ST. XAVIER'S COLLEGE, MAPUSA GOA

Report of Activity conducted in the Academic Year 2026-27

Name of Activity	Field visit to Prudent Media- MOU activity
Date/ Duration	13 October 2026
Venue	Prudent Media (Pvt.) Ltd, Panaji- Goa
Name of organizing Department/Cell	Department of Mass Communication & Journalism
In collaboration with	
Name/s of Faculty Co ordinator	Nitin Volvoikar and Dinesh Nirawdekar
Stratum of Event	Departmental Activity under MOU
Name & details of Resource Person/s if any	Pramod Acharya, Editor-in-Chief, Prudent Media
Report	Field Visit to Prudent Media As part of the Memorandum of Understanding (MOU) initiative, 25 students and two faculty members of the Department of Mass Communication and Journalism, St. Xavier's College, Mapusa, visited Prudent Media on 13 October 2026 to gain practical exposure to the functioning of a professional television news channel and its digital media operations. During the visit, the SY Reporting & editing students along with Final year students were briefed by Programme Producer Kuldeep Asagaonkar, who introduced them to the various stages involved in television programme production and news broadcasting. HR Head Austina Fernandes and Technical Head Vitthal provided insights into the organisational and technical aspects of media operations. During the visit students observed the functioning of the Master Control Room (MCR) and the Production Control Room (PCR), gaining an understanding of their respective roles in television broadcasting. They were introduced to the vision mixer, graphics operator, Video Tape Recorder (VTR) operator, lighting controls and monitor wall, which are essential components of television news production and transmission. The visit helped students understand how different technical departments coordinate to ensure the smooth production and broadcast of news programmes.

	The students also interacted with Editor in chief Pramod Acharya, who shared insights into newsroom operations, editorial responsibilities and the growing importance of digital media in contemporary journalism. These interactions offered students a glimpse into the editorial decision-making process, news presentation and the integration of traditional broadcasting with digital platforms.The visit was organised under the MOU initiative to strengthen industry-academia collaboration and provide students with opportunities to learn directly from media professionals.
Brochure/Poster	NA
Photographs	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/11/20261013_11211PMByGPSMapCamera-2.pdf
List of participants with signatures	25 Students of the department
Certificate	NA