



Goa University

Shenoi Goembab School of Languages and Literature

and

Directorate of Student Placement and Alumni Relations

Report on Converge 3.0 Shiksha Udyojak Sangam:

Academic – Industry Summit

Session on “Branding and Story-telling”

1. Title of the Event/Activity/Program	Converge 3.0 Shiksha Udyojak Sangam: Academic – Industry Summit Session on “ Branding and Story-telling ”
2. Date and Time	Tuesday 17 th February 2026, Time: 2:00 pm to 3:00 pm
3. Mode of conduct (Physical/Online)	Physical Mode
4. School/ Directorate/ Section	Shenoi Goembab School of Languages and Literature, and Directorate of Student Placement and Alumni Relations
5. Collaborating Agency/School/Directorate	Directorate of Higher Education, Government of Goa and Goa State Higher Education Council
6. Detail of the Resource Person (Brief biodata)	Esha Sinai Talaulikar is a storyteller at heart and a creative voice at Soul Travelling. She handles the brand’s Instagram content and storytelling, bringing experiences to life through thoughtful visuals and engaging narratives. With a degree in English Literature and Sociology, she blends creativity with cultural insight to create content that connects people to places and memories. An alumna of St. Xavier’s College, Mapusa, Esha discovered her passion for content creation and meaningful storytelling while pursuing her B.A. course. Today, she channels that passion into crafting stories that showcase the warmth,

	heritage, and everyday magic of Goa.
7. Number of Faculty attended/participated	03
8. Number of Student attended / participated	41
9. No. of external students/faculty/other participants	NIL
10. The objectives of the Program/activity/event	• To enhance participants' understanding of storytelling as a strategic branding tool, helping students and aspiring entrepreneurs learn how narratives shape brand identity, customer trust, and emotional connection. • To bridge academic learning with industry practice by providing real-world insights from <i>Soul Travelling Goa</i>, enabling attendees to understand how branding concepts taught in classrooms are applied in building a successful experiential tourism venture. • To inspire innovative thinking and entrepreneurial mindset among participants by demonstrating how authentic local stories, culture, and heritage can be transformed into marketable experiences and sustainable business opportunities.
11. Description of the Program/activity/event	The session on "Branding and Story-telling" offered students practical exposure to the process of building an effective brand. The session was delivered by Esha Sinai Talaulikar, Content Creator at <i>Soul Travelling</i>, who explained how storytelling plays a crucial role in shaping brand identity and audience perception. She highlighted the importance of clarity, consistency, and authenticity in communication and how these elements help a brand connect emotionally with its audience. The speaker also engaged students through a variety of interactive activities and group exercises that encouraged participation and creative thinking. Participants worked on

	identifying brand values, understanding target audiences, and crafting compelling product pitches. These hands-on activities helped students grasp branding concepts more effectively and demonstrated how a well-structured narrative can make a brand memorable, relatable, and impactful in a competitive market.
12. Benefit/Key outcomes of the Program/activity/event	• Participants gained a clear understanding of how storytelling functions as a powerful branding strategy, and recognized the role of narratives in creating emotional engagement and brand loyalty. • Attendees were able to relate academic marketing concepts to real industry practices, after learning how <i>Soul Travelling Goa</i> applied branding techniques in developing and promoting experiential tourism services. • Students developed greater interest in entrepreneurship and creative thinking, and understood how local culture, heritage, and community stories could be transformed into sustainable and marketable business ideas.
13. Enclosures with report	Flyer, Geo-tag photos, Attendance of participants, Bio Data of resource person.




Ms. Poorwa Naik
Mr. Akash Bhosle
Ms. Shaina Dhulapkar
 Session Co-ordinators



Dr. Narayan Parab
 Co-ordinator
 Converge 3.0 and
 TIP Committee



Dr. Rupesh Patre
 Director, DSPAR



Prof. Anuradha Wagle
 Dean,
 Shenoj Goembab School
 of Languages and
 Literature

DIRECTOR
Directorate of Student Placement
and Alumni Relations

DEAN
Shenoj Goembab School of
Languages & Literature
Goa University

Date: 17/02/2026



Government of Goa
GOA STATE HIGHER EDUCATION COUNCIL
DIRECTORATE OF HIGHER EDUCATION



CONVERGE 3.0

Shiksha Udyojak Sangam

"Innovate, Integrate, Impact: Building Goa's future ready changemakers"

Academia-Industry Summit

Goa University

Shenoi Goembab School of Languages and Literature

&

Directorate of Student Placement and Alumni Relations (DSPAR)

BRANDING AND STORY-TELLING

MS. ESHA TALAULIKAR

CONTENT CREATOR, SOUL TRAVELLING



17TH FEBRUARY 2026

2:00 PM TO 3:00 PM



SHENOI GOEMBAB
SCHOOL OF
LANGUAGES AND
LITERATURE

Organizing Team

Ms. Poorwa Naik, Session Co-ordinator

Dr. Narayan Parab, TIP Co-ordinator

Dr. Rupesh Patre, Director, DSPAR

Prof. Anuradha Wagle, Dean, SGSL



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Directorate of
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Session on “Branding and Story-telling”







Goa University

Directorate of Student Placement and Alumni Relations (DSPAR)

Converge 3.0 Shiksha Udyojak Sangam: Academic – Industry Summit

Name of the School: *Shenoi Goembab School of Languages and Literature*

Topic: *Branding and Story-Telling.*

Name and Designation of Resource Person: *Ms. Esha Talauliker, Content Creator, Soul Travelling.*

Date and Time: *17th February 2026, 2.00 pm to 3.00 pm.*

ATTENDANCE

Sr. No.	Name of the Participant	Student/Faculty	Class	Signature
1.	Anisha Mendonca	Student	MA Part II	<i>Anisha</i>
2.	Larissa Teles	Student	MA Part II	<i>Larissa</i>
3.	Jeshyn Dias	Student	MA Part II	<i>Jeshyn</i>
4.	Carmen Miranda	Student	MA Part II	<i>Quiranda</i>
5.	Shalom De Melo	Student	MA Part II	<i>De Melo</i>
6.	Jane D'Souza	Student	MA Part II	<i>Jane</i>
7.	Shreehlaxmi Shirore	Student	MA Part II	<i>Shirore</i>
8.	Sejal Divkar	Student	MA Part II	<i>Sejal</i>
9.	Geetika Kudalkar	Student	MA Part II	<i>Geetika</i>
10.	Mahima Shit Shirodker	Student	MA Part II	<i>Mahima</i>
11.	Siya Kalangutkar	Student	MA Part II	<i>Siya</i>
12.	Bernilda Andrade	Student	MA Part II	<i>Bernilda</i>
13.	Swena Martins	Student	MA Part II	<i>Swena</i>
14.	Shilpa Vishwakarma	Student	MA Part II	<i>Shilpa</i>
15.	Daniza Rodrigues	Student	MA Part II	<i>Daniza</i>
16.	Amisha A. Chopdhan	Student	MA Part II	<i>Amisha</i>
17.	Sakshi V. Gaware	Student	MA Part II	<i>Sakshi</i>
18.	Dolferia Simoes	Student	MA Part II	<i>Simoes</i>
19.	Sonia Kumari	Student	MA Part II	<i>Sonia</i>
20.	Elare Carralho	Student	MA Part II	<i>Elare</i>
21.	Shoheera Shaikh	Student	MA Part II	<i>Shoheera</i>
22.	Saniya mardolkar	Student	MA Part II	<i>Saniya</i>
23.	Gulnaz Tahasildar	Student	MA Part II	<i>Gulnaz</i>
24.	AMREEN	Student	MA Part II	<i>Amreen</i>
25.	Sana Y. Shaikh	Student	MA Part II	<i>Sana</i>

Parab Narayan
Dr. Narayan Parab
Name and Signature of
TIP Co-ordinator



Naik
Name and Signature of
Session Co-ordinator

