



For the Greater Glory of God

## XAVIER UNIVERSITY BHUBANESWAR

### Second UG Convocation

### April 19, 2018

### Report 2018

#### XAVIER UNIVERSITY BHUBANESWAR

Xavier City Campus: Plot No: 12(A), Nijigada, Kurki,  
Harirajpur - 752050, Odisha

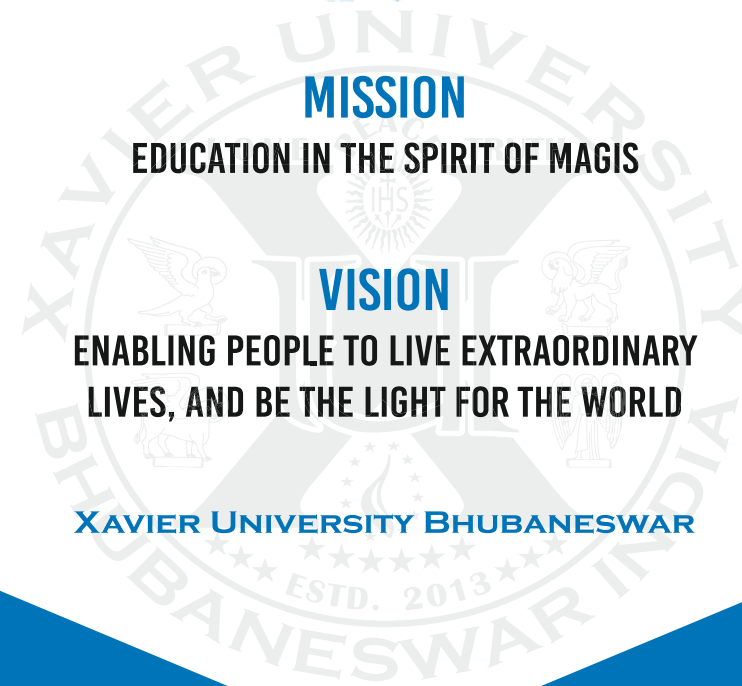
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Inspiring you to be an Inspiration







### MISSION

EDUCATION IN THE SPIRIT OF MAGIS

### VISION

ENABLING PEOPLE TO LIVE EXTRAORDINARY LIVES, AND BE THE LIGHT FOR THE WORLD

XAVIER UNIVERSITY BHUBANESWAR

ESTD. 2013



### Mission

Commerce Education in the spirit of "Magis"

### Vision

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

### Values

Integrity and Honesty, Quality, Respect for Individuals, Passion for performance, Transparency, Social and Ethical Sensitivity



### Mission

Communication Education in the spirit of Magis

### Vision

Enabling people to live Extra ordinary lives and be the light for the world





## MESSAGE FROM THE VICE CHANCELLOR

Dear Friends,

Greetings of Joy!

A warm welcome to the 2nd UG Convocation of the Xavier University Bhubaneswar.

I am delighted to present the 2nd UG Convocation Report 2018. We feel blessed as we continue to carry out the mission of inspiring futures----- inspiring future generations of students, in delivering excellent quality education comparable to the best. We develop young leaders instilled with a spirit of inquiry, professionalism and social consciousness. God's gifts to us are greater than our efforts!

XUB is built on the strong foundation of academic excellence and service excellence in the spirit of Magis, enables people to live extraordinary lives, and be the light for the world. Today, the university is at the forefront of a campaign to create sustainable and lasting change and stands tall as a center of excellence that develops confident leaders, independent thinkers and creative entrepreneurs.

To the graduating batch of 2018: On behalf of the university, I wish you every success. Going forward, continue to be competent, committed and compassionate leaders and make a difference to the people with whom you work. Stay connected. Inspire the future.

To the members of our Governing Board, students, faculty, staff, alumni, friends and well-wishers of the university: My heartfelt thanks for your continued support that enabled us to continue to build this university and its various schools. May God continue to guide us in this journey of inspiring futures.

My best wishes and prayers are always with you.

**Prof. Dr. Fr. Paul Fernandes, S.J.**



## CONVOCATION SPEAKER

### **Mr. Ravindra Nath**

Chairman and Managing Director,  
National Small Industries Corporation Ltd.  
Okhla Industrial Estate, New Delhi 110 020  
Tel: 011-26926067 / 26927172, Fax: 011-26926820  
Email: cmd@nsic.co.in

Shri Ravindra Nath is the Chairman and Managing Director of National Small Industries Corporation, a Public Sector organization of Government of India.

Shri Ravindra Nath, besides holding Degree in Commerce, is a qualified Chartered Accountant as a member of ICAI of India. Shri Ravindra Nath has over 36 years of experience in various areas of Finance, Accounts and Management. He has held senior positions of corporate head of finance in public and private sectors.

Shri Ravindra Nath has long experience of dealing with various issues pertaining to promotion, development and financing of Micro, Small and Medium Enterprises (MSMEs). Shri Ravindra Nath has been involved in developing new programs implemented through NSIC for development of MSMEs in the country.

Shri Ravindra Nath has also executed various assignments in foreign countries for formulating strategies and policies for the development of MSMEs in those countries.

Shri Ravindra Nath, CMD, NSIC, has been conferred with some of the most prestigious awards by major organizations in India like:

- "CMD of the Year Award" for his exemplary role in promotion & development of MSMEs in India;
- "CEO with HR Orientation" award by Times Ascent - World HRD Congress;
- "Amity Corporate Excellence Award" by Leading Business Professional University in India;
- In addition, NSIC was also awarded "ASSOCHAM -ICAI Most Promising Brand Award" for the year 2015-16 under his dynamic leadership by The Associated Chambers of Commerce and Industry – the leading representatives of Industries in India;
- "CEO with HR Orientation" award by Asia Pacific HRM Congress;
- NSIC was also awarded "ADFIAP AWARD-2016", its first International Award, conferred by Association of Developing Financing Institution of Asia & Pacific on NSIC in recognition of its significant contribution for SME development through Raw Material Distribution- Benefit Cost Project for SMEs by providing stable access to inventory of raw materials at most competitive prices;
- NSIC was also Awarded "Plaque of Merit" in 2017 by ADFIAP for its innovative programme "Rapid Incubation for Creating Self-employment Opportunities";
- ADFIAP has also awarded "Plaque of Merit" for NSIC's services in Corporate Social Responsibilities.





## MESSAGE OF DEAN XCOMM

When you came into XCOMM in July 2015, you were just teens and perhaps you were vague about your goals like any of your generation but today you move out of XUB as communication professionals. You are professionals in your own right. You have turned yourselves into digital still photographers, digital video editors, script writers, PR professionals, advertising professionals, skillful cinematographers, journalists, sound engineers, graphic designers, and academicians. You have the confidence to face realities outside. You have been tested in the furnace of internship in the industry every year and so you have become tough to face life and industry. I am sure you will all do very well with positive vibes from your family and the alma mater.

Convocation is a time to thank many who toiled to shape you into professionals. You have been helped by a bunch of teaching and industry professionals in the past 3 years in many ways. I thank the faculty, technical staff, secretary and visiting faculty who accompanied you towards your pursuit for excellence. You have done internships (almost 8 months of your 3 years here) in different fields of media industry foregoing your comforts of summer holidays. I thank all the mentors for holding their hands and teaching them to walk to professionalism.

I am sure the graduating students will bring laurels to Xavier University Bhubaneswar through their work in the industry and as they move to higher studies. I take this opportunity to congratulate Ms. Leah Jena (1st rank, Gold medal for academic excellence), Ms. Harshita Agarwal (2nd rank), and Ms. Shemol Misra (3rd rank) for excelling academically. In a special way, I place my appreciation for Aman Rajak who will be getting the first Vice Chancellor's Gold Medal for taking a professional approach to academic assignments and skill-based projects and he is an exceptional student who is a keen learner with a curious bent of mind.

Wherever you are, seek excellence and give a try in any circumstance and do the best you can. Life is not about achievements but the process through which you achieve them. Dream big so that you may achieve big. You have learned how to be ethical so when you practice professionalism in media, remember to speak for the poor and downtrodden and most importantly speak the truth.

I thank each one of you for your presence with us and the contribution that you made to the growth of your juniors, faculty and the university. Visit XCOMM. It is your family. Come anytime to be with your alma mater and encourage your juniors and create a niche for yourself and the school wherever you are. May God bless and protect you always.

Finally, I place on record my appreciation for Prof. Dr. Fr. Paul Fernandes SJ, Vice Chancellor, who has been an inspiration for XCOMM and especially for his encouragement.

Sincerely Yours,

**Prof. Lourduraj Ignacimuthu, S.J.**

Dean (Academics), XCOMM



## DEAN'S MESSAGE XSC

### **Congratulations, graduating class, 2018!**

It is that time of the year when the graduating batch wears the convocation robes. It is time for celebration, yet very difficult to bid farewell to our students who stayed with us for three long years.

Three years of your academic journey which began in this school in 2015 has come to an end. You have toiled and put in a lot of hard work to reach this day. These three years, I am sure, have provided you with exciting opportunities for learning. The academic brilliance set by the faculty and the students has given many warm memories to each one of us.

It is said that future belongs to those who believe in the beauty of their dreams. You should aim high and have big dreams for the future. But, please, make every effort to turn them into reality. Some of you may go for higher studies while others may start their career in corporates. Whatever you do, put in the best of your efforts and success will come your way. We will always be eagerly waiting to hear your success stories. Your success will hold the XSC flag high.

On behalf of the faculty, staff and entire university, I once again congratulate you and your parents on your success. I wish you all happiness in life.

God bless you!

**Dr. P.K. Mohanty**  
Dean(Academics)



# XAVIER SCHOOL OF COMMERCE (XSC)

Commerce Education in  
the spirit of *Magis*

MISSION

MISSION

## Student Profile

Number of students enrolled

Programme	Male	Female	Total
B Com 2016-19	16	13	29
B Com 2017-20	16	11	27
BBM 2016-19	25	13	38
BBM 2017-20	28	21	49

Class of 2015-18

Programme	Male	Female	Total
B Com 2015-18	23	9	32
B Com 2015-18	26	13	39



## XAVIER SCHOOL OF COMMERCE (XSC)

Batch 2015-18

### Gold Medals for Academic Excellence

1st Rank in B Com Accounting	Mr. Kanhu Charan Lenka
1st Rank in B Com Finance	Mr. Rishabh Agarwal
1st Rank in BBM Marketing	Ms. Shweta Srivastava
1st Rank in BBM HR	Ms. Kriti Batra
VC' s Gold Medal for Best All Rounder	Mr. Saksham Gupta

### Graduating Students

B Com Accounting	BBM Marketing
Kanhu Charan Lenka	Apoorv Roy
Ashmit sukla	Arijeet Nandan Mohanty
Gourav Kant Choudhury	Arindam Banerjee
Yasbir	Arpan Jha
Soumya Ranjan Rout	Gajendra Pratap Singh Gurjar
B Com Finance	K. Srikanth
Abhijeet Panda	Mihir Ranjan Swain
Ananya Jena	Nikita Baliarsingh
Anirudh Mohapatra	Nishita Baliarsingh
Ankit Jhunjunwala	Nitin Gupta



Digvijay Harichandan	Paipuri Arun Chola
Ganesh Agrawal	Prakhar Sharma
Kamakshi Saklani	pratik Patra
Lipsa Pradhan	Rahul Choudhury
Soumya Ranjan Rout	Shweta srivastava
Praptee Thacker	Suman Sourav Sahu
Pratyush Kumar Ratha	Tanish Joshi
Puskar Patnaik	Yatish Agrawal
Radhika Bhattacharyya	<b>BBM HR</b>
Rishabh Agarwal	Aayush Nagpal
Rishav Jain	Aditya Kaushal
Ruchi Hota	Aditya Ranjan Pathak
Sambid Kumar Pattanaik	Anamika Singh
Sanol Sankalp	Angelika Biswal
Sarthak Verma	Areeba Hashmi
Saswat Rath	B.Tanya
Shruti Padhi	Bhashya Sharma
Shubham Khurania	Devansh Dutt Sharma
Siddharth Saraogi	Epari Manish
Sunayna Burman	Himanis Das
Sunischit Mishra	Kriti Batra
Tejasvi Songola	Mitulika Bhadani
Nayonika Bhadury	Roma Patro
	Saksham Guptaa
	Sanskrita Patnaik
	Siddhartha Gupt
	Srusti Patra



# Dean's Report

Dr. P. K. Mohanty

*The Xavier School of Commerce was set up in 2014 with the mission to provide graduate and post-graduate education demonstrating domain knowledge and offering quality education through a curriculum that is rich in rigour, to take on the challenge of business houses.*

## Symposium

A symposium on “Sustainable Marketing and Human Resource Management” was organized on December 8, 2017. Many eminent resource persons graced the occasion and delivered talks on the theme. Students presented papers and participated in a poster competition on the main theme of the symposium. Prizes and certificates were given to successful participants.



## Financial Workshop



A two-day financial workshop was organized for MBF students during August 28-29, 2017. Mr. Anand Deshpande, Deputy Manager, Karvy Stock Broking Ltd was the resource person for the workshop.

## National Conference

The 2nd National Conference on Accounting and Finance was held on Friday, February 23, 2018. The theme of the conference was “Commerce in Digitised India”. Prof. Sunil Gandhi from Kalyani University, Kolkata and Prof. Sharmistha Banerjee from the Dept. of Business Management, University of Calcutta were the keynote speakers on the occasion. Mr. Durgaprasad Harichandan, Senior Vice-President & Head- Digital, Business Retention and Excellence graced the occasion as chief guest in the inaugural session. The conference saw participation from many renowned academicians and research scholars. Research papers were presented in the technical sessions of the conference.



## Strategic Planning

The school prepared a strategic plan for the next five years and made a presentation to the governing board. The school aims to become one of the top 10 commerce schools in the eastern region by the year 2022. The school also plans to start a Ph.D program in the coming academic year.

## Master of Business Finance

The school has started a Masters program in Business Finance with 20 students from the academic year 2017-18.

**Leadership Talks:** During the academic year a series of leadership talks were arranged by the school. Eminent industry persons were invited to deliver talks on various contemporary topics. The following leadership talks were arranged;

Mr. Swagat Panda - Life Insurance; Mr. Arabinda Sahoo, Circle Head, AXIS Bank – Banking; Dr. Chris D' Souza, CFO, ICMA - CMA as a Career; Dr. Barendra Bhoi, Head of Monetary Policy, RBI - Indian Monetary Policy; Mr. Piyush Singh – Financial Technology; Mr. Robin Banerjee - Contemporary Issues in Finance.



## Immersion Course



An immersion course was arranged for MBF students on the following topics.

- Anti-money laundering
- Importance of compliance in financial markets
- An introduction to Sharia concepts in finance

Mr. Joseph Bosco, Director, Karamel Knowledge Ventures Pvt. Ltd was the resource person for the three-day immersion course during February 5-7, 2018.

## XURBIA

Xurbia is an annual sports event of the school which was organized by our students during January 17-19, 2018. The students had invited other schools to participate in the three-day event. There were a large number of participants from our school as well as the students of other schools, in various sporting activities. The three day event ended with a cultural program in the evening.



## The Strategic Academic Advisory Board - XSC

Convener	Dean (Academics), XSC
Member (External)	Prof. Bhabatosh Banerjee Professor & Former Dean, Calcutta University
Member (External)	Prof. Hanif Mandol Professor, St. Xaviers College, Kolkata
Member (External)	Prof. Ranjan Bal Professor, P G Dept. of Commerce, Utkal University
Member (External)	CA Sri Rajib Sahoo Sr. Practicing Chartered Accountant
Member (External)	Mr. Siddharth Rath Group Head, Axis Bank Ltd.
Member (Internal)	Prof. Snigdha Pattnaik Dean, XAHR
Member (Internal)	Prof. Manindra Narayan Nayak Controller of Examinations
Member (Internal)	Prof. Krishna Dasgupta Professor, XIMB
Member (Internal)	Prof. S.K. Padhi Associate Dean, Executive Programs
Member (Internal)	Prof. Sibanjan Mishra Faculty, XSC
Member (Internal)	Prof. Abhimanyu Sahoo Faculty, XSC
Member (Internal)	Prof. Rasmi Singh Faculty, XSC
Member (Internal)	Fr. V. Arockia Das, S.J. Assistant Registrar, Administration

## Strategic Academic Advisory Board (SAAB) Meeting

A meeting of the SAA Board was held on February 22, 2018. Mr. Siddharth Rath, Group Head, Axis Bank Ltd. has joined the committee as a member. The meeting deliberated on various academic issues and discussed strategic matters for the school. The minutes of the meeting are being given separately.

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





## FACULTY RESEARCH PUBLICATION

### Article in International Journal

SI No.	Author(s)	Research Paper	Year of Publication	Name of Journal
1	Prof.Ranjan Dasgupta	Association of South-East Asian Nations-US Stock Market Associations in and Around US 2007-09 Financial Crisis: An Autoregressive Distributed Lag Application for Policy Implications -	2017	Econ Journals, Turkey in July 2017
2	Prof.Ranjan Dasgupta	Behavioral Implication of Risk-Return Associations – An Application of Prospect Theory for CNX NIFTY Companies	2017	Wollongong University, Australia in September 2017
3	Prof.Ranjan Dasgupta	The 2007-09 US Crisis Impact on Asian Stock Markets Integration and Dynamic Linkages – An Introspect		Medwell Publication Pakistan in July 2017
4	Prof.Ranjan Dasgupta	Risk-Attitudes of the NSE 500 Firms - Bowman's Paradox and Prospect Theory Perspectives	2017	Elsevier USA

### Article in National Journal

SI No.	Author(s)	Research Paper	Year of Publication	Name of Journal
1	Prof.Ranjan Dasgupta	International Portfolio Diversification Opportunities For the Indian Investors In And Around US 2007-09 Financial Crisis – An ARDL Application For Future Reference	2017	Associated Mgt Consultants Pvt Ltd. India
2	Abhimanyu Sahoo	Motivations and Concerns for use of Financial Derivatives	2017	India

### International Conference Attended

SI No.	Name(s)	Paper Presentation	Year	Venue
1	Fr. V. Arokiyadass SJ	Life Satisfaction Factors of Slum Dwellers in Bhubaneswar City, Odisha - An Exploratory Study	2017	Los Angles, USA (Through telephonic conversation)
2	Prof. P.K. Mohanty	Presented a paper entitled “ <b>Value Relevance of Accounting Information: A Study of Steel Sector in India</b> ” in the 20th International seminar on Accounting and Finance “	2018	World Academy of Science, Engineering and Technology in Singapore during March 22-23, 2018

### National Conference Attended

SI No.	Name(s)	Paper Presentation	Year	Venue
1	Fr. V. Arokiyadass SJ	Money Management among Slum Dwellers of in Bhubaneswar City, Odisha - An Exploratory Studied	2018	Xavier City Campus, XUB
2	Prof. Abhimanyu Sahoo	National Seminar on GST	2018	Bhubaneswar
3	Dr. Manindra Narayan Nayak	National Conference on Justice Education	2017	Nirma University, Ahmedabad
4	Fr. V. Arokiyadass SJ	Jesuit Higher Education Association South Asia (JHEASA)	2017	XIDAS, Jabalpur
5	Prof. Ranjan Dasgupta	Presented at ICFMCF 2017	2017	IIT Kharagpur

### Conference/Workshop Conducted

SI No.	Name(s)	Conference Title	Year	Venue
1	Fr. V. Arokiyadass SJ	JEASA Triennial	2017	Xavier City Campus, XUB

### National Training/Workshop Attended

SI No.	Name(s)	Title	Year	Venue
1	Dr. Manindra Narayan Nayak	<b>A Digital Initiative by UGC</b>	2017	NAD, New-Delhi

### Faculty Achievement

Prof. P.K. Mohanty	Got the Membership from CMA- Australia Membership No: MID 034050
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# XAVIER SCHOOL OF COMMUNICATIONS (XCOMM)

Communications Education  
in the spirit of *Magis*

MISSION  
VISION

## Student Profile

### Number of Students enrolled

Programme	Male	Female	Total
MA Mass Communication (2017-19)	3	4	7
MA Mass Communication (2016-18)	0	1	1
BSc Mass Communication (2017-20)	8	18	26
BSc Mass Communication (2016-19)	7	15	22
BSc Mass Communication (2015-18)	4	12	16

### Medals for Academic Excellence 2015-2018 and List of Graduates

BSc. MASS COMMUNICATION (BSc-MC)  
CLASS OF 2015 – 2018

### TOP THREE RANK HOLDERS & AWARDEES OF GOLD MEDALS GOLD MEDAL FOR ACADEMIC EXCELLENCE

1st Rank      LEAH JENA  
2nd Rank      HARSHITA AGARWAL  
3rd Rank      SHEMOL MISRA

**VICE CHANCELLOR'S GOLD MEDAL FOR BEST ALL - ROUNDER**  
AMAN RAJAK

**GRADUATING STUDENTS (BSc-MASS COMMUNICATION)**



Shemol Misra  
Anmol Nayak  
Aradhana Dash  
Akankshya Pattnaik  
Lovisha Darad

Naheed Akhtar  
Aman Rajak  
Harshita Agarwal  
Leah Jena  
Shashank Upadhyay

Sankalp Mohanty  
Osheen Suzanna John  
Anisha Das Adhikary

**GRADUATING STUDENTS (MA MASS COMMUNICATION)  
CLASS OF 2016-2018**



Geetanjali Panda





# Dean's Report

Fr. Lourduraj Ignacimuthu, S.J.

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

## New Initiatives For 2017-18

- Mr. Nithil Dennis, Director, Symbiosis School of Photography conducted a session on Photo Journalism during January 19 - 21, 2018.
- Dr. Raj Kishore Patra, coordinated a study tour on the Evolution of Indian Arts, Culture & Heritage which included: Ekamra Walk, visit to temples, museums, Odia arts, appliques, Dance - Exposure to the culture of Odisha during January 27 - 28, 2018.
- Dr. V. Vijay Kumar initiated film club 'XCREENS', Quiz & Debate Club 'VaXvra', Creative Club 'X-nihilo' and organized birthday celebrations throughout the year.

## 3rd International Conference on "Social Media: The Changing Communication Environment"

Xavier School of Communications organized the 3rd International Conference on "Social Media: The Changing Communication Environment" at Xavier University Bhubaneswar, Xavier City campus during December 15 -16, 2017. Prominent academicians, scholars, and media professionals were invited to share theoretical and practical interdisciplinary discourse which would expand the understanding of current and future trends in social media. Prof. Fr. Dr. Paul Fernandes, S.J, the Vice Chancellor, Fr. E.A. Augustine, S.J, the Registrar, and keynote speakers, Ariel C. Sebellino, Executive Director, Philippine Press Institute, Dr. Sharon Wilson, Assistant Professor, Tunku Abdul Rahman University, Malaysia were welcomed by the Dean-XCOMM. The book titled "Media and Democracy", a compilation of the best papers of the 2nd International Conference was released on this occasion. Mr. Ariel C. Sebellino, Executive Director, Philippine Press Institute delivered the keynote address on "Getting the LOWDOWN on Social Media & The Real Deal on Fake News". Mr. Anupam Dasgupta, Senior Assistant Editor, Times of India, Mumbai moderated the panel discussion by the panelists. Mr. Krishna Prasad, former Editor-in-Chief, Mr. Ariel C. Sebellino, Executive Director, Philippine Press Institute, and Dr. Sharon Wilson, Assistant Professor, Tunku Abdul Rahman University, Malaysia, deliberated on how social media is altering the journalistic scenario and complex nuances of social media. A special session on "WhatsApp with my Students: Mobile Learning and Interactivity in a Virtual Space" was delivered by Dr. Sharon Wilson. A total of 58 papers were presented during various sessions of the 2-day conference. The cultural sessions included a scintillating cultural performance from the students of XCOMM. All the sessions were live on YouTube. The entire audio-visual production was done by Team XCOMM.



## VIKALP – 2017

The second edition of Vikalp - Songs, Stories and Conversations was held from November 17-19, 2017 at Xavier City campus. It was hosted by the Xavier School of Communications, XUB. The essence of the festival was to celebrate plurality, diversity and tolerance through its attempt to revitalize long-lost art forms. The Vice Chancellor inaugurated Vikalp 2017. Prof. Apoorvanand Jha, Head, Department of Hindi, Delhi University, delivered the keynote address on the theme "Reading Hind Swaraj in today's context?" Prof. Ram Puniyani delivering a talk on "Violence in the name of history." A panel consisting of Mr. Rahul Roy



(Documentary Film maker), Prof. Apoorva Anand (Prof. Hindi Department, Delhi University), Prof. Ram Puniyani (critic of communal forces),

Mr. Satyajit Puhan (Moderator: founder of CHS, Bhubaneswar), Mr. Sandeep Sikhar (theatre artist) had a discussion on the "Not in my Name" protest. Dastaangoi, the ancient art of storytelling in the courts of the kings and rulers, was performed by Mr. Ankit Chhada. A workshop 'Rangrez' by Mr. Brij Ballabh Udaiwal titled "The Story on Indigo" where the national award winner, Mr. Udaiwal talked about colonial oppression of

the indigo farmers in Champaran, which spearheaded the Mahatma's Satyagraha. Vikalp 2017 also showcased a vibrant collection of cultural performances by the students of XCOMM, Mr. Srinivas Satpathy's flute recital, sitar performance by Mr. Sandeep Ghosh and Mr. Supratik Sengupta on tabla, Tala Vadya by Mr. Satchidananda and party, and a grand finale by Kabir Cafe.

## Initiatives 2017

Initiatives 2017, is a first of its kind event organized by the Xavier School of Communications. The objective of this event was to showcase the on-stage performing talents of 1st-year BSc Mass Communication students. The 2nd and 3rd-year students worked in different areas/specialization of the event and did a YouTube live streaming and narrowcast of the event. Their cumulative learnings of various courses learned at Xavier School of Communications were put in place to do the successful 1 hour 45 minutes of the original content live webcast. This event was planned and executed within 48 hours.



**Industry Talks** provide an opportunity to invite eminent industry experts to interact and engage with students.

- **Mr. Paresh Choudhury**, CEO, Madison PR: Career in PR
- **Mr. Chandrakant Bhagat**, Founder & CEO, GreyMatter Entertainment-Career in TV Production (Technical Aspect)
- **Ms. Koustuvi Ghosh**, Vice President- Head of Programing, Star Jalsa -Workshop on Career in TV Production (Content Development)
- **Mr. Satyabrata Das**, Head-Strategic, Laqshya Media Group-Career in TV Production, Marketing & Events
- **Mr. Rohan V.**, Deputy Managing Director, Stepathlon Lifestyle Pvt. Ltd-Career in PR & Corporate Communication (Via Skype)
- **Mr. Madhur Katra**, Account Director, WE Communication: Career in journalism and PR (Via Skype)
- **Col. Sunil Brijkishan**, Corporate Trainer, Suni1 Brij Consultant-Workshop on Soft Skill & Leadership Skill
- **Prof. Saveeta Mohanty**, Associate Dean, Career Advisory Services XIMB - Career Guidance

**Guest Lectures** provide the students with formal/ information interactions with subject matter experts, clarifying understanding of workplace challenges and concerns.

- **Mr. Velu Shankar**, Freelancer, Alternate Media, Tamil Nadu
- **Mr. Sidharth Iyer**, Freelancer, Digital Marketing, Mumbai
- **Mr. Amit Patra**, Film Critic & Film Maker, Directorial Practices, Film Studies & Script Writing, Kolkata
- **Mr. Sourav Sarangi**, Director, Documentary Film Making, Kolkata
- **Mr. Hudson Taylor**, Sound Engineer Digital Audio Production, Hummingbird, Hyderabad
- **Mr. John Livingstone**, Graphic Designer, Computer Applications for Media, Hyderabad
- **Mr. G. S. Manju Rathan**, Film Editor, Digital Video Editing & Computer Applications for Media, Chennai
- **Mr. Amit Sengupta**, Film Director, Directorial Practices, Kolkata
- **Dr. K. P. Shreekumar**, Event Manager, Event Management, Pune
- **Ms. Jyoti Mishra**, Senior Anchor, Anchoring, Indian TV, Delhi

## 2017-18: Internship - Summer & Semester (4th and 6th)

Sector	Organization & Place
Print Media	The Hindustan Times, Jaipur The New Indian Express, Bhubaneswar The Times of India, Bhubaneswar The Hindu, Chennai The Prameya, Bhubaneswar
Electronic Media	ETV, Hyderabad Zee Kalinga, Bhubaneswar BTV1, Mumbai NewsX, New Delhi
Production	Hummingbird, Hyderabad Wavetrap Productions, Ludhiana Zelos Studio, Bangalore Greymatters Entertainment, Mumbai
Radio	Fever 104 FM-HT, Kolkata
Event	The Mascot Events, Indore The Stylus Event, Pune
Public Relations	The Practice PR, New Delhi & Bangalore Edelman, New Delhi SanketPR, Bhubaneswar Adfactors PR, Mumbai Avian Media, Mumbai NALCO, Bhubaneswar Coca-Cola, New Delhi
Advertising	Circuit9 Communication, Bangalore Turrino Advertising, Sharjah, UAE Alende Design, Kochi
Online Content/Journalism	My Citilink, Bhubaneswar The Wire, Delhi
Marketing/Digital Marketing	Reliance, Bhubaneswar Greenroom, Bangalore
Photography/Documentary	Sight Saver, Kolkata Samadrusti, Bhubaneswar Film Society of Bhubaneswar, Bhubaneswar



## Strategic Academic Advisory Board XCOMM

Convener	Dean (Academics), <b>XCOMM</b>
Member (External)	Mr. Krishna Prasad Former Editor-in-Chief, The Outlook, Bangalore
Member (External)	Mr. Pradyuman Maheswari Editor, MxM India, Mumbai
Member (External)	Mr. Anupam Dasgupta Senior Assistant Editor, Times of India, Mumbai
Member (External)	Mr. Robin Banerjee Managing Director, Caprihans India Limited, Mumbai
Member (External)	Fr. George Sebastian Vellocheril SJ, Visiting faculty, Marquette University, USA
Member (External)	Dr. Dev Vrat Singh Dean, Centre for Mass Communication Central University of Jharkhand
Member (External)	Prof. Stevenson Kohir Public Relations Officer, Osmania University, Hyderabad
Member (External)	Ms. Liza Roy Senior Anchor, Zee 24X7 Ghanta, Mumbai
Member (External)	Mr. Rajesh Raina Programme Director, ETV, Hyderabad

## Report of SAAB Meeting

A meeting of the SAA Board was held on December 14, 2017. A number of suggestions were provided by the SAAB members which included measures to further strengthen the curriculum to include more practical facets and have industry ready students; introduce bi-lingual journalism; devising capsules to bring knowledge and journalism together; study circles inviting stalwarts from other fields such as literature and art to extend dialogue with modern media culture. The SAAB also deliberated on a XCOMM journal, promoting quality research articles and encouraging networking with other journalism schools across the country and also globally.

## Students Awards & Achievements

Name/ Team Members	Event Name	Prize
Alice Peter (MA 2nd Year) Amit Singh (MA 2nd Year) C. Abhijit Nishant (MA 2nd Year)	CEC-UGC Educational Video Competition – National Level	Special Mention Category – Video Production of the year
Saswat Pati (B.Sc. 2nd Year)	Chilika Bird Festival – State Level	Certificate
Saswat Pati (B.Sc. 2nd Year)	Odisha's first Bird Symposium – State Level	Book of the student released
Saswat Pati (B.Sc. 2nd Year)	Odisha's Waterfall Census – State Level	Certificate
Aman Rajak (B.Sc. 3rd Year) Adarsh Mishra (B.Sc. 2nd Year) Disha Das (B.Sc. 2nd Year)	Young Scientists Movement – State Level	Vouchers & Certificates

Adarsh Mishra (B.Sc. 2nd Year)	“The Last Resort”, a film Screened at AAKKAM National Short – Film Festival Conducted by EMMRC Anna University	Certificate
Akhilesh Patro (B.Sc. 2nd Year)	“Light”, a film Screening at AAKKAM National Short – Film Festival Conducted by EMMRC Anna University	Certificate
Subhashree Subhasmita Mohapatra (B.Sc. 2nd Year)	“Memoirs”, a film Screened at AAKKAM National Short – Film Festival Conducted by EMMRC Anna University	Certificate
Katyaayan Shreyas Aatman (B.Sc. 1st Year)	Debate Competition in National Conference on Remembering Mahatma Gandhi	Consolation Prize



## Research and Publications

Prof. Arpita Saha along with Dr. Mausumi Bhattacharyya	(Paper Accepted) Mobile Telephone Interactions and Perspectives on Empowerment in the Health Sector of Rural Bengal: A Study	Organized by Global Communication Association, Madrid, Spain. To be held during 17th – 20th May 2018.
Prof. Arpita Saha along with Dr. Mausumi Bhattacharyya	Gender, Media and Society	E-PG Pathshala programme for Media and Communication Studies for Gender and Segregation in Media, Gender Stereotypes, Gender Advertisements, Media and Social Awareness and Gender Issues. Jointly initiated by Ministry of Human Resource Development, UGC and INFLIBNET.
Dr. Jolly Jose	Information Technology Regulation and Privacy Policy Practices of Social Networking Sites in India	3rd International Conference on Social Media: The Changing Communication Environment, Organized by Xavier School of Communications, Xavier University Bhubaneswar. Held on 15th & 16th December 2017.
Dr. Jolly Jose	Participatory Rural Appraisal: Khantia Village, Jatani Block, Odisha	1st International Conference on Rural Management for Sustainable Development, Organized by Xavier School of Rural Management, Xavier University Bhubaneswar. Held on 23th & 24th November 2017.

Dr. Jolly Jose	Attended International Hosting & Domain Conference 2018	Organized by Internet Corporation for Assigned Names and Numbers (ICANN), Hyderabad. Held on 3rd February 2018.
Dr. Jolly Jose	Conducted 2 One Day Workshop on Learning and Integration	Marymatha Higher Secondary School, and Blue Mount Public School, Kerala. On 3rd & 5th January 2018.
Prof. Lourduraj Ignacimuthu, SJ	Attended and Moderated a session at 25th International Annual Conference on Rethinking Communication in a Resurgent Asia	25th International Annual Conference Organized by Asian Media Information and Communication Centre, Miriam College, Manila, Philippines. Held between 27th – 29th September 2017.
Prof. Lourduraj Ignacimuthu, SJ	Theoretical Underpinning of Social Media and Learning: A study on the Youth of Bhubaneswar	3rd International Conference on Social Media: The Changing Communication Environment, Organized by Xavier School of Communications, Xavier University Bhubaneswar. Held on 15th & 16th December 2017.
Dr. Nadira Khatun	(Paper Accepted) “Love-Jihad” and Bollywood: Constructing Muslims as ‘Other’	International Conference Sponsored by the Journal of Religion & Film, Organized by University of Toronto. To be held during 2nd - 5th May 2018.
Dr. Nadira Khatun	(Paper Accepted) Post-Colonial Hindi Cinema and Neo-Nationalism: The Politics of Muslim Identity	Symposium on Representation in the Bollywood, Organized by School of Media, Birmingham City University. To be held on 31st May 2018.
Dr. Nadira Khatun	Social Media and Public Issues: A Study of Mediation	3rd International Conference on Social Media: The Changing Communication Environment, Organized by Xavier School of Communications, Xavier University Bhubaneswar. Held on 15th & 16th December 2017.
Dr. Purnima Anjali Mohanty	(Paper Accepted) The Hijras of Odisha and How They Identify Themselves to Stereotypical Feminine Role Sets	International Conference on Bioethics, Sexuality and Gender Identity. Organized by World Academy of Science and Technology, Paris, France. To be held during 16th - 18th May 2018.
Dr. Purnima Anjali Mohanty (3rd Author)	(Paper Accepted) Identifying Feminist Solidarity Among the Grassroot SHG in Khorda District, Odisha’,	Organized by Gender Work Organization, Sydney, Australia. To be held between 12th – 15th June 2018.
Dr. Purnima Anjali Mohanty	MDP Programme: ‘Prosecution and Drafting Skills’ For Labour Officers of Labour Directorate, Odisha	Xavier University Bhubaneswar. Held between 16th – 18th March 2018.
Dr. Raj Kishore Patra & Prof. Arpita Saha	Policies to Regulate Fake News on Social Media	3rd International Conference on Social Media: The Changing Communication Environment, Organized by Xavier School of Communications, Xavier University Bhubaneswar. Held on 15th & 16th December 2017.
Dr. Raj Kishore Patra & Prof. Alwyn Rodrigues, SJ along with Dr. Sharon Wilson (Malaysia)	(Paper Accepted) A Cross Cultural Understanding of Millennials Mobile Application Usage, Learning Patterns and Identity Construction: An Analysis of Communication Students in India and Students of Indian origin in Malaysia	26th International Annual Conference of Asian Media Information and Communication Centre on Disturbing the Asian Millennials: Some Creative Responses. To be held between 7th – 9th June 2018.
Dr. V. Vijay Kumar along with Dr. Arulchelvan	‘From Contestant to Filmmaker!’: An Exploratory Study of Tamil Reality Television Talent Hunt Show ‘Naalaya Iyakunar’ (The Future Director)	National Conference on Historicizing Indian Television: People, Programs and Processes Post 1990, Organized by Department of Media and Communication Studies, Savitribai Phule Pune University, Pune. Held during 8th – 10th February 2018.
Dr. V. Vijay Kumar along with Prof. H. Maheshwari	‘Roar of The Digital Tiger’: A Study on Haste Consumer’s Attitude Towards Digital Marketing - An Empirical Investigation	National Conference on Responsible Marketing, Organized by Tecnia Institute of Advance Studies (Affiliated to Guru Gobind Sing University, Delhi), Delhi. Held on 3rd February 2018.
Dr. V. Vijay Kumar with Prof. H. Maheshwari	‘Like, Share, Comment and Influence’: Reconnoitering the Role of Facebook Memes in Shaping the Perception of Reality Television Show Audience with Special Reference to Bigg Boss Tamil	3rd International Conference on Social Media: The Changing Communication Environment, Organized by Xavier School of Communications, Xavier University Bhubaneswar. Held on 15th & 16th December 2017.
Dr. V. Vijay Kumar along with Dr. Arulchelvan	(Paper Accepted) Participative Tamil Audiences: A Case Study of the Reality Talent Hunt Show ‘Super Singer 6’ of STAR Vijay TV.	Global Conference on Journalism and Mass Communication (Global Media ‘18), “Voice of Media”, Organized by The International Institute of Knowledge Management (TIKM), Colombo, Sri Lanka. To be held on 5th & 6th July 2018.