

**Whistling Woods
International**

INSTITUTE OF FILM, COMMUNICATION & CREATIVE ARTS



SCHOOL OF MEDIA COMMUNICATION & MANAGEMENT

RECRUITER'S HANDBOOK 2023

 www.whistlingwoods.net



VISION

To create a state-of-the-art institution that sets new standards of world-class education in film, communication and creative arts.

MISSION

Benchmarking quality, inspiring innovation, encouraging creativity & moulding minds, by leading from the front in the field of film, media and entertainment education.



EXCELLENCE IN CREATIVE & PERFORMING ARTS

AT THE 6TH FICCI HIGHER EDUCATION EXCELLENCE AWARDS 2019

5.5
Acre Campus

1300
Students

4
Schools

Degree, Post-graduate & Diploma programmes offered under an agreement with

RGNIYD



3rd Global
**SONY MEDIA
TECHNOLOGY CENTRE
SONY**

3500+
Alumni in Film
& Media industry



RED EDUCATION CAMPUS

SCHOOL OF **FILMMAKING**

SCHOOL OF **MEDIA COMMUNICATION & MANAGEMENT**

SCHOOL OF **CREATIVE ARTS**

SCHOOL OF **PERFORMING ARTS**

VIRTUAL **ACADEMY**

SHORT **COURSE UNIT**



SUBHASH GHAI

Founder & Chairman,
Whistling Woods International
Chairman, Mukta Arts Limited
Member, Executive Committee,
Film & Television Producers Guild of India
Member, United Producers Forum
Education Evangelist
Karmaveer Chakra Recipient
Chairman, MESC

MESSAGE FROM THE FOUNDER & CHAIRMAN

I have always believed that being reasonable was the shortest path to mediocrity. At Whistling Woods International, we strive & endeavour to give our students more. And then we expect more from them. Our students spend a lot more time on campus, handle the most cutting-edge technology possible, do many more assignments, interact with many more industry professionals, and undertake much more practical work, than what is generally reasonably expected.

We empower our students with the art & craft, equip them with the skills needed to work on the latest technology in the field and enable them to never ignore the commercial aspects of the Film, Media, Creative & Performing Arts industries. This approach leads to a situation, as many of our alumni have told us, where our students themselves do not know how much ahead they are of the curve when they start working in the industry. When presented with creative, technical or commercial challenges in their jobs, most often our alumni end up being able to tackle these problems in a manner way beyond their age, experience or job description. And this aspect creates a win-win situation, which while giving them rapid upward mobility in the industry, also enables their employers to deliver work that beats expectations, both qualitatively & quantitatively. The most commonly heard phrase from recent alumni when they meet me again during Alumni Day events is that “We ourselves didn’t know that we knew so much more than what the industry expected us to know.”

This impact has been engineered through constituting a stellar faculty body – both knowledgeable & progressive, multiple technology-led development labs on campus and a strong connect with the commercial M&E industry.

When students education is bolstered by organisations like Sony, Apple, RED, Google, Adobe, Avid, HP, Reliance Jio, etc, who work with Whistling Woods International to enable forward-thinking M&E tech development through all the labs they have set up on campus focusing on areas like Cinematography, Editing, Virtual Reality, Virtual Production, how to be a good YouTuber, and many more such areas, it gives students a huge springboard in both their learning and the professional avenues after they graduate.

When highly successful filmmakers, artists, technicians, media moguls, journalists, designers, animators, game designers, event managers interact with students on a weekly basis, pouring their decades of experience into the students’ eager-to-learn minds, it rounds off the students’ education with real-world industry knowledge that truly open up their minds on the professional & commercial aspects of the industry.

The Whistling Woods International alumni body out there represents the next generation of Media & Entertainment (M&E) professionals. So does every new graduating class.

I heartily welcome all of you to engage & interact with them.



MEGHNA GHAI PURI

President, Whistling Woods International

MESSAGE FROM THE PRESIDENT

NO COMPROMISES

Determination to break the status quo has led to WWI being ranked as one of the top Film, Communication & Creative Arts institutes in the world.

Opening a world-class Film, Communication & Creative Arts institute in the heart of Mumbai's Media & Entertainment industry was a dream come true, when we started Whistling Woods International (WWI) in July 2006.

That dream culminates every time our students go out into the industry and make a difference. After all, only their success will mean our ultimate success also as we put our full effort in finding proper placement for each one of our students.

Despite the last 2 years having being tough for the Media & Entertainment industry, our students transition from education to employment assisted by WWI's vast alumni network and on-campus placement cell has been spectacular. Almost every student who was keen have found internships and jobs.

Till date over 3400+ WWI alumni are gainfully employed in the industry. Seeing our alumni making a mark in the industry is indeed a proud feeling. Our students have been part of prestigious projects in the Media & Entertainment industry including the latest films, TV shows and advertising films. They have also been working for Advertising agencies, Public Relations firms, Event companies, Television channels, Production houses and Digital agencies, and also with Fashion Designers and brands and many other large corporates around the country and the world.

Prominent projects our alumni have been part of recently, includes Drishyam 2; Dobaara, Darlings; Brahmastra: Part 1 Shiva; Mission Majnu; Goodbye; Maja Ma; Phone Bhoot; Sooryavanshi; Meenakshi Sundareswar; Shershaah; Bhoot; Thappad; Saina; Class of 83; Good Newwz; Mission Mangal; Gully Boy; Extraordinary Journey of the Fakir; Super 30; Chhichhore; Padman; Padmaavat; Sonu Ke Tittu Ki Sweetie; Raazi; Veere Di Wedding; Sanju; Dhadak; Love Sonia; Manto; Gujjubhai Most Wanted; Badrinath Ki Dulhania; Baahubali 2; Dear Zindagi; Lipstick Under My Burkha; MS Dhoni; Titli; Angry Indian Goddesses; Baby; Bey Yaar; Gujjubhai the Great; Kung Fu Panda; The Amazing Spiderman; Black Panther; Ant-Man and the Wasp; Avengers: Infinity War amongst others.

Also our alumni have worked on web series like Crash Course, Delhi Crime Season 2, Inside Edge, Bandish Bandits, Four More Shots, Call My Agent, Masaba Masaba part 1 and 2, Mirzapur, Made in Heaven, Criminal Justice, Sacred Games 2, Damaged, Ghoul, and many more.

Our Media & Communication alumni are working at renowned organisations namely Endemol Shine, Supari Studios, RKSwamy BBDO, Contract advertising, Schbang, Yuva Originals; Blue Ocean; Byju's, Be Unlu, Creativeland Asia, Jio Creative Labs, The Content Lab, Worldwide Media, PVR, The Glitch, Bling Entertainment, Myntra, Mukta A2

Cinemas, FCBULKA, Republic Media Network, FilterCopy, Super Cassette Industry, Perfect Relations, Saregama, McCann, Yash Raj Films, Double Negative, Red Chillies, Dharma, Zee Entertainment, Star India, Mercedes Benz, BBC Worldwide, Midday, CAA Kwan, Morgan Stanley, Prime Focus, Nadiadwala Grandsons Entertainment, Balaji Telefilms, Prime Focus, Geometry Global Encompass Network, Condé Nast India, Linopinion, MSL Group, Adfactors PR, Weber Shandwick, Radio City, Disney Motion Pictures, Roy Kapur Films, DDB Mudra, Shashi Sumeet Productions, Vinod Chopra Films, Wiseape, Music India, Rediffusion YNR, Matter Advisors, Hungama Digital Services, Group M, Carnival Cinemas, Arré and this list grows every semester.

WWI is already known and admired for our innovative approach to learning and teaching, the ways in which we help students nurture and develop their talents, and the relationships we foster with practicing professionals, industry and the wider world. This is reflected, in the great efforts made by us, to work with the industry to integrate our students, in some of the top Media & Entertainment companies in India over the past years. In every segment from film production to advertising and from television channels to digital marketing agencies, WWI students are flourishing in a very competitive environment.

Our students are fully specialised within their disciplines. In Filmmaking they specialise in Cinematography, Direction, Editing, Producing, Production Design, Screenwriting, Sound Recording and Design & VFX; in Creative Arts they specialise in Animation & Game Design, Fashion & Costume Design, Visual Communication Design; in Performing Arts they specialise in Acting, Music Production & Composition and in Media Management they specialise in Media and Communication in areas of PR, Advertising, Journalism, Events and Audio-Visual Communication, Event Management, Sports & Esports Management. In addition to this, they all have a strong cross-specialisation foundation, which means they have a holistic understanding of the entire scope of the business.

The students during their journey at the institute have made several films and been part of several live projects & events. Some of these were planned, organised and executed entirely by the students and they are now ready to step seamlessly into the professional environment and eventually make an indelible mark for themselves and indirectly for all of us here at WWI.

I am extremely proud of our graduates because I truly believe that like us at WWI, the industry will be very pleased with each and every one of these bright and talented young professionals. I am certain that we all can see what the merits of professional long-term training can have on people within our industry through these WWI students. I hope that after going through this handbook, you and your HR team will be encouraged to contact us and interact with our students and perhaps consider them as additions to your esteemed organisation. I am confident that you will be impressed too.



RAHUL PURI

Head of Academics,
Whistling Woods International

MESSAGE FROM THE HEAD OF ACADEMICS

What makes the School of Media, Communication & Management - Dept. of Media & Communication?

What makes the students who emerge from it truly ready for the industry and the challenges it holds?

Most schools will speculate that the answers to these questions are a mix of solid academic grounding and some key practical development that would allow the students to see how theory differs from practice.

This is a terrific approach indeed and Whistling Woods International's Dept. of Media & Communication follows a similar pedagogy with its BBA in Media & Communication & MBA in Media & Entertainment. Our programmes allow the students a deep and rigorous understanding of management, marketing, accounting, and financial theories as well as offering students, the opportunity to supplement this with practical learning/industry internships and projects that will help them develop their soft skills.

If I outline what makes our programmes and our graduates unique from the hoards of aspirants attempting to enter the world of vocation it would be two main things. Firstly, the keen understanding of the Media & Entertainment industry that Whistling Woods International and its faculty have and secondly, the unique approach of customising opportunities for our students.

Whistling Woods International is a leader in education in the Media & Entertainment sector. Our film school has been voted as one of the best film schools in the world by The Hollywood Reporter. Our students are specialised in areas of film and are well-versed in all content creation platforms from film to TV to OTT. They are also exposed to emerging technologies and media like VR and AR.

At the Dept. of Media & Communication, we have happily taken the fundamental approach of instruction from our film school and applied it to management. Our lecturers are made up of industry professionals and they impart up-to-date and practical know-how to students as well as provide them with the theory to build a strong base of knowledge.

Our teachers explain the rules to our trainees and then actively encourage them to think beyond them. By using a lot of teachers from the film school and other content creation streams, what our BBA and PGD programmes brings to students would be an industry manager's insights into how content is created and then it is built on, to enhance their understanding of how the content is to be managed and monetised. It is a huge advantage for our students. We believe strongly in individualism and collaboration at Whistling Woods International. Each of our trainees have

their own strengths, and through assignments, internships and live projects we allow students to express these strengths actively with numerous associations. Each of them have built a strong portfolio of work to demonstrate their skill sets as this is something that Whistling Woods International focuses on for each student.

We have a particularly strong group of trainees this year. Loaded with talent and a hunger to achieve, our current crop of professionals understand keenly the challenges that the Media & Entertainment industry will face over the next decades. They have the research and analytical skills to secure opportunities and the hard work ethics and dedication to execute well-made plans.

I am extremely proud of each one of them and I would urge you and your company/organisation to take a good look at each and every one of them for consideration as part of your esteemed company.

WHISTLING WOODS INTERNATIONAL FACULTY

CORE FACULTY

Abhijit Mazumdar: HOD, Direction

Anjum Rajabali: HOD, Screenwriting

Anuradha Bhatia: HOD, Student Productions

Ashwini Kaul: HOD, Cinematography

Chaitanya Chinchlikar: Vice President, Business Head, Chief Technology Officer & Head of Emerging Media

CP Thomas: Program Head, Sports and E-Sports Operations Management

Jateen Rajput: HOD, School of Event Management

Jewellyn Alvares: HOD, School of Fashion Design

Kajol Bangera: Faculty, School of Media & Communication

Kapil Tandon: Management Faculty, School of Media & Communication

Krishhnamurthy: Senior Faculty, Cinematography

Laili Dutta: HOD, School of Media & Communication

Mandar Deshpande: HOD, School of Music

Manisha Rajadhyaksha: Management Faculty, School of Media & Communication

Milind Dedhia: Management Faculty, School of Media & Communication

Milindo Taid: HOD, School of Design

Oindrila Purohit: PR Faculty, School of Media & Communication

Oorvazi Irani: HOD, Actors' Studio

Prashant Naik: HOD, Editing

Rabiya Nazki: HOD, Producing

Rahul Puri: Head of Academics

Rajesh Parmar: Senior Faculty, Editing

Rakesh Ranjan: Senior Faculty, Sound Recording & Design

Ravi Gupta: Dean

Sabyasachi Bose: HOD, Production Design

Sudipta Basu: HOD, Sound Recording & Design

Utkarsha Kotian: Faculty, School of Media & Communication

Viveg Nag: HOD, School of Animation

Jaydev Dhakan: HOD, Game Design

Kshitiz Sharma: HOD, VFX

Jasbinder Singh: 2D and Creative Head - Animation

WHISTLING WOODS INTERNATIONAL FACULTY

VISITING FACULTY

Anagha Mayekar: Photography Faculty, School of Media & Communication

Deepanjan Roy: Screenwriting Faculty, School of Media & Communication

Mona Kothari: Marketing Faculty, School of Media & Communication

Muqbil Ahmar: Journalism Faculty, School of Media & Communication

Nikhil Rao: Marketing Consultant and Management Faculty, School of Media & Communication

Ronette Rodricks: Human Resources Management Faculty, School of Media & Communication

Sudarshan Srinivasan: PR Faculty, School of Media & Communication

Suparna Sengupta: Media Buying and Planning, School of Media & Communication

Yugshrestha Karpatne: Short Film Production Faculty, School of Media & Communication

Zahir Mirza: Creative Advertising Faculty, School of Media & Communication

ACADEMIC ADVISORY BOARD

Shyam Benegal

Chairman, Academic Advisory Board, WWI; Filmmaker

Ajimon Francis

Managing Director, Brand Finance India

Akash Khurana

CEO & Chairman, Nimbus Communication Ltd.

Alka Nishar

Owner, Aza

Ambika Anand

Anchor & Fashion Consultant

Amit Doshi

Founder, IVM Podcasts

Anil Singh

Managing Director, Procam International

Anish Mulani

Co-Founder, Alkymia Tech Pvt. Ltd.; BabyG App; Co-Founder & CEO, Fractal Picture

Anjan Mitra

Founder Director, Anjan Mitra & Associates

Anna Bredmeyer

Anuj Pandey

Managing Director, Himalaya Publishing House Pvt. Ltd.

Anurag Batra

Chairman & Editor-in-Chief, BW Businessworld Media Group; exchange4Media Group

Arvind Singhal

Chairman, Technopak Advisors

Ashish Kulkarni

Founder, Punnaryug Artvision Pvt Ltd

Ashvini Yardi

Film Producer; Co-Founder, Grazing Goat Pictures; Founder, Viniyard Films

Atul Pande

Chairman, Sports and Live Media Entertainment

Bobby Sista

Founder & Executive Trustee, Population First

Chiraag Paul

Founder & CEO, Proem Sports Analytics

Deepa Gahlot

Journalist & Programming Head - Theatre & FilmNCPA

Deepak Jayaram

Co-Founder & Head - Strategy Innovation, Miners INC

Dhiraj Malhotra

General Manager, Board of Control for Cricket in India (BCCI); Former CEO, Delhi Capitals

Dhunji S. Wadia

CEO, Handloom Picture Company

Dilip Cherian

Co-Founder & Consulting Partner, Perfect Relations

Dr. Bhaskar Das

Group President, Republic Media Network

Dr. Ela Dedhia (Female)

Head, Department of Textiles and Fashion Technology, Nirmala Niketan College of Home Science

Dr. Jabbar Patel

Filmmaker & Chairman & Dean, MIT School of Film & Television

Farid Bawa

Design Director, DDB Unlimited

Farzana Dohadwala

Education Mentor, SLN Foundation



“

This is among the best film schools in the world and recognised as such universally.

Shyam Benegal,
Chairman, Academic Advisory Board,
WWI; Filmmaker

“

Where success is not just a dream.

Neeta Lulla
Chief Mentor, WWI Fashion
& Costume Design;
Costume Designer & Fashion
Couturiere, House of Neeta Lulla;
Award-winning Fashion Designer



“

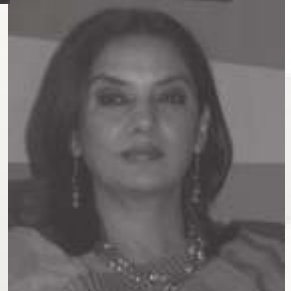
I am so thrilled to be here. Whistling Woods International has been an inspiration to me.

A. R. Rahman,
Grammy & Academy Award-winning
Musician & Composer

“

Whistling Woods International is filling a huge gap in providing training to students in departments of filmmaking and media.

Shabana Azmi,
Actor



“

Why wasn't this institute started when I entered the industry.

Ashutosh Gowariker,
Filmmaker



Manmohan Shetty,
Founder, Adlabs Films Ltd.;
Board of Director, WWI

“

It is a positive step towards creation of talent for the industry and must be protected and nurtured.

Javed Akhtar,
Screenwriter & Lyricist



“

You are lucky to have such a wonderful ground and a beautiful institution. There should be an institute like this where all the forms of art are taught. So many filmmakers came and went but no one has ever thought of doing this except for Subhashji.

Hema Malini,
Actor



“

I think overall in this medium, education and grounding has been seriously lacking and hence it is fabulous that an initiative like Whistling Woods International has been undertaken.

Ronnie Screwvala,
Co-Founder & Chairman,
upGrad.com;
Founder, Swades Foundation
& Unilazer Ventures



“

You are fortunate to have an institute like WWI to educate & guide you.

Mahesh Bhatt,
Filmmaker, Chairman & Dean



“

If you are an aspiring actor, director or film technician, Whistling Woods International is your answer.

Karan Johar,
Filmmaker

Feroza Dalal

Business Head - Online, Pernia's Pop-up Shop for Purple Style Labs

Francis Joseph

Co-Founder, SLN School Leaders Network Foundation, Crimson Education and SLN Global Network

Gaurav Bahal

Co-Founder, Sportzworkz

Gaurav Mehta

Co-Founder, Quidich Innovation Labs

Gautam Kalra

Fashion Stylist/Costume Designer

Geeta Castelino

Head CSR, Welingkar Institute of Management Research & Development; Consultant - Design & Fashion Education

Harindra Singh

Chairman & Managing Director, Percept India

Hemant Trivedi

Fashion Designer

Himanshu Raj

Associate Director - Brand & Policy Communications, Mobile Premier League (MPL)

Hrishikesh Shende

Lead - Sports, RoundGlass

Jiggy George

Founder & CEO, Dream Theatre Pvt. Ltd.; Founding Partner, Mojostar

Josy Paul

Chairman & National Creative Director, BBDO India

Joy Datta

K. V. Sridhar

Founder & Chief Creative Officer, HyperCollective

Kamlesh Pandey

Screenwriter

Keitan Yadav

Chief Operation Officer & VFX Producer, Red Chilies VFX

Kishore Taid

Co-Founder & CEO, Baichung Bhutia Football Schools; Co-Founder & CEO, enJogo

Krishna Mehta

Creative Director, Krishna Mehta (Fashion Brand)

Kushal Das

General Secretary, All India Football Federation (AIFF)

Lajwanti D'Souza

Consulting Editor

Mahesh Samat

EVP - Consumer, Games & Publishing APAC, The Walt Disney Company

Mahesh Shetty

Head - Network Sales, Viacom 18

Manish Agarwal

Chief Executive Officer, Nazara Technologies Ltd.,

Manish Mandhana

CEO, Mandhana Retail Ventures Limited & Being Human

Martin Da Costa

CEO & Founder, SEVENTY Event Media Group

Melroy D'souza

COO, PMG

Merzin Tavaría

President - Global Production & Operations, DNEG

Mohamed Morani

Director/Partner, Cineyug Entertainment

Naseeruddin Shah

Actor

Neeraj Roy

Managing Director & CEO, Hungama Digital Media Entertainment Pvt. Ltd.

Neha Kandalgaonkar

Head - Media & Public Relations, Procam International

Nelson Jaffery

Design Head, Birla Cellulose

Nikhil Bhardwaj

Co-Owner, KBFC

Nina Sabnani

Professor, Industrial Design Centre, IIT Bombay

Omung Kumar

Filmmaker & Production Designer

Padma Shri Kumar Ketkar

Veteran Journalist & Writer; Chief Editor, Dainik Divya Marathi

Pallavi Jaikishan

Founder, Paraphernalia

Prahlad Kakkar

Founder, Genesis Film Production Pvt. Ltd.;
Founder & Chairman, Prahlad Kakkar School of Branding & Entrepreneurship;
Film Director

Prof. Indrajit Singh Sodi

Head - Dept of Local Governance, Rajiv Gandhi National Institute of Youth Development (RGNIYD)

Prof. Vasanthi Rajenderan

Head - Centre for Training, Orientation and Capacity Building,
Rajiv Gandhi National Institute of Youth Development (RGNIYD)

R. K. Chand

Executive Producer, Technicolor/Trace VFX

Rahul Mehta

Managing Director, Creative Garments Pvt. Ltd.; President,
Clothing Manufacturing Association of India

Rahul Nanda

Film Publicity Designer

Rajeev Jain

Director, Rashi Entertainment

Rajesh Kejriwal

Founder & CEO, Kyoorius Group

Rakesh Rajendran

Co-Founder, GainAccess Sports & Entertainment

Rakeysh Omprakash Mehra

Filmmaker

Ramesh Sippy

Filmmaker

Ranjit Barot

Music Director

Ravi Deshpande

Founder & Chairman, Whyness

Remus D'cruz

Head - Sports Marketing, APOLLO TYRES

Roland Landers

CEO, All India Gaming Federation

Rouble Nagi

Founder, Rouble Nagi Design Studio & Rouble Nagi Art Foundation

Sai Srinivas Kiran G

Co-Founder & CEO, Mobile Premier League (MPL)

Saket Dhankar

Founder, Haus & Kinder

Salim Arif

Director, Writer & Theatre Personality;
HOD - Culture Studies, Whistling Woods International

Sambit Bal

Editor-in-chief, ESPNcricinfo; Editor, Wisden Asia

Sameer Mutreja

Director and Co-Founder, STCH Integrated Marketing Solution Pvt. Ltd.

Sameer Tobaccowala

CEO, Shobiz Experiential Communications Pvt Ltd.

Samit Garg

Owner, E Factor Experiences Limited

Sandeep Bamzai

CEO, IANS

Sangeeta Shankar

Managing Director, Legendary Legacy Promotions Pvt. Ltd.;
Independent Music Professional

Sanjeev Sharma

Founder, Optimystix Entertainment; Founder, Creative Director &
Ad Film Director, Palette Communications Pvt. Ltd.

Sanjoy Roy

Managing Director, Teamwork Films

Sathya Saran

Author, Consulting Editor, Journalist

Sethunath Padmanabhan

Managing Director - Asia Pacific, Reproflex3 Ltd.

Shaimak Dawar

Choreographer

Shilpa Chavan

Founder, Little Shilpa

Shiv Burman

Founder, BURMAN SPORTS LLP

Shivank Kapoor

Fashion & Costume Designer

Shubh Malhotra

Co-Founder, Mobile Premier League (MPL)

Smita Thackeray

Producer

Sohaya Mishra

Founder, Chola

Soumya Iyer

CEO, DVIO

Sowmya Iyer

Founder & CEO, DVIO Digital

Subhash Awchat

Indian Artist & Author

Sudhakar Nadkarni

Dean - Business Design, Welingkar Institute

Sudhakar Nadkarni

Dean - Business Design, Welingkar Institute of Management Development
& Research

Sukant Panigrahy

Production Designer & Art Director

Sukanti Ghosh

Senior Vice President & Lead - South Asia Practice, Albright Stonebridge Group

Sunil Lulla

Executive Vice Chairman & MD, Eros International Media Ltd.

Swaroop Sampat

Actor



Anjana Sharma,
Creative & Content Head,
Purple Style Labs

“
It is a great platform for
young students to come
and learn the craft and
be out there in the world
of fashion.

Anita Dongre,
Fashion Designer & Founder,
House of Anita Dongre Private Ltd.



“
I wish I had received the
educational opportunities
that each one of the WWI
student is fortunate to get.

Brian Tellis,
Founder & Group CEO,
Fountainhead MKTG



“
An oasis in the
desert! A place to
learn in a special
environment! Great
being here.
All the Best!

Roshan Abbas,
Founder, Kommune India



Meher Castelino,
Fashion Journalist
& Consultant



Pradeep Guha,
MD, 9X Media Pvt. Ltd.

Thomas Abraham

Co-Founder, Sportz Network; Editorial Director, SportzPower

Tony D'Silva

Managing Partner & Business Consulting, Azendor Consulting Pvt. Ltd.

Tuhin Mishra

Managing Director & Co-Founder, Baseline Ventures

Usha Batra

Vaibhav Kumaresh

Animation Filmmaker; Founder & Director, Vaibhav Studios

Vinit Karnik

Business Head – Entertainment Sports and Partnerships,
GroupM Media India Pvt. Ltd.

Vipin Nambiar

Founder, EMURGE

Vivek Bahl

Former Chief Creative Director, Sony Entertainment Television

Vivek Bhargava

Co-founder, Profitwheel

Vivek Singh

Joint Managing Director, Procam International Private Limited

Zubin Driver

CEO, Pundalik

VIRTUAL REALITY & EMERGING MEDIA ADVISORY BOARD

Arvind Neelakantan

Tech Evangelist, Epic Games

Chris Bobotis

Former Director - Immersive, Adobe

Lewis Smithingham

Director of Creative Solutions, Media.Monks

Quentin Staes-Polet

Director, Unreal Engine EMEA, India, ASEAN, Epic Games

Ravindra Velhal

Global Content Technology & Policy Strategist, Intel VR

GOVERNING COUNCIL

Anand Mahindra

Chairman, Governing Council, WWI;
Chairman, Mahindra Group

Anil Harish

Partner, DM Harish & Co.

Ashok Mishra

Former Director, IIT Powai;
President, IIT Alumni Centre, Bangaluru

Kiran Karnik

Former President, NASSCOM

Pradip Shah

Chairman, IndAsia Fund Advisors Pvt. Ltd.

Purnendu Chatterjee

Founder & Chairman, The Hatterjee Group (TCG)

INTERNATIONAL ADVISORY BOARD

Alexandre Jenny

Chief Executive Officer, SC Shoshin

Daniel Dubiecki

Academy Award Nominated Film Producer; Founder & CEO, The Allegiance Theater

Derek Wyatt

Former Member of Parliament, UK

Dr. Deepak Chopra

Founder, The Chopra Foundation

Dr. Raj Kanodia

Healthcare Professional

Graham Sack

Screenwriter, Director & Actor; Founder, Chronotope Films

Joan Vogelesang

Managing Consultant and Former President & CEO, Toon Boom Animation Inc.

Kanwal Rekhi

Managing Director, Inventus Capital Partners

Padma Shri Lord Bhiku Parekh

Political Theorist & Labour Member of the House of Lords, UK

Parminder Vir (OBE)

Co- Founder, Support4AfricaSMEs;
Film Producer & Former CEO, Tony Elumelu Foundation (TEF)

Sandy Climan

American Film Producer; Founder & President, Entertainment Media Ventures, Inc.;
Senior Advisor, Lazard Global Communications, Media & Tech. Group

Sir Martin Sorrell

Executive Chairman, S4 Capital Group; Senior Monk, MediaMonks

Sunil Thankamushy

Game Director, Magical I Am

Trevor Griffiths

Dramatist & Photographer, UK and Director, Trevor Griffiths

“

Whistling Woods International is the new world, one of the institutions that will ensure India's safe passage into the future.

Anand Mahindra
Chairman, Governing Council, WWI;
Chairman, Mahindra Group



“

An institution is less defined by its land and buildings that it creates - but more, far more by the quality of minds, hearts and passion it can create in its students. This institution must survive and prosper.

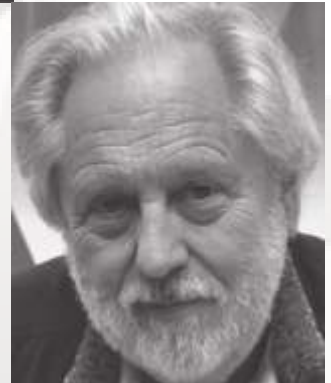
Shekhar Kapur,
Actor & Filmmaker



“

I must have visited about 50 or more film schools around the world. This is the right film school at the right place at the right time!

Lord David Puttnam,
Academy Award-winning Producer



“

At this amazing institute, the foundation course enables animators to attain a high level of visual literacy, and to have access to other aspects of filmmaking including the rich tradition of story-telling and cinematography in particular.

Shelley Page,
Key Talent & Artist Liaison, Locksmith Animation; Former International Animation Talent Consultant, Pearl Studio; Former Head - International Outreach, Dreamworks Animation



FACILITIES & RESOURCES

The sprawling campus is fitted with top-of-the-line equipment in well maintained & designated areas. This ensures that students imbibe the academic and tactical aspects of their curriculum.

TECHNICAL RESOURCES AND CAMPUS FACILITIES

WWI has top-of-the-line technological resources to ensure that students learn on equipment that is relevant to today's film & media industry.

- 250 seater theatre with surround sound and 4K DCP projector
- 40' x 60" Television Studio, 30' height, air-conditioned with fully automated lighting grid
- 40' x 60' Film Studio, 30' height, air- conditioned with catwalks
- 33' x 64' Multi-purpose studio, air- conditioned with catwalks
- RED Digital Cinema 8k Cameras
- Sony FX9, FS7, FS5 cameras
- Sony & Canon DSLR cameras (A7Sii, A7Siii, RC6, MkIII, MkIV and others)
- Dolby Digital Film Surround Mix Studio
- Music Recording Studio
- 6 DAW Suites
- 1 ADR Suite
- Location Sound Recording Equipment
- Editing - 3 Specialised Edit Labs
- Editing - 12 Edit Suites 4k ready
- Multipurpose Computer Labs for Editing, Design, etc - 4 labs including the FoxConn Media Lab
- Animation, Gaming, Comics & VFX Labs - 1 Workstation per student with Maya, Houdini, ToonBoom, Flash, Photoshop, Maya, Z-Brush, Maya, Nuke, PF Track, Particle Illusion, Boujou, Silhouette & Adobe After Effects, Real Flow, PT Gui, Mocha Pro, Image Modeler and others
- Fashion - Apparel Construction Room with Brother & FDM Branded Sewing Machines
- Fashion - Pattern Making & Cutting Room
- Fashion - Grooming & Draping Room
- Music Production & Composition Rooms - 3 rooms with Digital Pianos, MIDI Controllers & music instruments
- 40 Classrooms - Acoustically Panelled with Projection & Audio Systems
- 3 Foundation Lecture Halls
- 9 Workshop Rooms
- 5 Acting & Dance/Yoga Studios
- Theatrical Make-up & Costume Rooms
- Prop & Costume Storage
- Film, Text & Periodical library

- Gymnasium
- Cafeteria
- ATM

SPECIALISED M&E TECHNOLOGY INNOVATION, RESEARCH & DEVELOPMENT LABS

WWI SONY MEDIA TECHNOLOGY CENTRE

- Sony CineAlta Venice 2, Venice 1, F65 & F55 6k/4K High-Speed HDR HD Digital Cinematography cameras
- DaVinci Resolve colour-grading workstation

WWI EMERGING MEDIA LAB & WWI JIO VIRTUAL REALITY LAB

- On Set Virtual Production Studio – greenbox studio with dynamic lighting control, Unreal integration, Ultimatte keyer and object-camera-motion tracking.
- Volumetric Capture Hardware & Software workflow with Azure Kinect Sensors
- Photogrammetry Workflow pipeline
- Insta360Pro2 6k 360 VR camera system
- Kandao Obsidian S 6k high speed 360 VR camera system
- Multiple other 360 deg camera systems
- High-end Workstations including graphic cards for operating all of the above
- Mistika VR for post-process workflow
- Audioease plugin for ProTools for 360 Spatial Sound
- DearVR plugin for ProTools for 360 Spatial Sound

INNOVATION & TECHNOLOGY

WWI always strive to give our students the latest & best when it comes to technology, often times before the industry has it. This is a key factor that has caused WWI alumni to be so heavily recruited by the industry.

Over the past 16 years, there are several pioneering technologies and workflows, which WWI, in partnership with several tech giants, has introduced to the Indian Film & Media industry. Some of these partnerships have also resulted in WWI setting up Technology Innovation & Development Labs on campus:

In 2022, WWI entered into several Development & Innovation Partnerships with global Emerging Media Technology brands, the 2 key of them being Epic Games (Unreal Engine) and Disguise (a platform that enables designers and technologists to create and deliver spectacular live visual immersive experiences)

In addition to the above, WWI also has extremely valuable technology partnerships with several other global tech giants in the Film & Media space. The list, while being long, is also ever-growing...

2020

WWI Emerging Media Lab (2020-present): In order to undertake Research & Workflow Development in the areas of Virtual Production – both On-Set Virtual Production and In-Camera VFX and its associated workflows of Volumetric Capture, Photogrammetry and camera/motion tracking, WWI has set up its latest venture — the WWI Emerging Media Lab which continues to work in these areas with a goal of reimagining the filmmaking & content creation workflow for the future.

2018

WWI Jio VR Lab (2018-present): WWI and Reliance Jio partnered to set up a Virtual Reality Lab aimed at creating the first generation of Cinematic VR filmmakers from India. The Lab has already accomplished its primary goal of preparing a curriculum for Cinematic Virtual Reality and the same is currently being taught to all WWI students and the industry at large.

2016

Foxconn Media Lab (2016-present): To expand the scope of WWI's education in creation of digital content for UGC (User Generated Content) platforms, FoxConn endowed a Media Lab at WWI.

2015

REducation Centre (2015-present): Red Digital Cinema partnered with WWI to set up Asia's first Red Education platform. Under the same, not only has RED Digital Cinema equipped the WWI campus with its latest DSMC2 Cameras under the Monstro 8k, Helium 8K & Dragon 6K product range, but expert trainers from Red continually conduct workshops to ensure that WWI students are the best that can be on Red products.

YouTube Space Mumbai (2015-2019): To ensure that WWI students' education is well informed with respect to content creation for digital platforms, WWI & Google partnered to set up the YouTube Space & YouTube Educator Lab. The goal of the lab was to mainstream the education of content creation, audience development & monetisation of digital content in India.

2011

Sony Media Technology Centre (2011-present): Sony, having recognised WWI as a leader in the media education sector decided to partner with us to set up its 3rd global Sony Media Technology Centre (SMTC). The SMTC at WWI focuses on new and emerging technologies and workflows in the Media & Entertainment industry. Apart from equipping the campus with its latest equipment, hardware & workflows, Sony also stations their global subject matter experts on campus from whom WWI management, faculty and students learn a great deal.



**CHAITANYA
CHINCHLIKAR**
Vice President &
Chief Technology Officer

“

Ever since its setup in 2006, Whistling Woods International's goal has been to be ahead of the industry, when it comes to technology. We have also kept a close eye on upcoming tech innovations and have taken the extra step to become both early adopters and in most cases, contributors to the development of such technological innovation, in India.

MASTERCLASSES

Whistling Woods International believes in giving hands-on knowledge to its students. Besides having faculty with profound industry experience, the institute organises masterclasses and invites industry experts from the media industry every week for the students of BBA in Media & Communication & MBA in Media & Entertainment. These industry experts have expertise in Advertising, Public Relations, Audio-Visual, Journalism and likewise of the Media & Communication industry. Eminent personalities like Siddhant Mazumdar; Rajesh Singh; Rohit Ved Prakash; Anaya Mohanty; Amit Doshi; Valerie Pinto; Aparna Purohit ; Vaishali Sharma; Akshay Gurnani; Vanita Kohli Khandekar; Neeraj Pandey; Malini Agarwal; Sabbas Joseph; Romil Ramgarhia; Niteen Bhagwat; Sonal Dabral; Shekhar Purohit; Roshan Abbas; Mandovi Menon and Varsha Patra; Anupam Kher; Kamal Haasan; Shashank Khaitan; Ayan Mukherjee; Rohit Shetty; and many more have come and interacted with the students and answered their questions about the respective subjects. Besides interaction with students, they also shared interesting snippets of their experience in the industry and in a way have given out tips for crisis management, understanding a brand and its personality and the key qualities needed to excel in the industry and see themselves as an accomplished professionals in the approaching years. As an institute of international standards, we ensure that our curriculum combines theoretical, practical and industry interface for the students. Through the masterclasses, students gain immensely from the practical exposure extended by the industry stalwarts. With every masterclass, students leave with a richer experience and important insights of what is needed to excel in a particular job or role.

Sonam Nair

Masaba Masaba Season 2

Karan Johar

Ae Dil Hai Mushkil

Shashank Khaitan

Badrinath Ki Dulhania

Nikhil Advani, Abhay Pannu

Rocket Boys

Nandita Das

Manto

Malini Agarwal, a.k.a. Miss Malini

Miss Malini Entertainment Pvt. Ltd.

Vikrant Pawar

Dahan: Raakan Ka Rahasya

Rohit Shetty

Simmba

Niteen Bhagwat

FCB Interface

Ali Abbas Zafar

Sultan

Mandovi Menon, Varsha Patra

Homegrown

Akshay Gurnani

Schbang

Nagraj Manjule, Nitin Keni

Sairat

Anupam Chaturvedi

Adfactors PR Pvt. Ltd.

Kunal Jeswani

Ogilvy India

Nitesh Tiwari

Dangal

Nishikant Kamat, Shriya Saran

Drishyam

Siddharth Anand Kumar

Saregama India

Vanita Kohli Khandekar

Business Standard

Neeraj Pandey

Special Ops

Siddhant Mazumdar

Mediabrand's Content Studio

Rajesh Singh

Shobiz Experiential Communications Pvt. Ltd

Rohit Ved Prakash

Netflix India Originals

Anaya Mohanty

Endemol Shine Group

Amit Doshi

IVM Podcast at Pratilipi

Valerie Pinto

Weber Shandwick

Aparna Purohit

Prime Video (AMAZON)

Vaishali Sharma

Sony Sab and Hindi Movie Cluster

TRAINEE INITIATIVES

SPOTLIGHT NEWSLETTER

The Dept. of Media & Communication has launched a monthly newsletter led by the students under the guidance of faculty members. The departmental magazine consists of articles, opinions and photographs submitted by the students. The monthly newsletter was initiated with an aim to build writing and creative skills of the students. It provides a platform for them to connect with other students and encourage healthy communication of varied opinions and ideas. The newsletter acts as a showcase of the events and happenings on the campus. The content is researched, written and edited by the students themselves, thus making it a wholly student initiative.

WWI TV

Television took over the radio with its magnificent ability of broadcasting images. At WWI, TV Production is one of the key areas in which students are trained. With WWI TV, the students put all their academic learning in TV Production into practice and launched their very own WWI TV. Scripting, shooting, editing, anchoring and marketing of this channel is all undertaken by the students themselves.

CELEBRATE CINEMA

Conceptualised by Whistling Woods International (WWI) in the year 2012, Celebrate Cinema was an idea to pay tribute to the 'Indian Cinema' that was entering into its centennial year. To mark the centenary of Indian Cinema, WWI spearheaded the grandest celebration with 'Cinema 100'. Since then, we have specially dedicated 2-3 days every year to put forth the grandest history and magnificent advancements of Indian Cinema for all the cine lovers, enthusiasts, and aspirants, through 'Celebrate Cinema'.

It is an action-packed 3-day event in the world of Indian Cinema, Media & Entertainment, Animation & Game Design, Fashion & Costume Design, Visual Communication Design and Event Management. It is a platform to learn and interact with the best of the industry experts and learn about the artistic, technical, and commercial aspects of the Media & Entertainment industry. An open-to-all event for all cinema lovers and enthusiasts, aspiring filmmakers, media, fashion, and design professionals, where one gets the opportunity to attend workshops, screenings, various contests, and celebrity panel discussions. This high profile media event is planned and executed by Whistling Woods International trainees.

BLOG & PODCAST

Whistles and Echoes is the official blog of the WWI Dept. of Media & Communication. A first-of-its-kind venture, it's a platform that's been completely designed by the students and for the students. The blog covers film, TV, web, and all content genres as well as technology, current affairs, politics and culture in the form of written articles, photo essays and video & audio content.

Goonj is Whistles and Echoes' flagship bi-weekly podcast. The podcast is an integral part of the college blog, as an aural segment of the same. Goonj features short audio plays written, edited and voiced by students with gripping tales to tell. The platform tells compelling fictional stories in an immersive way, and hosts discussions covering the best in music, movies, and media. Goonj is now on spotify and was the 2nd most heard audio fiction in 2021.
<https://whistlesandechoes.com/>

PHOTOGRAPHY EXHIBITION

Through the course of their learning, the students of the Dept. of Media & Communication present the photographs they took at their photo-walks. First exhibited at Celebrate Cinema 2019, each photograph represents a unique perspective and makes anyone walking past them take a second to observe the same.

DOCUMENTARY WORKSHOP

The final year students of the Dept. of Media & Communication participate in a stimulating and creative 2-week, Documentary workshop as part of their curriculum. The workshop encompasses a wide variety of aspects of the non-fiction world. Students understand the importance and relevance of a documentary style film and how it is more than just a storytelling instrument. The workshop helps them gain perspective of the diverse styles of creating a documentary. The second week of the workshop involves students making documentaries of their own and see them apply the theory they learn. From the brainstorming of ideas, to visualising their story on paper, to actual shooting and finally taking it to the edit table, the workshop proves to be demanding yet inspiring. The end of the workshop witnesses students display their creations and leave with a heartfelt of lessons and changed perspective.

TRAINEE PARTICIPATIONS

MAMI

The MAMI Mumbai Film Festival takes place every year in the month of October. It is the foremost film festival in India and attracts a massive footfall over the 8 days that it is conducted. It is extremely popular amongst cinema lovers, film students, directors, writers, producers etc. and showcases a plethora of movies from all around the world. Since the last few years, students of WWI have had the opportunity to intern/work at MAMI and every year our students strive very hard to make MAMI successful and hassle-free. Our students fill out various job roles in departments such as Hospitality, International Jury, India Gold Jury, Dimensions Jury etc. and are even inducted as a part of the crew. It is a great opportunity for our students to be exposed to several renowned film and media personalities and interact with them. All in all, it is a memorable learning experience for our students.

FRAMES

The Entertainment Division of the Federation of Indian Chambers of Commerce & Industry (FICCI) hosts the Asia's largest global convention on business of the Media & Entertainment industry. It is an enriching 3-day event that includes focused sessions, interviews and creative workshops. It focuses on all facets of the Media & Entertainment industry including Films, Broadcast (TV & Radio), Digital Entertainment, Animation, Gaming, Visual Effects etc. The FICCI Frames is addressed by eminent personalities from all over the world, who share their knowledge and experiences with the audience. The FICCI Best Animated Frames Awards are also conducted to motivate the Indian Animation industry. The students of Dept. of Media & Communication are encouraged to attend this convention in order to get exposure to the brightest minds in the business of Media & Entertainment industry, which is essentially a part of their future. The students explore the exhibition and marketplace set up that displays new ideas and technologies. It is a very fulfilling experience for the students, who get immense knowledge about the operation of this industry.

MIFF (MUMBAI INTERNATIONAL FILM FESTIVAL)

The Film Division of Ministry of Information & Broadcast yearly organises MIFF Mumbai International Film Festival for Documentary, Short and Animation Films. A prevalent film festival hosted at NCPA Theatre running exclusively for 7 days attracts the film fraternity (Documentary makers and lovers, film students and media). MIFF has sessions of film discussion and promotional work of cinema programmed. 'Good Pitch' is one of the popular interactive sessions. It has screenings of various genres lined up displaying work from all over the world. The students of WWI work in departments of Hospitality, Technical, Hosts, Closed Workshop Organisers and Volunteers at the Film Man. The interns get an opportunity to interact with media professionals and film persona.

YOUTH FOR HUMAN RIGHTS

The Youth for Human Rights organisation, a prominent wing under the UN gives lectures to students of the Dept. of Media & Communication. The session stresses on the importance of the 30 Human Rights as under the law and how these human rights are overlooked by the common man because of his negligence about them. A few short films are also shown on human rights and the students are asked to make short films for a competition organised by them. The winning film is showcased at the UN headquarters in New York. This competition garners many eye balls. The student teams get an opportunity to make short films on the same.

THE GOOD PITCH 2 INDIA

The Good Pitch 2 India is a satellite event organised and run independently by the Indian Documentary Foundation (in association with the Kerala State Chalchitra Academy & Films Division, GoI). This event brings together documentary filmmakers with foundations, NGOs, policy makers and media relating to the social and environmental issues and steps in as a platform to bring them together as partners for their mutual good and the good of the society. The students of Whistling Woods International work as a part of the production and hospitality team. Being a part of this event, the students are exposed to the organising of an internationally-rooted event.

ALUMNI SPEAK

NAKUL ANAND, Times Television Network

Like every student I had joined Whistling Woods International with a lot of hope, always wanting to get into the media industry and Whistling Woods International sounded like an apt choice. In these two years, my knowledge has not only expanded but I have also got an in-hand experience of how the media industry works, learning a lot through experienced faculty, guest interactions during masterclasses and project work. Also, during the two months of my internship I got to learn a lot about the media industry. WWI has not only helped me in shaping my future but also expand my knowledge in every field. The placement team has been generous enough to understand my needs about how I see my future and guided me accordingly. Their support has been exceptional during the placement period.

DISHA VACHHER, Matter Advisor

Media is such a vast and rapidly changing space. To make a career in it can often dissuade young people from pursuing the field. The guiding light for me was Whistling Woods International that not only helped me make sense of the media business in almost its entirety, but also equipped me with the skills required to tackle the field. The networks that I built and the mentoring I got from the institute will be useful throughout my career, which is invaluable. The placement cell took time to understand my strengths and presented me with opportunities that played on them. Whistling Woods International has helped me realise that I can achieve great things in this field and that I always have strong mentors who have my back.

PRIYAL GALA, Nadiadwala Grandsons Entertainment

Whistling Woods International is an institution where creative minds from across the world get a chance to come together under one roof to explore new ideas and innovations in the field of Media & Entertainment. It's been a wonderful 2-year journey with the institute where I have gained practical as well as the theoretical knowledge. The faculty here have been great mentors and have always supported and guided me in all my career moves. It's a home away from home.

NIDHI CHAUHAN, MSL Group

Life at WWI has been a different experience. While different subjects throughout the tenure helped in understanding the industry, the semesterly based internship brought the industry closer. Our professor's commendable industry experience has been a lens which made the subjects more engaging. Apart from the theory subjects, practical subjects have given a chance to take a deeper understanding of filmmaking, photography, theatre and more. Everyone at Whistling Woods International, from professors to staff to alumnus have been a great source of help and network which has helped in latter stages of college life.

ACHINTYA SINGH, Matter Advisor

Often when an outsider thinks of stepping into an industry as uncertain, evolving and flashy as media & entertainment, the initial question that arises is “How do we get there?” I was no different and the answer to this was WWI. Whistling Woods International has been of significant help to me in laying an accurate foundation for my career. It has provided the right opportunities at the best possible time. Not only does WWI provides us with first-hand exposure but teaches us to be objective and liberal. Real life implications are something WWI instills in its students and provides its students context and ideologies. I would take this as an opportunity to thank all the faculties I associated with over the course of three years. The experiences they shared, lessons taught, and values endorsed made me to be industry-ready and I shall remain in their debts forever. On successfully securing a job at Matter Advisors as a content agent I have high gratitude and regards for the placement centre. Placement cell did not refrain from providing us with such wonderful opportunities even in times as critical as these. It is only due to the placement centre that I have seen little to no effect of Covid-19 pandemic outbreak on my career and immediate future, for which I shall always remain grateful. From mock interviews to the final coordination, Whistling Woods International and its placement centre did not leave any stone unturned.

SIDDHARTH SINGH, Adfactors PR

My time at WWI was full of fun and learning. The industry connect exposed me to the real mechanics of media and entertainment industry. With live projects and practical assignments, I was able to expand my horizons. I was always encouraged by the experience-rich faculty group which brought the best out of me on every occasion.

The placement committee always kept a tab of my interests and counselled me accordingly for my career choices. I made amazing friends at WWI and I'm so proud to be an alumnus of India's numero uno media and entertainment school.

ICCHA PRITI, Zirca

I am proud to say that I am a Whistling Woods alumnus. This institution has provided me with the necessary skills to enter the industry with confidence. The professors are incredibly enthusiastic about their work, and their guidance, objectivity, and constant encouragement helped me understand more, learn better, and think differently.

Another noteworthy aspect was that I always felt that my opinions were respected and valued, which encouraged me to think for myself. It made me feel empowered and inspired enough to pursue my chosen path. I am grateful to Whistling Woods and the placement cell for presenting opportunities and helping me prepare for the world ahead of me.

INDUSTRY INTERNSHIPS

The BBA and MBA students are encouraged to take up 6-8 weeks of industry internship in between their course during their summer break.

The BBA students take up an internship between the second and third year and the MBA students take up an internship between their first and the second year.

The Placement Cell including the faculty members help the students build their resume and identify roles they could intern in and source internships for them based on their preferences and interests.

The summer internship allows the students to apply their knowledge and skills acquired at the institute to the job and also helps them identify their strengths and areas of development.

The Placement Cell at the end of the internship also connects with the supervisors to take feedback on the student performance and check on the possibility of a Pre- Placement offer. This feedback is then shared with the student to help them work on the development areas and helps the student understand if they are best suited for the job role.

June 2022 saw over 60 students intern with organisations like DDB Mudra, Mccann, Reliance Jio Studios, Endemol Shine, Shoppers Stop, Zoo Media, Sound.com, EMCW, Boathouse Media, Contiloe Productions, Ogilvy, Believe music, Tata Trent, Zee Studios, Viral Fission, Shashisumeet Productions, Orange Elephant, MSL Group, Rainshine, Percept, and many others.

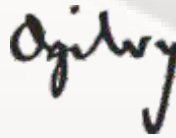
The students interned in areas of Marketing and Business Development, Client Servicing, Digital Marketing, Graphic Design, Copywriting, PR, Production, Advertising and Brand Management.

The internship really helped the students understand the organisation's work culture, how to manage time and deal with people, how to communicate effectively, the art of negotiation and also learn how to deal with pressure.

The industry internship helps the student be better prepared for the outside world and help acquire the skill sets required for a particular job.

PLACEMENTS & INTERNSHIPS





DEPT. OF MEDIA AND COMMUNICATION

MBA IN MEDIA & ENTERTAINMENT

Management Subjects

Managerial Economics
Marketing Management
Cost Accounting
Statistics For Management
Business Planning
Principles and Practices of Management
Organisational Behaviour
Financial Management

Business Environment
Entrepreneurship Development
Strategic Management
Accountancy
Introduction to Finance
Human Resource Management
Business Law
Dissertation

Media Subjects

Introduction to Media & Communication Theories
Introduction To PR and Advertising
Brand Management And Consumer Behaviour
Research
PR Management
Experiential Communication
Fiction Film Production
Film Distribution And Exhibition
Media And Entertainment PR
Writing For Screen
Integrated Marketing Communication

Advanced Media And Culture
Radio Production And Planning
Introduction To Journalism
Introduction To Documentary Filmmaking
Account Planning And Management
Digital Environment
Media Buying And Planning
Television Journalism
Writing For Media
Creative Advertising

BBA IN MEDIA & COMMUNICATION

Theatre Appreciation	English language
Global Politics	Fundamentals Of Management
Economics	Introduction To Communication Theory
Introduction To New media	Introduction To Advertising
Human Behavior: Biopsycho Social Perspective	Literature
Art History	Fundamentals Of Marketing
Radio Production And Programming	Media And Culture
Introduction To Event management	Introduction To Design Culture
Gender - Interdisciplinary Perspectives	Production Design
Fundamentals Of Organizational Behaviour	Basics Of Still Photography
Business law	PR And Corporate Communication
Principles Of Research	Basics Of Animation
Sociological And Anthropological Thoughts	HRM
Macro Economics	TV Production And Programming
Journalism	Creative Ad Design
Strategic Management	Business Environment And International Relations
Cost Accounting	Documentary
Digital Environment	Account Planning
Advanced PR	Content Writing
Corporate Governance	Entrepreneurship
Management Accounting	IMC
Business Of Cinema	Writing For Screen

BBA IN MEDIA & COMMUNICATION



AJEETA
UDHAAN

WORK EXPERIENCE

Endemol Shine India: Worked on Set Floor Management and managed properties as a Production Intern

F5 Advertainment: Coordinated with clients and assisted Event Production as an Intern

Keemaya Productions: Worked as an Assistant to the Creative Producer for an Ad Shoot Series

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AMRIT
KAKKAR

WORK EXPERIENCE

EventFAQs: Worked as an Artist Management Intern

Shoppers Stop: Worked as a Content Editing Intern

Netflix: Worked as Assistant Art Director Intern

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ARUSHI
SRIVASTAVA

WORK EXPERIENCE

Ifortis Worldwide: Worked as HR Trainee

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**ARYAN
WADHWA**

WORK EXPERIENCE

Ogilvy & Mather: Worked as a Copywriting Intern

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**ATHREYA
KOUSGI**

WORK EXPERIENCE

Believe Digital: Worked as Digital Marketeer

Road To Trail Club: Worked as Social Media Manager & Photographer

Whistles & Echoes: Worked in the Social Media Team

Professos: Worked as Video Content Head & Digital Marketeer

Donors Army: Worked as Video Editing Head

Goonj Podcast: Worked as Producer for Season 4

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**AVINASH
PATHAK**

WORK EXPERIENCE

Boathouse Media: Worked as a Production Coordinator

Keemaya Productions: Worked as a Production Coordinator

Wall and Trends: Handled the Promotional Event for the movie RRR

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**CHIRAG
MALIK**

WORK EXPERIENCE

EVENTFAQ's WOW Awards: Worked as a Production Assistant and worked on Pre-Production

Contiloe Productions: Worked as a Production Intern on T.V. show- "Mahayoddha Garud"

Short Film for Indian Film Festival: Worked as a Line Producer

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**DEVYANI
CHOUHAN**

WORK EXPERIENCE

Shopper's Stop: Worked as a Marketing intern

Goonj: Worked for Marketing of the podcast

Whistles and Echoes: Worked as a Blog writer

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LinkedIn ID: linkedin.com/in/devyani-chouhan-9a76b7206



**DHRUVI
SHAH**

WORK EXPERIENCE

Ogilvy: Worked in Client Servicing Department

Amit Enterprise: Worked in the operative department as a Personal Assistant

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LinkedIn ID: <https://www.linkedin.com/in/dhruvi-shah-9b06b8235>



HEEYA
MOMAYA

WORK EXPERIENCE

Bamboo Digitals: Worked as Content Writer and Strategy Intern

CM Realty: Worked as a Marketing and Sales Intern

Style Your Day: Worked in the digital department and was the Visual Coordinator for a few events

Iron Wolf 207: Worked in the Marketing Department and handled all collaborations of the fitness centre

I.I.M.U.N.: Headed the Social Media Department and organised inter-city student conferences

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JAANVI
AGARWAL

WORK EXPERIENCE

Endemol Shine India: Worked as a Production Intern

Gorilla Press: Worked as a Marketing & Design Intern

The Butterfly Effect: Worked as a Social Media Intern

Debasree Banerjee & Co.: Worked as a Social Media Intern

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LinkedIn ID: <https://www.linkedin.com/in/jaanviagarwal/>



KHUSHI
JAIN

WORK EXPERIENCE

Jio Creative Labs: Worked as a Production Intern for brands Prowees, Dhuni and Balaji Wafers

CONTACT DETAILS

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LinkedIn ID: <https://www.linkedin.com/in/khushi-jain-5b9b481ab>



KHUSHI
NAIR

WORK EXPERIENCE

Rainshine Entertainment: Worked as an Intern in the Content Department for the Production Company

PrepoPedia: Worked as a Content Writer for a Freelance Blogger

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MANVI
JAIN

WORK EXPERIENCE

McCann World-group: Worked as a Creative Art Direction & Planning Intern

Ahivira Ayurveda: Worked as a Product Designer

Whistles and Echoes: Worked as a Social Media Head

CONTACT DETAILS

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MANYA
MAHAJAN

WORK EXPERIENCE

Tata Trent- Westside: Worked as a Social Media Intern-Head of Influencer Management

Engineer's Cradle: Worked as Social Media Strategist- Team Lead for Twitter

Onepercent Club: Worked as Digital Marketing Intern

CONTACT DETAILS

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NANDINI
VERMA

WORK EXPERIENCE

Endemol Shine India: Worked as Assistant Daily Producer and Story Editor

RM Communications: Worked as a Marketing Consultant

Urban Yogini: Worked as Social Media Manager, Content Writer, Product Photographer, Website Designer and Manager

CONTACT DETAILS

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NANDINI
VYAS

WORK EXPERIENCE

Kokilaben Dhirubhai Ambani Hospital: Worked as a Human Resources Intern

CONTACT DETAILS

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NEELAM
JAT

WORK EXPERIENCE

Endemol Shine: Worked as a Development Intern

Student Magazine Spotlight: Worked as an Editor

Indian Documentary Foundation: Worked as an Intern and Assisted the CEO

KHWAB: Worked as Content Head

Whistles & Echoes: Worked as a Writer

CONTACT DETAILS

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**NIDHI
NAIR**

WORK EXPERIENCE

EndemolShine India: Worked on a reality show as a Production Intern

Good Pitch Local Deccan: Worked as an Event Intern

Assisted the CEO and Program Manager on various aspects of Production, Technical, Outreach, and General Communication for our GPLD virtual event

CONTACT DETAILS

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**NOVIN
DSOUZA**

WORK EXPERIENCE

Good Bad Films: Worked as Production Intern

Panorama Studios: Worked as Pre-production Intern

Hazel Knight Media and Entertainment: Worked as a Marketing and Social Media Intern

Aria Digital: Worked as a Content creator

CONTACT DETAILS

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**PARAM
BAKSHI**

WORK EXPERIENCE

Jio Creative Labs: Worked as a Production Intern and was involved in many Live Projects

Trident Marble: Worked as a Sales Intern and was trained to know the product and interact and educate the local customers

Ashman Foundation: Worked as a Marketing Sales Intern, pitched to people about the NGO

CONTACT DETAILS

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**POOJA
PURI**

WORK EXPERIENCE

Percept Limited: Worked as an Event Management Intern

Blue Apple Digimedia: Worked as a Production Intern

WOW Awards: Worked as an Event Management Intern

Leo Club: Worked on Conceptualizing and Executing Events (1 year)

CONTACT DETAILS

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**PRACHI
TIWARI**

WORK EXPERIENCE

Endemol Shine: Worked as a Production Intern, assisted in two Reality Shows

Laqshya Event Capital: Worked as a Production Intern for the company's music festival and handled the Box Office

CONTACT DETAILS

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**PRATHAMESH
NARKAR**

WORK EXPERIENCE

Creda: Worked as a Marketing Intern

Refined Eats: Worked as a Marketing Intern

McCann World Group: Worked as an Account Management Intern

Hindustan Times: Worked as a Marketing Intern

CONTACT DETAILS

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REET
CHHATWAL

WORK EXPERIENCE

Sparsh School for Special Needs Children, New Delhi, India: Worked with children having learning and mental disabilities

Fortis Hospital, New Delhi, India: Worked as an Intern in the Mental Health Department

The Good Pitch India: Assisted the CEO and programme manager in Production, Technical Outreach and Communication

Muskurahat Foundation: Worked as a fundraising Intern, Collected Rs 25,000

Kara Foundation: Worked with children with disabilities in the underprivileged areas

Indian Head Injury Foundation: Assisted Dr.Rajendra Prasad (Neuro and Spine Surgeon at Apollo Hospital)

Tata International: Worked on CSR strategies and creating Volunteering Programmes

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ROHAN
MISHRA

WORK EXPERIENCE

Jio Creative Labs: Worked as a Production Intern and a Freelance Production Assistant for a project

Illusionist Films: Worked as a Freelance Production Assistant

CONTACT DETAILS

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RUHI
KHANUJA

WORK EXPERIENCE

Zee Studios: Worked as a Creative Intern

Velvet Reign: Worked as a PR and Talent Management Intern

UNICEF: Working as a Youth-co Content Creator

CONTACT DETAILS

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SALONI
KIRAN OZA

WORK EXPERIENCE

Jio Creative Labs: Worked as a Casting Trainee and Production Assistant.

Participated in many shoots and also learnt Client Servicing

CONTACT DETAILS

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SASHA
KALAL

WORK EXPERIENCE

EMCW Solutions: Worked as Film Branding Marketing Executive

Shipsy: Worked as a Content Writer for the online Blog Technology Company

Digital Vigapan: Worked as a Social Media Manager and managed client's social media pages

CONTACT DETAILS

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SHREYA
HEDA

WORK EXPERIENCE

24 by 24 Events: Worked as an Event Manager

Melio: Worked as an Event Moderator

Vinee Ajmera: Worked as a Digital Marketing Executive

Hunarsource: Worked as a Client Servicing Manager and Talent Manager for events

Agrahyah Technology: Worked as an Event Manager

Pinetree events: Worked as a Talent Manager and Accountant

Event FAQs: Worked as a Freelance Event Manager

Showglitz: Worked as a Freelance Event Manager

CONTACT DETAILS

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SPOORTHY
KARTHIKEYAN

WORK EXPERIENCE

Shobiz Experiential: Interned in the Client Servicing Team and managed Vendor Coordination

Good Pitch Local: Worked with the Operations Team to coordinate Good Pitch's Virtual Event

Nucleya - On Tour Concert: Managed the box office and invitee database for the event

CONTACT DETAILS

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SUNISKA
SANTRA

WORK EXPERIENCE

Shoppers Stop Pvt Ltd: Worked as a Digital Marketer Intern

CONTACT DETAILS

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SWADHEEN
SHARMA

WORK EXPERIENCE

Sound.com: Worked as an Audio-visual Intern for hybrid, live, and online events

Gearhouse studios: Worked as an Assistant DOP for hybrid events and pre-recorded chroma shoots

Knitroot: Worked as a DOP for their social media and E-commerce content

CONTACT DETAILS

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UTKARSH
AGARWAL

WORK EXPERIENCE

DDB Mudra: Worked as an Art Intern

Good Pitch India 2021: Worked as an Intern overlooking aspects of Production, Technical, Outreach and General Communications

Girlup Kanpur: Worked as the Co-Founder & Head of PR. Leading a team of 30 people

Laqshya Event Capital: Worked as a Media Strategist and Content Curation Intern

AMCC: Worked as a Branding Consultant and a Creative Designer

CONTACT DETAILS

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VEDIKA
SUD

WORK EXPERIENCE

Hicthkey Weddings: Worked as a Social Media Marketing manager and Assistant Wedding Planner

Matchstix, Contiloe Production: Worked as an Assistant Production Designer, Conceptualized and Visualized the script to make the set appealing

CONTACT DETAILS

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MBA IN MEDIA & ENTERTAINMENT



**ABHISHEK
DUTTA**

WORK EXPERIENCE

Shashi Sumeet Productions Pvt Ltd.: Worked as a Production Intern

FANDRUM (Miles To Go Media Pvt Ltd.): Worked as a Digital Marketing and Content Curation Intern

SKS Traders (Importer & Distributor of Luxury Audio Systems): Worked full-time as a digital marketing expert, F2F & B2B Marketing as well as networking pan India

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**AKHYA
AGARWAL**

WORK EXPERIENCE

iDiva: Worked as a Social Media Marketing Intern

Zee Studios: Worked as a Creative Intern for a Marathi TV show

Bollywood Bubble: Worked as Content Writer

Airpay: Worked as a Marketing Intern

Prime News: Worked as a Hindi Content Writer

HumanOource: Worked as a Social Media Marketing Intern

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AYUSH
RUNGTA

WORK EXPERIENCE

Vision Sports Reconnect: Currently freelancing as a Sports Anchor

Ace of Pubs: Currently freelancing as a quiz host

Your-space: Worked as the Community Representative/Captain

Roposo: Worked as a Content Creator

Yellawe: Worked as a Client Servicing Executive

Edelweiss Broking Limited: Worked as a Marketing Intern

Intern Theory: Worked as a Sales Intern

CONTACT DETAILS

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BRINDA
R MANIAR

WORK EXPERIENCE

Jio Creative Labs, Mumbai: Worked as a DOP intern and assisted the DOP for various shoots

Pink Lemonade Communications, Bangalore: Worked as Client Servicing Intern as a mentee of an Account Manager handling multiple clients

Times Of India, Bangalore: Worked as Photojournalist in the Editorial department and covered numerous news stories

CONTACT DETAILS

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CHARVI
SINGHAL

WORK EXPERIENCE

Cupshup - Lets Brew Innovation: Worked as a Client Servicing Intern and handled daily communications amongst departments and external clients

CONTACT DETAILS

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GULISHA
MEHTA

WORK EXPERIENCE

Zee Studios: Worked as a Creative Intern for a Marathi TV show

Lil pinwheel: Worked as Digital Marketing Intern

Team Anonymous: Worked as a Marketing Researcher Intern

Mindbiz: Worked as a Public Relation Intern

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ISHA
KADAM

WORK EXPERIENCE

Orange Elephant: Worked as Production Assistant Intern

CONTACT DETAILS

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NITISHA
MEHTA

WORK EXPERIENCE

MSL (Publicis Groupe), Mumbai: Interned as a PR Executive and worked for various renowned brands

CONTACT DETAILS

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RADHIKA
LONDHE

WORK EXPERIENCE

Shashi Sumeet Productions: Worked as a Production Assistant Intern for a Television Series

Out Of the Box Solutions: Worked as a Content Writer for websites and social media accounts

Centre for Social and Behaviour Change (CSBC) and UNICEF

CONTACT DETAILS

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SHIVANI
N DAMLE

WORK EXPERIENCE

McCann Worldgroup: Worked as a Creative Copywriting Intern and assisted in developing strategies for campaigns

FoodLife: Worked as an Audio-Visual Content Creator for YouTube videos and Social Media Campaigns

Sarang Global Tours: Worked as a Social Media Intern

CONTACT DETAILS

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SNEHA
MALL

WORK EXPERIENCE

TVF: Worked as an Assistant Director

Lucifer Circus: Worked as an Assistant Director

Worked as a Production Designer

CONTACT DETAILS

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SREE
KRISHNA B.P

WORK EXPERIENCE

Orange Elephant India: Worked as an Assistant Direction Intern for digital advertisement and a short-film

Boat House Media: Worked as an Assistant Direction Intern for digital advertisements

CONTACT DETAILS

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SREYA
NEWATIA

WORK EXPERIENCE

Boat House Media: Worked as an Assistant Director

Ogilvy India: Worked as an Art and Client Servicing Intern

Freelancer: Content Creation and Collaborations

CONTACT DETAILS

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VASUDHA
DHANDA

WORK EXPERIENCE

Boathouse Media: Worked as a Direction and Production Intern

Unverbalise: Worked as Operations Manager

Snapchat India: Worked as Student Representative and Campus Ambassador

Grapevine India: Worked as Student Representative and Campus Ambassador

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BATCH OF 2023



BBA IN MEDIA & COMMUNICATION



MBA IN MEDIA & ENTERTAINMENT



PLACEMENT PROCEDURE AT WHISTLING WOODS INTERNATIONAL

CAREER RESOURCE CENTRE AT WWI

The Placement team at Whistling Woods International comprises the Career Resource Centre (CRC), faculty and student representatives. A Placement committee is selected from the students. The students and CRC undertake and manage the activities of Summer Internship and Campus Recruitment. They correspond with prospective employers, arrange pre-placement talks, group discussions and personal interviews on campus and provide all the facilities required by the companies to make the placement process as smooth as possible.

The Faculty and the Placement Cell invite industry experts for Seminar/Masterclass with students to give them relevant industry exposure and understand the working of an organisation, their work culture and expectations from candidates specific to a role. This is one way to make our students industry-ready.

The Placement Process

The placement process for the students starts with a Placement Preparatory Programme (PPP). The PPP for the students starts when they are in the second semester and waiting to take up a summer internship. The students go through a CV making session and session to groom them to face an interview, how to dress for an interview and so on. Once the students return from the internship and have some industry exposure, the CRC connects with their supervisors to get feedback on their performance during the internship. The feedback is then shared with the students. The possibility of a pre-placement offer is also discussed during this time. The last 2 semesters are when the students go through several rounds of group discussion and personal interviews to understand the role they are best suited for and prepare them to face interviews. The campus hiring process for them starts towards the end of the 3rd semester until the end of their final semester. The campus hiring process consists of 2 stages:

The Pre-Placement Talk and Recruitment Process

- The company conducts a Pre-Placement talk
- The resumes of interested students are collected by the CRC and sent to the company
- The company sends a list of shortlisted students (if applicable)
- The company and students will be informed by the CRC regarding the day on which the interviews will be conducted
- Selected student list is then provided by the company to the CRC. The CRC will communicate with the shortlisted students on further process

The Pre-Placement Talk

A brief session is conducted by the company, on campus, to inform the students about the organisation. Companies are encouraged to give pre-placement talks well before the recruitment process begins. This aids the student in making an informed decision about the organisation.

Ideally, the PPT must include:

- Company profile
- Projects on offer
- Compensation details
- Possible number of openings

The Recruitment Process

We would request the company to inform about the recruitment process to be followed well in advance.

- Method of Recruitment (Preliminary test, Group discussion, Case interview, Personal/Group interview etc)
- Number of GD rounds and group size
- Number of interview rounds
- Approximate duration

Whistling Woods International

INSTITUTE OF FILM, COMMUNICATION & CREATIVE ARTS



PLACEMENT TEAM CONTACT DETAILS

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DO WHAT YOU LOVE

Choose a job you love, & you will never have to work a day in your life {Confucius}