



St. Xavier's University, Kolkata

Premises No.-IIIB-1, Plot No. - IIIB/1,
Action Area IIIB, P.S. New Town, Kolkata-700 160

Program Schedule for “X – Pressions”

Date: 10.02.2018

Time	Particulars
Inauguration - 10.30 am to 11.05 am	
10.30 am to 10.35 am	Introduction by student Emcee
10.35 am to 10.45 am	Welcome address by Hon'ble Vice-Chancellor Rev. Dr. J. Felix Raj, S.J.
10.45 am to 11.05 am	Keynote address by Mr. Jawhar Sircar , Ex CEO Prasar Bharathi Topic: How the Digital Media Impacts TV & Radio
1st session - 11.05 am to 12.45 pm	
11.05 am to 11.25 am	Mr. Sidhartha Ray , CEO, Response India Pvt. Ltd. Topic: Crystal ball gazing into the world of media
11.25 am to 11.40 am	Q& A
11.40 am to 12.00 pm	Mr. Snehashis Sur , Senior Correspondent, Doordarshan, Kolkata. Topic: Corporate Communication in digital age
12.00 pm to 12.15 pm	Q& A
12.15 pm to 12.40 pm	Mr. Atanu Ghosh , Film Director. Topic: Production to promotion using digital technology
12.40 pm to 12.55 pm	Q& A
12.55 pm to 1.40 pm	Lunch
2nd session - 1.30 pm to 2.50 pm	
1.40 pm to 2.00 pm	Mr. Mahesh Motwani , Executive Vice President of the Kolkata Office, Lintas Media Group Topic: How advertising is using traditional & digital media.
2.00 pm to 2.15 pm	Q& A
2.15 pm to 2.35 pm	Mr. Anirban Chaudhury , Editor, 24 Ghanta News channel. Topic: Journalism in digital age
2.35 pm to 2.50 pm	Q& A
3rd session - 2.50 pm to 3.50 pm	
2.50 pm to 3.40 pm	Student Session Chaired by Mr. Ashok Viswanathan , Dean, SRFTI
3.40 pm to 3.55 pm	Q & A
3.55 pm – 4.00 pm	Vote of thanks -
4.00 pm	Certificate distribution followed by tea