



ST. XAVIER'S COLLEGE, MAPUSA GOA

Report of Activity conducted in the Academic Year 2026-27

Name of Activity	Brochure Making Activity on the Theme ' <i>Destination in Focus</i> '
Date/ Duration	Friday, 11 September 2026 9:45 a.m. to 10:45 a.m.
Venue	Classroom No. 309
Name of organizing Department/Cell	Department of Sociology
In collaboration with	Nil
Name/s of Faculty Co ordinator	Assistant Professor Ms. Shivani S. Calangutcar
Stratum of Event	Departmental / College
Name & details of Resource Person/s if any	Nil (Internal Skill-Based Assessment Activity)
Report	Objectives: 1. To translate academic sociological concepts into engaging visual media forms. 2. To encourage students to analyze regional geographic spaces through a cultural and community lens. 3. To develop layout design and storytelling skills applicable to contemporary tourism. Brief Description: St. Xavier's College, Mapusa organized a creative brochure making activity titled 'Destination in Focus' for sociology students. Guided by Assistant Professor Ms. Shivani S. Calangutcar, the classroom activity challenged participants to design colorful, handmade travel brochures focusing entirely on regional destinations across Goa. Their creative work showcased detailed travel itineraries, Goan cuisine, hand-drawn maps, and photo cut-outs exploring themes such as local heritage tourism, coastal culture, and regional history. Participants blended community histories with local narratives to highlight the distinct social identities of Goan landmarks and attractions. Outcomes: 1. Improved student creative expression by balancing artistic, manual layouts with sociological storytelling.

	2. Deepened practical knowledge regarding the direct interaction between tourism sectors and local cultures. 3. Enhanced interpersonal presentation and communication skills necessary for analyzing contemporary society. Number of Beneficiaries: A total of 30 sociology students participated and benefited from this classroom activity
Brochure/Poster	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/10/poster-of-Brochure-Making-Activity-on-the-Theme-‘Destination-in-Focus.pdf
Photographs	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/10/images-of-Brochure-Making-Activity-on-the-Theme-‘Destination-in-Focus.pdf
List of participants with signatures	NA
Certificate	NA