

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 and 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. Anwasha 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.

