



## NEW INSTITUTE OF SOCIAL COMMUNICATIONS RESEARCH AND TRAINING (A Media College of CBCI)

### Pastoral Communication Course Empowers Clergy with Modern Media Skills

*Dileepa Nuwan*

The Pastoral Communication course at NISCORT Media College has proven to be a transformative experience for its seven-member cohort, consisting of four sisters and three fathers from different parts of India and Sri Lanka. Designed to equip clergy with essential media and communication skills, the course focused on integrating modern technology into pastoral outreach and communication strategies.

The sessions were conducted by an experienced and diverse faculty. Ms. Amala T Chacko introduced students to the fundamentals of mass communication and its underlying theories. Dr. Sr. Patricia Michelle Mathias provided insights into the definition, elements, and types of communication. A notable highlight of the course was a critical analysis of the film 'The Pursuit of Happiness', which served as a case study in media



Photo Credit: Suhail Joseph

interpretation.

Mr. Raju Antony led multiple sessions, covering both productivity tools and digital communication strategies. He trained students in Microsoft Word, Excel, and PowerPoint, and later

introduced them to effective social media management, focusing on Facebook page creation and media strategy development. In the field of graphic design, Ms. Ruchika Mahajan offered a two-week intensive training

on Photoshop, InDesign, Illustrator, and Canva, helping students develop visually engaging content.

In addition to technical skills, the course emphasized the importance of public relations and communication in ministry. Dr. Cyril Victor Joseph, Fr. Rodrigues Robinson Sylvester, and Dr. Biju Alappat conducted sessions on becoming proficient Public Relations Officers (PROs) and strengthening public speaking abilities.

Participants praised the course for its structured approach and practical relevance. Key takeaways included an improved understanding of communication strategies, enhanced confidence in public speaking, and the ability to use modern digital tools effectively in pastoral work. The course not only enriched their media literacy but also prepared them to serve the people of God more effectively through innovative and thoughtful communication.

### NISCORT-CCBI Media Hosts Weeklong PRO Training Programme



**NISCORT**  
IN COLLABORATION WITH  
**CCBI MEDIA APOSTOLATE**  
**PUBLIC RELATIONS TRAINING**  
For Diocesan PROs, Spokespersons, Priests and Sisters  
March 31- April 5, 2025

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*Sameer Panna*

CCBI Media, in collaboration with NISCORT Media College, successfully hosted a weeklong Public Relations Officer (PRO) training program from April 1-5, 2025. The initiative aimed to equip

Church communication personnel with essential public relations skills tailored to the needs of the Church's pastoral and media ministry.

The training programme brought together diocesan PROs and media representatives from various religious congregations across the country. It was facilitated by seasoned experts in Church communication and media, Fr. (Dr.) Cyril Victor Joseph, Fr. Rodrigues Robinson Sylvester, and Dr. Biju Alappat, who provided participants with an in-depth exploration of the principles and practices of ecclesial public relations. Each day of the programme focused on a core aspect of PR, covering topics such as Fundamentals of PR in Church Settings, Duties and Skills of a PRO, Crisis Communication, Civil Communication, and Public Speaking. The sessions offered a strong blend of theory and practical application, with an emphasis on the role of communication in the Church's

mission.

Fr. Cyril offered deep insights into strategic Church communication and the theological underpinnings of PR. Fr. Robinson addressed the ethical and pastoral dimensions of public relations, drawing on his experience in grassroots communication and community outreach. Fr. Biju emphasized the art of public speaking, leading participants through practical exercises to build confidence and clarity.

The training employed a variety of engaging teaching methods, including lectures, group activities, interactive discussions, multimedia presentations, role-plays, simulations, and real-life case studies. Participants gained hands-on experience in crafting press releases, managing crisis communication, and delivering impactful speeches, always aligned with Gospel values and Church teachings. The programme significantly improved participants' understanding

of public relations within the context of the Church's evangelizing and pastoral work. Attendees reported improved communication and writing skills, increased confidence in media engagement, and greater competence in planning and managing Church-related events.

Participants praised the programme for its clarity, depth, and practical orientation, describing the experience as 'eye-opening' and highly relevant.' The facilitators were commended for creating an inclusive and inspiring learning environment.







## NISCORT's Inner Voice Radio Observes World Water Day with Special Broadcast

Alex Kujur

On March 28, 2025, Group 6 of NISCORT College delivered an impactful presentation on the Inner Voice radio programme, commemorating World Water Day. With this year's global theme "Water for Peace", the team effectively addressed the urgent need for sustainable water management and conservation.

The program featured a variety of well-researched topics, including rainwater harvesting, groundwater depletion, water pollution, climate change and

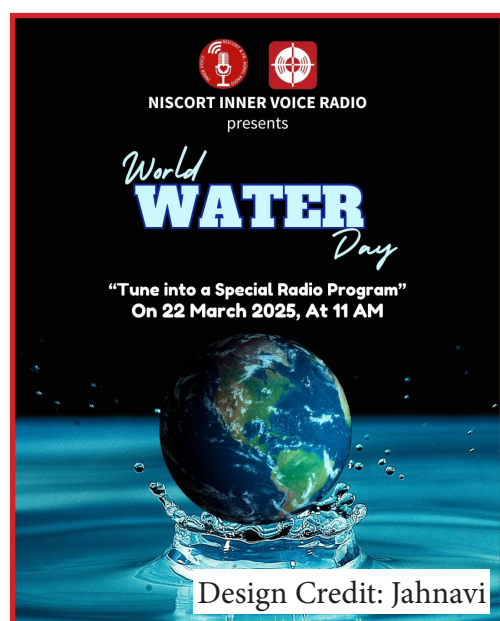


message of peace and equity.

The programme closed with a call to action, urging listeners to take simple steps like fixing household leaks, reusing greywater, and spreading awareness about water-saving habits. The students also learned about the college's water harvesting system, recognized as one of the largest in the area

Group 6's presentation was widely appreciated for its depth, clarity, and production quality. It reflected NISCORT's commitment to socially conscious media and demonstrated how student journalism can contribute meaningfully to pressing global issues like water conservation.

This Inner Voice episode served as both a learning experience and a rallying cry for collective environmental responsibility.



its impact on water resources, and the importance of access to clean drinking water. Through creative scripting and dynamic storytelling, the programme emphasized how water-related challenges can lead to both conflict and cooperation among communities.

The show opened with an immersive soundscape of rivers, leaking taps, and voices of water-stressed regions, immediately drawing attention to the issue. A dramatized skit highlighted a family's daily struggles during

a water shortage, while another segment offered a practical guide to implementing rainwater harvesting at home and in schools.

The presenters provided key statistics about India's water usage and introduced pre-recorded interviews with faculty experts who spoke about youth responsibility in promoting water sustainability. The discussion also touched on successful water conservation models from rural India, linking local efforts to the broader



## One-Day InDesign Workshop for Master's and Bachelor's Students

Samuel Animoottil

A one-day intensive workshop on Adobe InDesign was held on March 12, 2025, at NISCORT Media College, specifically curated for students pursuing the MA in Audio-Visual Communication (MA AVC) and BA in Journalism and Mass Communication (BA JMC) programs. The workshop aimed to provide students with a foundational and practical understanding of Adobe InDesign, a powerful and widely-used desktop publishing and layout design software essential in the fields of media, advertising, and publishing.

The session, which ran from 9:30 AM to 4:00 PM, was facilitated by Mr. Raju Sr., an experienced design professional known for his expertise in print and digital design. He began the workshop with an engaging introduction to the Adobe Creative Suite, focusing on InDesign and its relevance in modern content creation. The initial segment provided an overview of InDesign's interface, highlighting its core tools, workspace organization, and key features that



make it indispensable for professional designers and layout artists. Throughout the session, Mr. Raju offered in-depth demonstrations on various aspects of the software. Students learned how to create and manipulate shapes and objects, manage layers, and implement text effectively using formatting tools. Special emphasis was placed on the use of typefaces, color theory, gradients, alignment, spacing, and image placement. Mr. Raju also introduced students to layout strategies, such as grid systems, visual hierarchy, and consistency, which are

vital in creating aesthetically pleasing and reader-friendly designs.

One of the highlights of the workshop was the hands-on training segment, where students were given the opportunity to apply what they had learned in real time. Under Mr. Raju's guidance, they designed posters, magazine layouts, and other visual content, using InDesign's tools and techniques. This interactive session allowed students to experiment with creativity while also receiving constructive feedback and

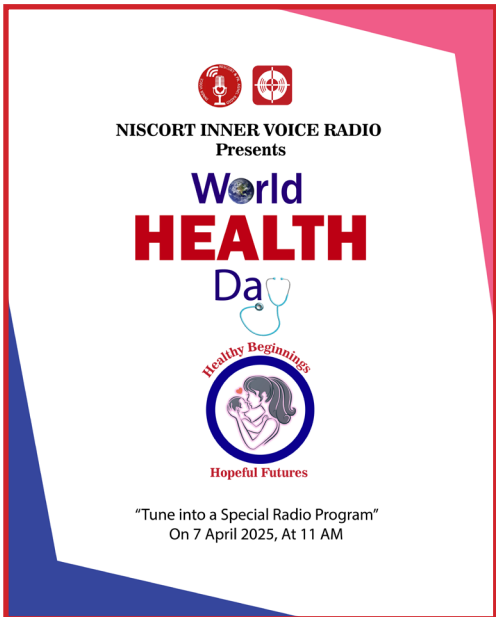


troubleshooting tips from the expert. The workshop proved to be immensely beneficial for the students, particularly those aspiring to work in the publishing, advertising, or digital media industries. It not only enhanced their technical proficiency in Adobe InDesign but also helped them develop an eye for design and attention to detail. Many students expressed that the workshop boosted their confidence in using design software and inspired them to further explore visual communication. Overall, the session served as a valuable platform for skill development and creative exploration using industry-standard tools.





## NISCORT'S Inner Voice Radio Celebrates World Health Day Focusing on Maternal and Newborn health



### Nishikant Toppo

NISCORT'S Inner Voice Radio Celebrated World Health Day focusing on Maternal and Newborn health. On April 7, 2025, Group 2 from NISCORT Media College presented a powerful segment on the Inner Voice

radio programme in observance of World Health Day. Centered around the theme "Healthy Beginnings, Hopeful Futures," the presentation highlighted the importance of maternal and newborn health, calling on nations to eliminate preventable deaths and prioritize the long-term well-being of women. During this special broadcast, the presentation on World Health Day emphasized this year's theme, highlighted the Indian government's policies and initiatives, and shared an awareness message about preventable diseases and the underlying causes of critical illnesses. In today's fast-paced, competitive world, we often overlook the simple truth that health is our greatest wealth.

The presenters provided key statistics emphasizing that every woman, no matter where she lives, deserves access to high-quality care that offers

both physical and emotional support throughout pregnancy, childbirth, and the postnatal period. This is a vital and necessary step, as approximately 300,000 women around the world die each year due to complications related to pregnancy and childbirth. Additionally, more than 200,000 babies die annually either before birth or within their first month of life equating to the loss of one child every seven seconds. Many of these deaths are preventable. It is crucial to listen to women, support families, and provide specialized care for premature and low birth weight babies.

The show also highlighted that the Indian government has introduced various policies and programmes aimed at safeguarding the health and welfare of mothers and newborns. Initiatives such as the Janani Shishu Suraksha Karyakram, Pradhan Mantri

Matru Vandana Yojana, Integrated Child Development Services, and the Reproductive and Child Health Programme reflect this commitment. These efforts highlight the government's dedication to improving the health, well-being, and education of both mothers and children. After all, the health of mothers and babies forms the cornerstone of strong families and communities, paving the way for brighter and more hopeful futures for everyone.

The programme closed with a call to action urging listeners that in addition to caring for babies, it is equally important to prioritize our own health and promote health awareness in our communities. To achieve this, we should follow a balanced diet, engage in regular physical activity, drink plenty of clean water, avoid harmful addictions, and maintain good hygiene.

## Reflections and Experiences: Testimonials from the Final Year Students of NISCORT Media College



Amal, a final-year BAJMC student at NISCORT Media College, described his three-year experience as transformative, highlighting significant growth in creativity and skills. He emphasized the value of practical training in journalism, production, and design, along with interactions with industry professionals, which boosted his confidence. Amal credited the supportive faculty and vibrant campus life for encouraging him to explore new areas and passionately pursue his interests. He regarded NISCORT as a second home where he found his voice and vision, and expressed that the lessons and friendships formed will guide him in his future media career.

Amal Joseph Kurian

Ibtesam Zehra, also a final year student expressed deep gratitude and pride as she approached graduation. She reflected on her college years as a transformative period of learning and unforgettable memories. Ibtesam highlighted the motivating professors who challenged her to think beyond the classroom and the friendships that shaped her personal and professional growth. She appreciated the encouraging environment and opportunities to pursue her interests, acknowledging that the challenges she faced made her stronger. Ibtesam expressed sincere gratitude for being part of the institution and stated that she would always carry a part of it with her into the next stage of her life.



Ibtesam Zehra



Three years at Niscort have been truly life-changing. I joined with the dream of becoming a video editor, but today I'm leaving with skills in videography, photography, graphic designing, and audio editing. The supportive faculty, especially Fr. Robinson, Dr. Ritu Dubey, Fr. Jenith, and Ms. Ruchika Mahajan, played a key role in my growth. Their dedication, interactive classes, and personal guidance helped me overcome my stage fear and discover new passions. Niscort gave me not just technical knowledge but also unforgettable memories and strong friendships. It feels like a second home, and I'll forever be grateful for this amazing journey.

Stephen Wilson

Fr. Allen Ritesh Gomes, a final-year master's student, described his postgraduate studies in Journalism and Mass Communication as an eye opening and enriching experience. He noted that the program consistently challenged him to critically evaluate the media's role in society, while also aiding in the development of both practical skills and theoretical knowledge essential for the field. "I had the opportunity to visit various media house and production studios including DD Kisaan, India TV and News Nation among few, which not only improved my technical abilities but also expanded my obligation for the impact of responsible journalism. The classroom discussions, workshops, and interactions with experienced faculty and peers made my learning dynamic and collective."

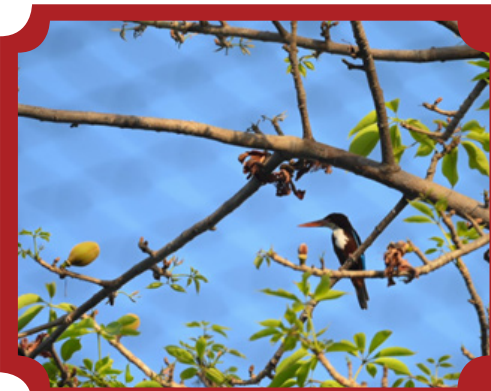


Fr. Allen Ritesh Gomes





Photo Gallery



**Perched in Peace: A White-throated Kingfisher Rests Amid Spring Foliage**  
This vibrant bird sits gracefully on a tree branch, framed by fresh green leaves and a clear blue sky.  
By:- Tarun Soreng (BAJMC 4th Semester)



**Solitude at Sunrise: A Lone Boatman Amid the Morning Mist and Soaring Gulls**  
This tranquil scene captures the serenity of dawn as birds dance above calm waters, with a solitary figure in quiet reflection on the river.  
By:- Tarun Soreng (BAJMC 4th Semester)



**A Misty Morning Stop at a Hillside Petrol Pump**  
Nestled in the serene hills, this Indian Oil station offers a picturesque pause as vehicles refuel beneath drifting mountain mist.  
By:- Jabez Decastro (BAJMC 4th Semester)



**This evocative moment captures the subtle interplay of light and shadow, inviting you to uncover the quiet tales hidden within everyday urban scenes.**  
By :- Jabez Decastro (BAJMC 4th Semester)



By:- Abhishek Raj Ekka (BAJMC 4th Semester)

Poem

Title 'till time'

I'm here, till time.  
A point, not a line.  
A small singularity,  
with no end.  
As a bridge I connect,  
As a bridge I fall.  
I remain the same,  
Scarred and scared.

I'm a stepping stone,  
I aid and degrade,  
I repair and disrepair,  
It's my fate to bear.

I'm here, but not quite,  
An invisible dot, with  
no point.

I'm a platform of rock,  
Rising when needed,  
Submerging when in-  
need.

By :- Arnold Aditya Singh (BAJMC 4TH SEMESTER)

Design



By:- Amal Joseph Kurine (BAJMC 6th Semester)

Artworks



By:- Darien Decastro (BAJMC 4th Semester)



By:- Darien Decastro (BAJMC 4th Semester)

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“Creativity is a wild mind and disciplined eye” by Dorothy Parker