



ST. XAVIER'S COLLEGE, MAPUSA GOA

Report of Activity conducted in the Academic Year 2025-26

Name of Activity	Converge 3.0- Panel Discussion- “An Inside Into the Influencer Industry”
Date/ Duration	20 th February 2026; 10 a.m. to 12 p.m.
Venue	Black Box, PG Bldg.
Name of organizing Department/Cell	TIP Cell
In collaboration with	
Name/s of Faculty Co ordinator	Mr. Aaron-Paul Fernandes, Ms. Ruella Dsouza
Stratum of Event	College
Name & details of Resource Person/s if any	Ms Jade Dsa, Owner- Digitally Scrambled and lifestyle content creator Mr Lisvan Rodrigues- Asst. Professor in Mass media and Journalism Mr Rudr Ghotge- Content creator Mr Adrian Franco- Biotechnologist and food content creator Ms Jonquil Sudhir- Ex-Journalist and Asst. Professor
Report	<p>The objective of this panel was to provide a platform for students to interact with content creators, both established and emerging, in the scene and to expose them to the realities of this as a career path. The session brought together a dynamic mix of academicians and digital creators, including Jade D’Sa (Food, Lifestyle and Travel Blogger), Mr. Lisvan Rodrigues (Assistant Professor), Ms. Jonquil Sudhir (Journalist and Assistant Professor), Adrian Franco (Content Creator), and Rudr Ghotge (Digital Media Creator). The panel offered candid insights into the evolving landscape of social media influencing, personal branding, ethical responsibilities, monetization strategies, and the challenges of sustaining authenticity in a competitive digital ecosystem. Students actively engaged with the speakers, raising questions about career pathways and collaborations.</p> <p>The outcome of this discussion was a greater understanding amongst students about what goes on behind the scenes in the lives of influencers and the importance of balancing creative freedom with ones’ audience expectations.</p> <p>Number of beneficiaries-81</p>
Brochure/Poster	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/03/Bro.pdf
Photographs	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/03/img.pdf

List of participants with signatures	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/03/Panel-Discussion-Attendance-25-Feb-2026-13-15-36.pdf
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