25)



BSc (Hons) Mass Communication (Batch 2021-24)



MA Mass Communication (Batch 2022-24)

Graduating Batches



MA Mass Communication (Batch 2021-23)



BSc (Hons) Mass Communication (Batch 2020-23)







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