

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

~ 6TH FICCI HIGHER EDUCATION EXCELLENCE AWARDS 2019

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

RGNIYD

3700 +

Alumni in Film & Media Industry



3rd Global SONY MEDIA TECHNOLOGY CENTRE



5.5 Acre Campus 1300+ Students

4 Schools

SCHOOL OF FILMMAKING

CINEMATOGRAPHY

DIRECTION

EDITING

PRODUCING

PRODUCTION DESIGN

SCREENWRITING

SOUND RECORDING & DESIGN

VFX

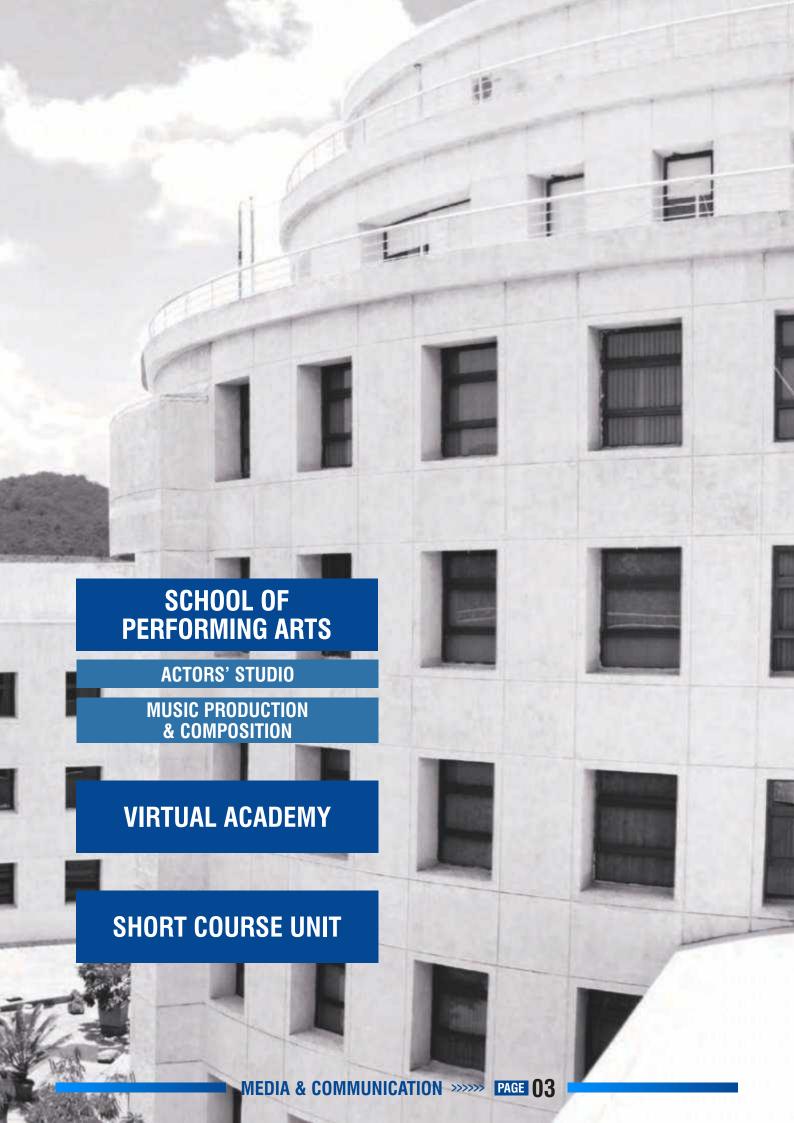
SCHOOL OF MEDIA COMMUNICATION & MANAGEMENT

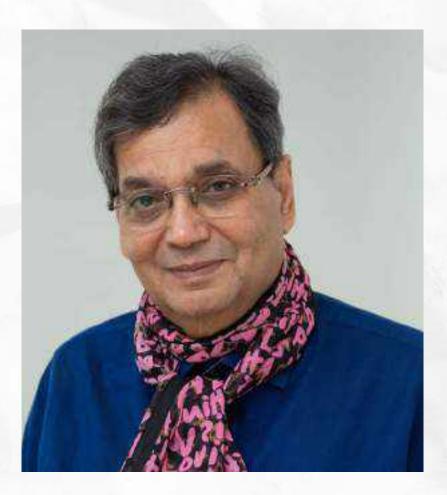
SCHOOL OF CREATIVE ARTS

ANIMATION & GAME DESIGN

FASHION DESIGN

VISUAL COMMUNICATION DESIGN





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 and endeavour to give our students more. And then we expect more of them. Our students spend a lot more time on campus, handle the most cutting-edge technology possible, do many more assignments, interact with several 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

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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."

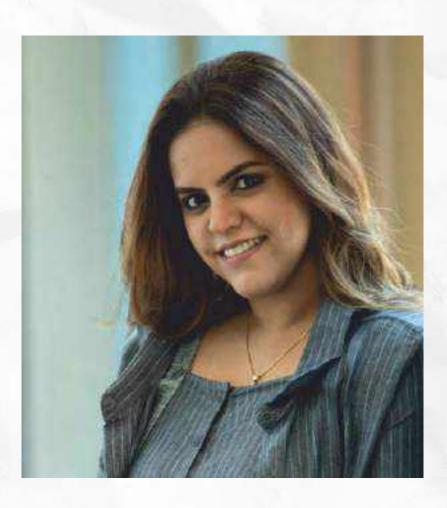
This impact has been engineered through constituting a stellar faculty body – both knowledgeable & progressive, multiple technology-led development labs on campus and a strong connect with the commercial Media & Entertainment (M&E) industry.

When students' education is bolstered by organisations like Sony, Apple, RED, Google, Adobe, Avid, HP, Reliance Jio, etc., who work with WWI 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 digital content creator, 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 all 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 opens 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 professionals. As 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.

While the last few years were tough for the Media & Entertainment industry, our students have thrived in their respective roles and domains. Their transition from

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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 3700 + 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.

Our Media & Communication alumni are working at renowned organisations namely Endemol Shine; Supari Studios; RKSwamy BBDO; Contract Advertising; Schbang; Yuva Originals; 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; Mid-Day; Collective Artists Network; Morgan Stanley; Prime Focus; Nadiadwala Grandsons Entertainment; Balaji Telefilms: Condé Nast India: 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; Hungama Digital Services; Group M; Carnival Cinemas; Arré; Social Panga; Blue Ocean IMC; Buffalo Soldiers; Lionsgate; Dharma Cornerstone Agency; Tulsea; Shemaroo Entertainment; Foxymoron; Think Events: Spotlight XD and this list grows every semester.

Prominent projects our alumni have been part of recently, includes Rocky aur Rani ki Prem Kahaani; Jubilee; Fukrey 3; Sukhee; Hu Ane Tu; Jawan; Ghoomer; Akelli; Satyaprem Ki Katha; I Love You; Fast X; OMG 2; Gulmohar; Tu Jhoothi Main Makkaar; Pathaan; Mission Majnu; Govinda Naam Mera; Drishyam 2; Dobaaraa; Darlings; Brahmastra: Part 1 Shiva; Mission Majnu; Goodbye; Maja Ma; Phone Bhoot; Sooryavanshi; Meenakshi Sundareshwar; 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 Sweety; Raazi; Veere Di Wedding; Sanju; Dhadak; Love Sonia; Manto; Gujjubhai Most Wanted; Badrinath Ki Dulhania; Baahubali 2: The Conclusion; Dear Zindagi; Lipstick Under My Burkha; M.S. Dhoni: The Untold Story; Titli; Angry Indian Goddesses; Baby; Bey Yaar; Gujjubhai the Great; Kung Fu Panda; The Amazing Spiderman; Black Panther; Ant-Man and the Wasp: Quantumania; Avengers: Infinity War amongst many others.

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Also our alumni have worked on web series like Bambai Meri Jaan; The Night Manager (Season 1 and 2); Made in Heaven (Season 1 and 2); Dahaad; Mismatched (Season 2); Crash Course; Delhi Crime (Season 2); Inside Edge; Bandish Bandits; Four More Shots; Call My Agent; Masaba Masaba (Season 1 and 2); Mirzapur; Criminal Justice; Sacred Games 2; Damaged; Ghoul and many more.

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 and 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 & Virtual Production; 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, 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

Director - Academics, Whistling Woods International

MESSAGE FROM

THE DIRECTOR - 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 fundamental approach indeed and Whistling Woods International's Dept. of Media & Communication follows this pedagogy with its Bachelor of Business Administration (BBA) in Media & Communication & Master of Business Administration (MBA) in Media & Entertainment but takes it to another level. Our programmes allow the

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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. All our classes are taught by industry practitioners and this brings a practical insight to students within the framework of applied theoretical learning.

If I outline what makes our programmes and our graduates unique from the many other aspirants attempting to enter the world of work 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. In addition we have a leading Animation and Game Design school, a growing Fashion and Visual Communication Design school as well as courses in Music and Acting. This allows our Media & Communication students to take advantage of an interdisciplinary tapestry and learn from the best faculty across a broad range of subjects and expertise.

As mentioned, all our lecturers are made up of industry professionals and they impart upto-date and practical know-how to students as well as provide them with the theory to build a strong base of knowledge. This is done through class lectures, guest interactions and masterclasses, symposiums, panel discussions, industry and site visits as well as many events that students ideate, execute and promote. It's a fulfilling and robust way of showing students what and how to do something and then letting them do it to see for themselves and get appropriate feedback to build on the experiential learning.

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 other schools at Whistling Woods International what our BBA and MBA 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.

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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

Anita Vallala: Film & Entertainment PR Faculty, Media & Communication

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

Deepanjan Roy: Screenwriting Faculty, Media & Communication

Jasbinder Singh: 2D & Creative Head - Animation

Jateen Rajput: HOD, Event Management Jaydev Dhakan: HOD, Game Design

Jewellyn Alvares: HOD, Fashion Design

Krishhnamurthy: Senior Faculty, Cinematography

Kshitiz Sharma: HOD, VFX

Laili Dutta: HOD, Media & Communication and Sports & Esports Management

Mandar Deshpande: HOD, Music

Manisha Rajadhyaksha: Management Faculty, Media & Communication

Milind Dedhia: Management Faculty, Media & Communication

Milindo Taid: HOD, Visual Communication Design

Oorvazi Irani: HOD, Actors' Studio

Prashant Naik: HOD, Editing Rabiya Nazki: HOD, Producing Rahul Puri: Director, Academics

Rajesh Parmar: Senior Faculty, Editing

Rakesh Ranjan: Senior Faculty, Sound Recording & Design

Ravi Gupta: Dean

Sabyasachi Bose: HOD, Production Design

Sarabpreet Kaur Bedi: Integrated Marketing Communications Faculty, Media & Communication

Sudipta Basu: HOD, Sound Recording & Design

Utkarsha Kotian: Senior Faculty, Media & Communication; Senior Manager, Academics

Viveg Nag: HOD, Animation

WHISTLING WOODS INTERNATIONAL **FACULTY**

VISITING FACULTY

Anagha Mayekar: Photography Faculty, Media & Communication

Chandresh Narayanan: Sports Broadcast Industry Faculty, Media & Communication and

Sports & Esports Management

Hanoz Mogreha: Creative Ideation Faculty, Media & Communication **Indranil Kashyap:** Documentary Faculty, Media & Communication

Kajol Bangera: Faculty, Media & Communication

Miheer Agnihotri: Business Environment & International Relations Faculty, Media & Communication

Mona Kothari: Marketing Faculty, Media & Communication

Nikhil Rao: Marketing Consultant & Management Faculty, Media & Communication

Rupali Akolkar: Business & Media Law Faculty, Media & Communication

Snehal Tamsulwadikar: World Art Faculty, Media & Communication **Suparna Sengupta:** Media Buying & Planning, Media & Communication

Vikram Mahendra: Business of League & League Management Faculty, Media & Communication and

Sports & Esports Management

Yogesh Barot: Organisational Effectiveness Faculty, Media & Communication Yugshrestha Karpatne: Short Film Production Faculty, Media & Communication

Shyam Benegal

Chairman, Academic Advisory Board, WWI; Filmmaker

Ajimon Francis Managing Director, Brand Finance India

Akash Khurana

CEO & Chairman, Nimbus Communication Ltd

Ambika Anand

Anchor & Fashion Consultant

Amit Doshi

Founder, IVM Podcasts

Managing Director, Procam International

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

Anjan MitraFounder Director, Anjan Mitra & Associates

Anna Bredmeyer

Anuj Pandey

Managing Director, Himalaya Publishing House Pvt. Ltd.

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

Arvind Singhal Chairman, Technopak Advisors

Founder, Punnaryug Artvision Pvt Ltd

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

Chairman, Sports and Live Media Entertainment

Bobby SistaFounder & Executive Trustee, Population First

Chiraag Paul Founder & CEO, Proem Sports Analytics

Deepa GahlotJournalist & Programming Head - Theatre & FilmNCPA

Deepak JayaramCo-Founder & Head - Strategy Innovation, Miners INC

Dhiraj MalhotraGeneral 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. Jahbar 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 Coutuiere, 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



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

Javed Akhtar,



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,



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 Venture:



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

Filmmaker, Chairman & Dean



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

Chairman & National Creative Director, BBDO India

K. V. Sridhar

Founder & Chief Creative Officer, HyperCollective

Kamlesh Pandey

Screenwriter

Keitan Yaday

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 Tavaria

President - Global Production & Operations, DNEG

Mohamed Morani

Director/Partner, Cineyug Entertainment

HANDBOOK

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 Sahnani

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 Directo

Prof. Indraji 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)

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

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 lyer CEO, DViO

Sowmya lyer

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

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

Sunil Lulla

Executive Vice Chairman & MD, Eros International Media Ltd.

Swaroop Sampat



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

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



Anita Dongre,



" 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 Journal & Consultant

Thomas Abraham

Co-Founder, Sportz Network; Editorial Director, SportzPower

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

Managing Director & Co-Founder, Baseline Ventures

Usha Batra

Vaibhav Kumaresh

Animation Filmmaker; Founder & Director, Vaibhav Studios

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 BODY**

Arvind Neelakantan Tech Evangelist, Epic Games

Chris Bobotis

Former Director - Immersive, Adobe

Lewis Smithingham

Director of Creative Solutions, Media. Monks

Quentin Staes-PoletDirector, 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 Drector, IIT Powai; President, IIT Alumni Centre, Bengaluru

Kiran Karnik

Former President, NASSCOM

Pradip Shah

Chairman, IndAsia Fund Advisors Pvt. Ltd.

Purnendu Chatterjee

Founder & Chairman, The Hatterjee Group (TCG)

INTERNATIONAL ADVISORY **BODY**

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. Rai Kanodia

Healthcare Professional

Graham Sack

Screenwriter, Director & Actor; Founder, Chronotope Films

Joan Vogelesang

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

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)

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

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
- 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 17 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 in 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.

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.





"

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 and 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 Thomas D'souza; Abhinav Srivastava; Clayton Murzello; Vivek Krishnani; Siddhant Mazumdar; Rajesh Singh; Rohit Vedprakash; 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; 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.

Thomas D'souza

PVR Limited

Abhinay Srivastava

Madison PR

Clayton Murzello

Mid-Day

Vivek Krishnani

IN10 Media Network - MovieVerse Studios

Anand Karir

A Glass of Whisky Production **Boing Advertising** A Glass of Whisky Theatre Flowing Inc

Rahul V. Chittella

Gulmohar

Sonam Nair

Masaba Masaba (Season 2)

Nikkhil Advani, Abhay Pannu

Rocket Boys

Vikranth Pawar

Dahan: Raakan Ka Rahasya

Ali Abbas Zafar

Sultan

Nagraj Manjule, Nitin Keni

Sairat

RECRUITER'S

Nitesh Tiwari

Dangal

Karan Johan

Ae Dil Hai Mushkil

Nandita Das

Manto

Rohit Shetty

Simmba

Mandovi Menon, Varsha Patra

Homegrown

Anupam Chaturvedi

Adfactors PR Pvt. Ltd.

Nishikant Kamat, Shriya Saran

Drishyam

Shashank Khaitan

Badrinath Ki Dulhania

Malini Agarwal, a.k.a. Miss Malini

Miss Malini Entertainment Pvt. Ltd.

Niteen Bhagwat

FCB Interface

Akshay Gurnani

Schbang

Kunal Jeswani

Ogilvy India

Siddharth Anand Kumar

Saregama India

Vanita Kohli Khandekar

Business Standard

Neeraj Pandey

Special Ops

Siddhant Mazumdar

Mediabrands Content Studio

Rajesh Singh

Shobiz Experiential Communications Pvt. Ltd

Rohit Vedprakash

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 & 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 completely 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, 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 heartful 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 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, Gol). 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 internationallyrooted event.

ALUMNI SPEAK

It feels great to be part of alumni network of Whistling Woods International. A practical technical institute like WWI provides the best learning environment for students looking to advance their careers while also furthering their studies. Even though the pandemic occurred in the middle of the course, it has been a true rollercoaster of a learning experience both offline and online. Even during the pandemic, I never felt like I was missing anything because every faculty member was there for us. Here, I was given the opportunity to gain practical experience apart from subject knowledge. The placement cell is also very effective, and it assisted me in obtaining my ideal position in the field.

- ANANYA DASGUPTA, Zirca

Whistling Woods International as a whole has been phenomenal, especially with respect to knowledge, exposure & experience about the industry. I was always hellbent towards the media industry, and considering this, the Placement Cell dug out the best opportunities for me to step into the industry with sufficient knowledge a bachelor must possess. I can't thank enough my faculty for giving me in-college opportunities to explore the various aspects of the field and have the first-mover advantage. This is something that will always act as the foundation & stay with me throughout my career.

- ATHREYA KOUSGI, Social Panga

Media is such a vast and rapidly changing space. To make a career in it can often dissuade young people from pursuing the field. Whistling Woods International 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 suitable opportunities. 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.

- DISHA VACHHER, Matter Advisor

Like every student I had joined Whistling Woods International with a lot of hope, always wanting to get into the media industry and it sounded like an apt choice. In these two years, my knowledge not only expanded but I also got an hands-on 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. The Institute has not only helped me in shaping my future but also expanded 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.

- NAKUL ANAND, Times Television Network

WWI's commitment to providing a comprehensive education and preparing students for the industry is truly commendable. The institute's state-of-the-art infrastructure, industry-relevant resources, and practical approach to learning have been invaluable in shaping my understanding of the media and entertainment field. It has provided me with hands-on learning opportunities through workshops, masterclasses, and industry interactions. The Placement Cell puts in great efforts to find each student the right opportunity. Their efforts in connecting students with prospective employers and creating avenues for placements have been remarkable. Thanks to their extensive network and industry ties. I was able to seamlessly transition into the professional world.

- NANDINI VERMA, Shemaroo

Life at WWI for me has been a different experience. While different subjects throughout the tenure helped in understanding the industry, the 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 helped in 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 the later stages of college life.

- NIDHI CHAUHAN, MSL Group

Whistling Woods International is a place which constantly encourages you to experiment with yourself. It allows you to try out new things and teaches you to look at things with a different perspective. The numerous activities on campus and the masterclasses held by the School of Media Communication and Management helped us get an insight into the different industries and it helped me figure out what career I wanted to pursue. It got me industry ready. The faculty members and the placement cell has always had my back when it comes to providing excellent opportunities for its students.

- POOJA PURI, Bling Entertainment Solutions Pvt Ltd

Whistling Woods International as an institute has played a major role in shaping me and training me for the industry. The practical training and masterclasses have helped me grow and get a better understanding about the media and entertainment industry.

I would like to thank Whistling Woods International faculties and the Placement Cell for helping me get an opportunity at such an esteemed organisation. The Placement Cell groomed me and provided me with the guidance needed for an industry fresher. I received all sorts of help throughout my recruitment procedure like interactive sessions about how the industry works, mock interviews and industry insights.

- PRASHANT BHATIA, MSL Group

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.

- PRIYAL GALA, Nadiadwala Grandsons Entertainment

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.

- SIDDHARTH SINGH, Adfactors PR

Joining Whistling Woods International has been a serendipitous experience for me. I can say with full confidence that this was one of the best decisions I have ever made. The professors are knowledgeable and passionate about their subjects, and my fellow mates are equally eager to learn. This has made the entire learning process not only fun, but also extremely challenging. Additionally, I am very thankful to the department faculty and the Placement Cell for helping me move closer to my dream and guiding me at every stage. The institute offers exposure to students through various curricular, co-curricular, and industry-related activities, that help them choose their future field or industry.

- SREYA NEWATIA, Foxymoron

Whistling Woods International has played a crucial role in shaping my skills and preparing me to excel in the industry. The institution's commitment to providing a comprehensive education in media and entertainment has been exemplary. The diverse range of subjects that my course offered, coupled with the practical exposure provided by industry veterans, has truly made a difference in my professional development. The Placement Cell at Whistling Woods International deserves special recognition for their outstanding efforts in connecting students with relevant industry opportunities. Whistling Woods International has not only equipped me with the technical skills required for the role of a Junior Producer but has also instilled in me a deep understanding of the industry's dynamics. The emphasis on practical training and industry interactions has helped me gain real-world experience, making me industry-ready from day one.

- SWADHEEN SHARMA, Spotlight XD

INDUSTRY INTERNSHIPS

The Bachelor of Business Administration (BBA) and Master of Business Administration (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.

July 2023 saw over 50 students intern with organisations like Maddock Films; The Makers; One Hand Clap; Jio Creative Labs; Ten Colour Productions; Web Task Force; Manay Films; Sideways Media; EMC Solutions; Digiinova; IN10 Media; Mid-Day; 4 Seas Productions; Stage 5 Productions; Weber Shandwick; Shashi Sumeet Productions; Ogilvy; Boathouse Media; Mantapa Productions; Buffalo Soldiers; Mahindra First Choice; Endemol Shine; McCann; Lakeshore; Pocket Aces; Salt Worldwide; Mavcomm; All About Dance; and many others.

The students interned in areas of client servicing in advertising; copywriting; production design; creative intern; production; marketing; digital; journalism; PR; social media; writing; strategy; editing.

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

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

PLACEMENTS & INTERNSHIPS







































FCPKINNECT

















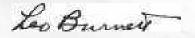




















































































































MEDIA COMMUNICATION & MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION (MBA) IN MEDIA & ENTERTAINMENT

Management Subjects

Marketing Management 1

Statictics & Data Presentation

Introduction to Economics

Principles & Practices for Management

Finance 1

Marketing Management 2

Research Methods for M&E

Strategy & Business Models

Digital Technology & Ecosystems

Global Business Environment & Management

Finance 2

Entrepreneurship & Enterprise Promotion

Business & Media Law

Organisational Effectiveness

Experiential Marketing

Finance 3

Digital Marketing & Analytics

Media Subjects

Introduction to Media & Communication Theory

Introduction to Public Relations & Advertising

Producing a Short Film

Journalism for New Age

Radio Production

Corporate Communication & Management

Cultures & the Media

Producing a Fiction Film

Prodcuing a Non-Fiction Film

IMC Approach to Brand Building

Strategic Brand Management

Media Buying & Planning

Strategic Account Planning

Creative Ideation & Development for Advertising

Film & Entertainment PR

Events in PR

Crisis Communication & Reputation Management

OTT & Content Origination

Advance Emerging Media - Cinematic VR

Film Distribution & Exhibition Business

Dissertation

Workshops

Fashion Business

Introduction to Music Business

BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN MEDIA & COMMUNICATION

Subjects

Theatre Appreciation **English Language Global Politics**

Fundamentals of Management

Economics

Introduction to Communication Theory

Introduction to New Media Introduction to Advertising

Human Behaviour: Biopsycho Social Perspective

Literature **Art History**

Fundamentals of Marketing

Accounting

Radio Production & Programming

Media & Culture

Introduction to Event Management Introduction to Design Culture

Gender - Interdisciplinary Perspectives

Production Design

Fundamentals of Organisational Behaviour

Basics of Still Photography

Business Law

PR & Corporate Communication

Principles of Research

Basics of Animation

Sociological & Anthropological Thought

HRM

Macro Economics

TV Production & Programming

Journalism

Creative Ad Design Strategic Management

Business Environment & International Relations

Cost Accounting Documentary

Digital Environment Account Planning Advanced PR Writing for Screen Corporate Governance Entrepreneurship

Management Accounting

IMC

Business of Cinema

Project

BACHELOR OF BUSINESS ADMINISTRATION IN MEDIA & COMMUNICATION

RECRUITER'S



ABHA DHARPURE

WORK EXPERIENCE

All About Dance: Worked as a Content and Social Media Intern

Debut Film of Mr. Rajeev Sen 'HASRAT': Worked as an Assistant Director

Event for Things2Do: Worked as an Event Management Intern

CONTACT DETAILS

Contact Number: 9049078699 Email ID: abhdharpure@gmail.com

LinkedIn ID: https://www.linkedin.com/in/abha-dharpure-454784270



ADITI VISPUTE

WORK EXPERIENCE

The Makers, Production Design Studio: Worked as an Art Department Intern. Projects/Brands - McDonald's, Rado Switzerland, U.S. Polo Assn., Flipkart, Harvest Gold, Jaipur Kurti & American Tourister

CONTACT DETAILS

Contact Number: 7977965428 Email ID: aditiv242@gmail.com

LinkedIn ID: https://www.linkedin.com/in/aditi-vispute-790ba0269/



ADRITA PAUL

WORK EXPERIENCE

Two Hand Clap Media Pvt Ltd: Worked as an Account Management Intern Jio Creative Labs: Worked as a Client Servicing & Business Development Intern

WOW Awards Asia 2022: Eventfags Media: Worked in the Production

& Celebrity Management Team

CONTACT DETAILS

Contact Number: 7596942929

Email ID: adritapaul2003@gmail.com LinkedIn ID: https://tinyurl.com/349xxrs3



ADHWITI AJIT

WORK EXPERIENCE

Maddock Films Pvt Ltd: Worked as a Direction Intern on a Feature Film

Goonj: Worked in the Production Team for the Podcast

Bajaj Insurance: Worked as 2nd Assistant Director for Diwali special

advertisement

The Indian Idiot: Worked as Content Creation Intern for the platform

CONTACT DETAILS

Contact Number: 8169940701 Email ID: adhwitiajit11@gmail.com

LinkedIn ID: https://www.linkedin.com/in/adhwiti-ajit-b545aa1a4/



AMAN SARANG NIRMAL

WORK EXPERIENCE

Stage 5 Productions: Worked as an Assistant Direction Intern on

Train from Chappraula

Ten Colour Productions: Worked as a Production Assistant

Dadasaheb Phalke International Film Festival Awards: Worked as a

Production Intern

Lakshya Event Capital IP Event: Worked as a Production Assistant Intern

on 'On Tour ft. Nucleya'

Raj & DK x Amazon Orignal Series: Worked as an Assistant Art Director

Intern on Gulkanda Tales

International Panaacea Limited: Worked as a Director

& Cinematographer

CONTACT DETAILS

Contact Number: 9766626464

Email ID: amanirmal.an@gmail.com

LinkedIn ID: https://in.linkedin.com/in/aman-nirmal-91b3b5229



ANUSHREE SHENDE

WORK EXPERIENCE

Khelo More: Worked as an Intern Photographer

Web Task Force: Worked as a Junior Creative Director, worked as a

Copywriter & Visualiser for multiple brands

Spotlight Magazine: Worked as a Senior Photographer

Whistles & Echoes: Worked as an Editor

CONTACT DETAILS

Contact Number: 7020045770

Email ID: anushreeforwork@gmail.com

LinkedIn ID: https://www.linkedin.com/in/anushree-shende-71141a271/



ARBEEL SAJAD MIR

WORK EXPERIENCE

WOW Awards Asia 2022: Worked as the Guest Manager and also

managed the backstage Production & Hospitality

Manay Films: Worked as the Assistant Director & Assistant Art Director **Keemaya Productions Pvt Ltd:** Worked as the 2nd AD & Assistant to the

Producer on 4 Ad Films

CONTACT DETAILS

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ARUSHI SAYAL

WORK EXPERIENCE

Nirvana Production House & Pro Team Production House: Worked as

an AD Intern for IKEA AD Shoot

Dentsy Creations: Worked as an AD Intern for ICICI AD Shoot AD intern: Worked on the Hexa App, TATA Motors & Bajaj Health

Insurance AD Shoot

Yellow Shutter: Worked as an AD Intern for MiniKlub AD Shoot Sideways Media: Worked as a DA to Shruti Sharma, Partner

CONTACT DETAILS

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ARYA NAR

WORK EXPERIENCE

EMC Worldwide Solutions: Worked as a Marketing Intern

CONTACT DETAILS

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BRAJ BHUSHAN PRAKASH

WORK EXPERIENCE

Urban Dawg - Next Best/Bombay City Music Video: Worked as a

Production Manager

Fridayforfuture.patna: Worked in the Organising Team. Co-organised the

climate change protest in Patna at the College of Arts & Crafts

CONTACT DETAILS

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HETANSH JAY SHETHIA

WORK EXPERIENCE

IN10 Media Network: Worked as a Content & Programming Intern Dadasaheb Phalke Film Festival Awards: Worked as a Social Media

Marketing & Production Intern

Jio Creative Labs: Worked as a Social Media Management & Celebrity

Management Intern

Mystic Eye Entertainment: Worked as a Production Intern for an

advertisement shoot

CONTACT DETAILS

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JESAL KAUR CHAWLA

WORK EXPERIENCE

NCPA: Worked as a Social Media Marketing Intern & Photographer

Ogilvy and Mather: Worked as an Art & Creative Intern

Jio Creative Labs: Worked as a Content Management & Creative Intern

CONTACT DETAILS

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JOHANNA JOHN

WORK EXPERIENCE

Jio Creative Labs: Worked as a Production Intern **WOW Awards:** Worked in the Event Management Team

Uninvited (Short Film): Worked in the Writing & Production Team

Jaati Na Pucho Sadhu Ki (Theatre Play): Worked as an

Assistant Director & Production Head

CONTACT DETAILS

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KARAN CHANDA

WORK EXPERIENCE

Outsider Films: Worked as a 2nd AD & Voice Over Artist for 2 projects, 1st - Digital Ad & 2nd - The Roast of Taapsee Pannu, Recorded Live Event

Yellow Elephant: Worked as a DA (Director's Assistant)

& 2nd Assistant Director

4 Seas Productions: Worked as DA (Director's Assistant), Chief AD &

Line Producer for 11 months

Bazzinga Media & Silhouette Dreams Studio: Worked as Chief AD

for 2 Digital Advertisements

Whistling Woods International: Worked as 1st AD & 2nd AD for

5 Student Diploma Projects

CONTACT DETAILS

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KARTAVYA ARORA

WORK EXPERIENCE

Mid-Day: Worked as a Crime Reporting Intern Arresto Solutions: Worked as a Social Media Head Karam Safety: Worked as a Social Media Intern

CONTACT DETAILS

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LENISHKA GANGWANI

WORK EXPERIENCE

Stage 5 Productions: Worked as a Production Intern Arré Studios: Worked as a Creative Development Intern

Laqshya Event Capital: Worked as a Social Media Management Executive

CONTACT DETAILS

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MEHUL SINGHVI

WORK EXPERIENCE

Mantapa Productions: Worked as a Production Intern for Ad Shoots

Scarbluu: Worked as a Business Development Intern My Captain: Worked as a Campus Ambassador **Transcurators:** Worked as a Content Writer

Bazingaa Productions: Worked on Behind the Shoots

CONTACT DETAILS

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MIHIR BASRUR

WORK EXPERIENCE

Shashi Sumeet Productions: Worked as a Junior Writing Intern Dadasaheb Phalke International Film Festival Awards: Worked as a

Social Media & Production Intern

Mystic Eye Entertainment: Worked as a Production Intern for an

Advertisement Shoot

CONTACT DETAILS

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SAYANTAN SOM

WORK EXPERIENCE

Ogilvy and Mather: Worked as a Copywriting Intern Whistles & Echoes: Worked as a Blog Writer

CONTACT DETAILS

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SHRUTI BETALA

WORK EXPERIENCE

Jewellery Brand: Worked on Social Media Marketing

Daniel Bauer Makeup Academy: Worked on Social Media Marketing &

Communications

Artist Factory: Worked as a Marketing & Communications Assistant **Lollapalooza India:** Worked at the Top-up Counter as a cashier for two

days representing BookMyShow

CONTACT DETAILS

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SNEHA MASURKAR

WORK EXPERIENCE

Ogilvy and Mather: Worked as a Human Resource Intern

Homegrown India, HGSTREET Festival: Worked as Artist Management

Intern

Freelance Project: Worked in Production & Casting for a Fight Club

inspired photoshoot

Whistling Woods International Student & Alumni Films: Worked as a

Creative Producer

CONTACT DETAILS

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UTKARSH BHATIA

WORK EXPERIENCE

Mahindra Car & Bike: Worked as a Video Editing Intern Hasrat - Short Film: Worked as an Assistant Director Fest-o-Berry: Worked in the Client Servicing Department

NCPA: Worked as a Stage Management Intern for 'A Small Family

Business' by Akvarious Live

CONTACT DETAILS

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YUTIKA SURVE

WORK EXPERIENCE

Boathouse Media: Worked as a Production Assistant for a year and was

involved in more than 15 advertisements

Jio Creative Labs: Worked as a Production Assistant for brands like

Muthoot Finance & Cult Fitness

CONTACT DETAILS

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MASTER OF BUSINESS ADMINISTRATION IN MEDIA & **ENTERTAINMENT**

RECRUITER'S



ADITI SHEVADE

WORK EXPERIENCE

Stage 5 Production: Worked as a Production Intern

Bollywoodwallah: Worked as an Entertainment Journalist Intern

CONTACT DETAILS

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ADITYA JOSHI

WORK EXPERIENCE

Trader: Working as a Trader in Futures & Options

Vidyut Vaibhav Agency: Working for the Retail Business

CONTACT DETAILS

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ALAN GEORGE

WORK EXPERIENCE

Bigg Boss Hindi OTT (Season 2): Worked as Story Production Intern

Bigg Boss Malayalam (Season 5): Worked as a Logger & Celebrity Manager

JCB Studios (YouTube Channel): Worked as Director

A Glass of Whiskey Production (SBI Advertisement): Worked as an

Assistant Director

CONTACT DETAILS

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ANSHUL KHARE

WORK EXPERIENCE

Bombay Cocktail Bar: Worked as a Marketing & Hospitality Services

Executive

The Secret: Worked as a Public Relations & Management Executive

GomuGomu Studios: Worked as a Social Media Intern

The Hitavada: Worked as a News Reporter CNBC News 18: Worked as a News Analyst

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JAI MEHTA

WORK EXPERIENCE

Lakeshore India: Worked as a Marketing Intern

ASCII: Worked as an Advertising Intern

Percept Media Ltd: Worked as an Experiential Intern

CONTACT DETAILS

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KRISTENE REBELLO

WORK EXPERIENCE

EMC Solutions Worldwide Pvt Ltd: Worked as a Marketing Intern

Inkcre Media: Worked as a Junior Content Writer

The J-Peg Factory: Worked as a Graphic Design & Content Strategy Intern

CONTACT DETAILS

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MELISSA SRIVASTAVA

WORK EXPERIENCE

Iplox Media: Worked as Creative & Content Creator

Creatorsgram: Worked as Creative & Content Creator and created content

for Tags Food & Everyuth

Exclusive Freelance Content Creator for Instagram under Meta Team

NOFILTR: Exclusive freelance Content Creator for YouTube through NOFILTR

CONTACT DETAILS

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NITISH VIBHANDIK

WORK EXPERIENCE

Boathouse Media: Worked as a Direction Intern for Ad Films McCann Erickson India World Group: Worked as a Video Editor

Films & Mediaworks Studio: Worked as a Freelance Video & Audio Editor

CONTACT DETAILS

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PAVU MATHEW

WORK EXPERIENCE

OLA Headquarters: Worked as a Data Science Intern

Christ University, Bangalore: Worked as a Core Team Member

responsible for hosting a National Level Theatre Festival All India Radio: Worked as a Registered Voice Artist

Short Films: Worked as an Actor in 15+ short films in multiple

languages

Architectural Documentaries: Worked as a Conceptualiser & Producer

for a series of documentaries

CONTACT DETAILS

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PRASHASTI JAUHARI

WORK EXPERIENCE

Pocket Aces: Worked as an Assistant Direction Intern for the web series.

Crushed

Boathouse Media: Worked as an Assistant Direction and Production Intern

for multiple AD Films

CONTACT DETAILS

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PRINCE DASHORE

WORK EXPERIENCE

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

Mantapa Productions: Worked as an Assistant Producer Intern for Ad Films **Crazy for Success Foundation:** Worked as an HR - Talent Acquisition Intern

CONTACT DETAILS

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RAKSHITA TRIKHA

WORK EXPERIENCE

Do Dooni 4 Films: Worked as an Assistant Direction Intern

Atrangz: Worked as a Social Media Manager

A Glass of Whisky Productions: Worked as an Assistant Direction Intern

for an Advertisement Shoot for SBI

Homegrown Culture & Lifestyle Festival: Executed workshops at the

festival

CONTACT DETAILS

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RITWIK ANAND

WORK EXPERIENCE

Jio Creative Labs: Worked as a Production Intern **Boathouse Media:** Worked as a Production Intern Samadhan Group: Worked as a Video Production Intern **HSIM Indian Federation:** Worked as a Content Writer

CONTACT DETAILS

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RUTWIK BUYAO

WORK EXPERIENCE

ASCI: Worked on a Live Project as an Intern for the ASCI Academy Launch Goa Forward 2022 Election Campaign: Worked as a Social Media Marketer, Videographer, Interviewer for Goa Forward 2022 Election Campaign

Boathouse Media: Worked as an Assistant Director **Vyapak Enterprises:** Worked as a Social Media Marketer,

Event Coordinator, Editor, Videographer

Directorate of Higher Education (DHE): Worked as a Video Editor

Ranjhan - Marathi Film: Worked as an Assistant Director

Buyao Theatre Goem: Worked as an Assistant Producer at Buyao Theatre

Goem

CONTACT DETAILS

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SACHIN SINGH

WORK EXPERIENCE

Pocket Aces, Dice Media: Worked as an Assistant Showrunner & Actor

Wheelchair Cricket India: Worked as a Content Producer

Sociotab Official: Worked as a Creative Head

CONTACT DETAILS

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SAKSHI TIWARI

WORK EXPERIENCE

Ogilvy and Mather: Worked as a Client Servicing Intern

Amazon Pvt Ltd: Worked as an HR Executive & Virtual Customer

Support Executive

CONTACT DETAILS

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SAYALI DHOTRE

WORK EXPERIENCE

ASCI: Worked as a Student Intern for ASCI Academy Launch

Salt Worldwide: Worked as Client Servicing Intern Quick Tour & Travels: Worked as a Graphic Designer

CONTACT DETAILS

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SHREYA CHAKRABORTY

WORK EXPERIENCE

Salt Worldwide LLP: Worked as a Client Servicing, Web Copywriting & Copywriting Intern for Campaigns, Pitches, Social Media Posts & Online **Content Marketing**

Jio Creative Labs: Worked in Client Servicing, Copywriting & Talent Management Department for multiple events, awards, pitches & client accounts

CONTACT DETAILS

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TANISHKA RASKAR

WORK EXPERIENCE

ASCI: Worked as an Intern at Advertising Standards Council of India (ASCI)

Mala's Fruit Products: Worked as a Social Media & Content Ideation

Bounce Training Academy: Worked as an Athlete & Academy

Management

Bounce - The Fitness & Sports Club: Worked as Sales & Operations

Executive

CONTACT DETAILS

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VAISHNAVI CHAUDHARI

WORK EXPERIENCE

Whistling Woods International: Worked as an Art Director on a college

project

TV Serials: Worked in TV serials, "Pinjara Khubsurti Ka", "Kundali Bhagya"

Short Films: Worked as an Actor in 2 short films

CONTACT DETAILS

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VIDHI UDESHI

WORK EXPERIENCE

EMC Solutions Worldwide Pvt Ltd: Worked as a Film Marketing Intern

Indulge Educare: Worked as a Social Media Manager

Coconut Media Box: Worked as an Artist Management Intern

Trell: Worked as a Campus Ambassador

CONTACT DETAILS

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CAREER RESOURCE CENTRE

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 2nd 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



INSTITUTE OF FILM, COMMUNICATION & CREATIVE ARTS

PLACEMENT TEAM CONTACT DETAILS

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CATHERINE BARRETTO Senior Executive - Placements

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DO WHAT YOU LOVE

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