



**WHISTLING
WOODS**
INTERNATIONAL

INSTITUTE OF FILM, COMMUNICATION & CREATIVE ARTS

**RECRUITER'S
HANDBOOK 2025**

**SCHOOL OF
MEDIA COMMUNICATION
& MANAGEMENT**

 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

1100+

Students

4

Schools



Degree, Post-graduate & Diploma programmes offered in association with **The Tata Institute of Social Sciences (TISS)**

3900+

Alumni in Film & Media industry



WHISTLING
WOODS
INTERNATIONAL
**EMERGING
MEDIA LAB**

SONY

3rd Global **Sony Media**
Technology Centre



RED EDUCATION CAMPUS

SCHOOL OF
FILMMAKING

SCHOOL OF
CREATIVE ARTS

SCHOOL OF
**MEDIA COMMUNICATION
& MANAGEMENT**

SCHOOL OF
PERFORMING ARTS

WWI
EXTENSION



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, MES C

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 more time on campus, handle the most cutting-edge technology possible, complete numerous assignments, interact with many more industry professionals, and undertake far more practical work, than what is typically 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

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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 exceeds 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 achieved through the creation of 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, Adobe, HP, Intel, etc, who collaborate 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, sharing 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 alumni body 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

Trailblazing Futures: Redefining the Status Quo in Creative Arts

The comfort of the status quo is where growth stops. Whistling Woods International (WWI) has chosen a different path, breaking boundaries to become one of the world's top-ranked institutes for Film, Communication, and Creative Arts.

This journey began as a dream—a dream to create a world-class institution in India dedicated to film and creative arts. That dream took shape in 2006 with the opening of WWI and first came to life in 2008 when our pioneer batch of students graduated. Since then, each class of WWI graduates has carried this dream forward, shaping industries and stories that inspire and transform. Their achievements, impact, and growth are the true measure of our success.

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To support this journey from learning to thriving careers, we invest wholeheartedly in our students' futures. Through our dedicated Student Services team and the strength of WWI's extensive alumni network, we make the transition from education to employment seamless. For those ready to seize opportunities, WWI has been a steadfast bridge to internships and careers across the industry.

Today, more than 3,900 WWI alumni are making waves across the globe. Our graduates are leaders and innovators in an array of fields, from film and OTT series production to animation, game development, advertising, design and digital media. They've collaborated with iconic brands, fashion designers, production houses, television channels, and some of the world's largest corporations.

The pride we feel is immense as we watch WWI alumni shape the creative and media industries. Their successes are not just professional milestones—they are a testament to our belief that dreams are only the beginning of reality when we refuse to compromise and commit fully to making them come true.

Our Media & Communication alumni are working at renowned organisations namely Dharma Productions; Social Panga; Dharma Cornerstone Agency; Dentsu Creative; Madison; Endemol Shine, RK Swamy BBDO; Schbang; Creativeland Asia; Jio Creative Labs; PVR; Matrix; Myntra; Mukta A2 Cinemas; FCBULKA; Saregama; McCann; Yash Raj Films; DNEG; Red Chillies, Zee Entertainment; Star India; BBC Worldwide; Collective Artists Network; Nadiadwala Grandsons Entertainment; Condé Nast India; MSL Group; Adfactors PR; Weber Shandwick; Radio City; Roy Kapur Films; Vinod Chopra Films; Matter; Tulsea; Shemaroo Entertainment; Foxymoron; Matter; Fanizm; and this list grows every semester.

Prominent projects our alumni have been part of recently, include Singham Again; Bhool Bhulaiyaa 3; Dunki; Kho Gaye Hum Kahan; Fighter; Laapataa Ladies; Munjya; Chandu Champion; Ulajh; Stree 2; Jigra; Rocky aur Rani ki Prem Kahaani; Fast X; OMG2; Pathaan; Thappad; Good Newwz; Gully Boy; Chhichhore; Padman; Sonu Ke Tittu Ki Sweetie; Raazi; Veere Di Wedding; Sanju; Dhadak; Badrinath Ki Dulhania; Baahubali 2: The Conclusion; MS Dhoni; Titli; Baby; Bey Yaar; Kung Fu Panda; The Amazing Spiderman; Black Panther; Ant-Man and the Wasp; Avengers: Infinity War amongst many others.

Also our alumni have worked on web series like Indian Police Force; Heeramandi; Fabulous Lives vs Bollywood Wives; Dil Dosti Dilemma; Panchayat; Kota Factory; Gullak; Bambai Meri Jaan; The Night Manager Season; Made in Heaven; Dahaad; Mismatched; Crash Course; Delhi Crime; Inside Edge; Bandish Bandits; Masaba Masaba; Sacred Games and many more.

At WWI, we are deeply committed to a transformative learning and teaching approach—one that not only cultivates talent but also builds strong relationships with industry leaders. Through our active collaboration with top Media & Entertainment companies across India, we ensure our students are well-

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integrated and thriving in competitive fields ranging from film production to digital marketing.

Our students are equipped with specialized skills in their chosen disciplines. In Filmmaking, they excel in Cinematography, Direction, Editing, Producing, Production Design, Screenwriting, Sound Design, and VFX & Virtual Production. In Creative Arts, they specialize in Animation, Game Design, Fashion & Costume Design, and Visual Communication Design. In Performing Arts, their expertise covers Acting, Music Production, and Composition. Our Media Management students focus on PR, Advertising, Journalism, Event Management, and Sports & Esports Management. Beyond specialization, all WWI students receive a cross-disciplinary foundation, giving them a holistic understanding of the entire industry landscape.

I am exceptionally proud of our graduates, and I am confident that the industry will find in them the same promise, skill, and dedication that we do at WWI. Their journey reflects the impact of professional, long-term training on creative potential. As you review this handbook, I hope you and your HR team will feel inspired to reach out, engage with our students, and consider them as promising additions to your organization. I am certain you will be as impressed with them as we are.



RAHUL PURI

Director - Academics,
Whistling Woods International

MESSAGE FROM THE DIRECTOR - ACADEMICS

**What makes the School of Media 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 BBA in Media & Communication & MBA in Media & Entertainment but takes it to another level. 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. 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

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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 (Fiction and Documentary) to TV and OTT to Radio and Audio Production. They are also exposed to emerging technologies and media like AI, Virtual Production, VR and AR. In addition, we have a leading Animation and Game Design school, a growing Fashion and Visual Communication and 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 up-to-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 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.

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

Rahul Puri: Director, Academics

Ravi Gupta: Dean

Laili Dutta: HOD, School of Media & Communication; School of Sports and E-sports Management; School of Events and School of Music

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

Abhijit Mazumdar: HOD, Direction

Anjum Rajabali: HOD, Screenwriting

Anuradha Bhatia: HOD, Student Productions

Ashwini Kaul: HOD, Cinematography

Jewellyn Alvares: HOD, School of Fashion Design

Kshitiz Sharma: HOD, VFX

Viveg Nag: HOD, School of Animation

Jaydev Dhakan: HOD, Game design

Milindo Taid: HOD, School of Visual Communication Design

Oorvazi Irani: HOD, Actors' Studio

Prashant Naik: HOD, Editing

Rabiya Nazki: HOD, Producing

Rakesh Ranjan: HOD, Sound Recording & Design

Sabyasachi Bose: HOD, Production Design

Jasbinder Singh: 2D and Creative Head - Animation

Krishnamurthy: Senior Faculty, Cinematography

Utkarsha Kotian: Faculty, School of Media & Communication

Jateen Rajput: Events Faculty, Media and Communication

Milind Dedhia: Management Faculty, School of Media & Communication

Anita Vallala: Film and Entertainment PR Faculty, School of Media & Communication

Sarabpreet Kaur Bedi: Integrated Marketing Communications Faculty; School of Media and Communication

Deepanjan Roy: Screenwriting Faculty, School of Media & Communication

Neha Rajan: Faculty, Media and Communication

Rutika Yeolekar: Faculty, Media and Communication

WHISTLING WOODS INTERNATIONAL

FACULTY

VISITING FACULTY

Anagha Mayekar: Photography faculty, School of Media & Communication

Kajol Bangera: Faculty, School of Media & Communication

Mona Kothari: Marketing Faculty, School of Media & Communication

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

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

Hanoz Mogreha: Creative Ideation Faculty, School of Media & Communication

Yogesh Barot: Organisational Effectiveness Faculty, School of Media & Communication

Indranil Kashyap: Documentary Faculty, School of Media & Communication

Chandresh Narayanan: Sports Broadcast Industry, Faculty, School of Media & Communication and Sports and Esports Management

Aditya Srivastava: Public Speaking Faculty, School of Media and Communication

Krishna Warrior: Journalism Faculty, School of Media and Communication

Divyanshu Shukla: Data Science / Crypto Faculty, School of Media and Communication

Shraddha Singh: Producing a fiction film Faculty, School of Media and Communication

Khadija Shiore: Literature Faculty, School of Media and Communication

Trishai Somani: Media Production Faculty, School of Media and Communication

Anita Naidu: Radio Faculty, School of Media and Communication

Shraddha Sharma: Research Faculty, School of Media and Communication

Ronak Kakkad: Media Buying/ Sports Marketing Faculty, School of Media and Communication

Gagan Deep Makkad: ED/ Media Law/ OB/ CG Faculty, School of Media and Communication

Abhas Abhaykumar Jain: Branded Content Writing Faculty, School of Media and Communication

C V Meenakshi: AD & IMC Faculty, School of Media and Communication

Abbas Abrar Momin: Guest Faculty, School Media and Communication

Shai Venkatraman: Guest Faculty, School of Media and Communication

Priyal Tripathi: AD Film Production Faculty, School of Media and Communication

Harsh Lakhani: Events Faculty, School of Media and Communication

Jasmine Makujina: Media Production Faculty, School of Media and 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.

Neeta Lulla

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

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 &
Film NCPA

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

A. R. Rahman

Grammy & Academy Award-winning
Musician & Composer

Dr. Jabbar Patel

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

Farid Bawa

Design Director, DDB Unlimited

Farzana Dohadwala

Education Mentor, SLN Foundation

Shabana Azmi

Actor

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

Ashutosh Gowariker

Filmmaker

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

RECRUITER'S HANDBOOK

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 Tavarria

President - Global Production & Operations, DNEG

Mohamed Morani

Director/Partner, Cineyug Entertainment

Javed Akhtar

Screenwriter & Lyricist

Naseeruddin Shah

Actor

Manmohan Shetty

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

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

Hema Malini

Actor

Pallavi Jaikishan

Founder, Paraphernalia

Prahlad Kakkar

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

Prof. Indrajei 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

Mahesh Bhatt

Filmmaker

Roland Landers

CEO, All India Gaming Federation

Ronnie Screwvala

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

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

Karan Johar

Filmmaker

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.

RECRUITER'S HANDBOOK

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

Anjana Sharma

Creative & Content Head, Purple Style Labs

Shubh Malhotra

Co-Founder, Mobile Premier League (MPL)

Smita Thackeray

Producer

Sohaya Mishra

Founder, Chola

Sowmya Iyer

Founder & CEO, DVIO Digital

Subhash Awchat

Indian Artist & Author

Prof. 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

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

Anita Dongre

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

Brian Tellis

Director, Fountainhead Promotions & Events

Roshan Abbas

Founder, Kommune India

Meher Castelino

Fashion Journalist & Consultant

Roshan Abbas

Founder, Kommune India

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-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;
Executive 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 Chatterjee 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. 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

Lord David Puttnam

Academy Award Winning Producer

Shelley Page

Head of International Outreach,
Dreamworks Animation

FACILITIES & RESOURCES

Our campus serves as an ideal learning environment for students. Equipped with top-of-the-line equipment, each area is well-maintained to make sure students soak up every bit of academic and tactical knowledge in the curriculum.

- 250 seater theatre with surround sound and 4K DCP projector
- 40'x60' Television Studio, 30' height, airconditioned with fully automated lighting grid
- 40'x60' Film Studio, 30' in height, airconditioned with catwalks
- 33'x64' Multi-purpose studio, airconditioned 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 – green box studio with dynamic lighting control, unreal integration, ultimate 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 degree 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

TECHNOLOGY PARTNERS



INNOVATION & TECHNOLOGY



“ 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. ”

CHAITANYA CHINCHLIKAR

Vice President & Chief Technology Officer

For the past 17 years, WWI has been on a mission to revolutionise the Indian Film & Media industries by partnering with tech giants to introduce pioneering technologies. These collaborations helped the institute set up its own Technology Innovation and Development Labs right on campus, pushing the boundaries of what is possible in the world of Film & Media.

● 2011

Sony Media Technology Centre

Equipped with the latest technologies and workflows in Media & Entertainment, along with subject matter experts on hand.

● 2015

REDucation Centre

The first Red Education platform in Asia offering regular workshops to teach students about Red products while being equipped with its latest DSMC2 cameras.

● 2015-19

YouTube Space Mumbai

Partnered with Google to mainstream the education of content creation, audience development, and monetisation of digital content in India.

● 2016

Foxconn Media Lab

Created to broaden the scope of education in the creation of digital content for UGC (User Generated Content) platforms.

● **2018**

WWI Jio VR Lab

A virtual reality lab aimed at developing India's first generation of cinematic VR filmmakers.

● **2020**

WWI Emerging Media Lab

Designed to undertake virtual production research and workflow in areas like on-set virtual production, in-camera VFX, volumetric capture, photogrammetry, camera and motion tracking, and more.

● **2022**

Partnership with Epic Games and Disguise

The institute entered into several partnerships with global emerging media technology brands.

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 Amit Roy; Preeti Nihalani; Gaurav Kalra; Shashikant Someshwar; Ayaz Menon; Namrata Parekh; Govind Rai; 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 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.

Amit Roy

DOP, Animal

Namrata Parekh

Meraki Sports and Entertainment

Vivek Krishnani

IN10 Media Network -
MovieVerse Studios

Preeti Nihalani

Radio Mirchi

Govind Rai

Insomniacs, Blueprint. Realty X

Anand Karir

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

Gaurav Kalra

Sports Journalist

Thomas D'souza

PVR Limited

Shashikant Someshwar

Current Global

Abhinav Srivastava

Madison PR

Rahul V. Chittella

Gulmohar

Ayaz Menon

Indian Sports Writer
and Journalist

Clayton Murzello

Mid-Day

Sonam Nair

Masaba Masaba (Season 2)

RECRUITER'S HANDBOOK

Nikhil Advani, Abhay Pannu
Rocket Boys

Vikranth Pawar
Dahan: Raakan Ka Rahasya

Ali Abbas Zafar
Sultan

Nagraj Manjule, Nitin Keni
Sairat

Nitesh Tiwari
Dangal

Karan Johar
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
Mediabrand Content Studio

Rajesh Singh
Shobiz Experiential
Communications Pvt. Ltd

Rohit Vedprakash
Netflix India Originals

Anaya Mohanty
Arre

Amit Doshi
IVM Podcast at Pratilipi

Valerie Pinto
Weber Shandwick

Aparna Purohit
Aamir Khan Production

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 features 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 their peers 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 completely student-driven initiative.

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.

WHISTLES AND ECHOES

Whistles and Echoes is a blog that offers diverse, nuanced perspectives on verticals ranging from literature and film to sports and music. Curated entirely by the students, the articles bring together voices and views from across the many departments of Whistling Woods. While most essays are opinion pieces, the posts also feature photo essays, interviews and open letters. The blog aims to foster students' creative and critical expressions, providing an open platform for them to present their various interests and opinions. Since it invites submissions from students across the institute, Whistles and Echoes also acts as a space of collaboration and partnership within our academic community.

LIVE TV PRODUCTION

Students get to delve into the world of live television! Our BBA students take on every role, from concept to execution. They design sets, write scripts, and produce their shows. Whether it's a dynamic interview, a

captivating reality show, or a thought-provoking discussion, they bring it all to life in real time. Live TV production offers a hands-on learning experience, equipping students with technical skills like camera operation and sound engineering, creative abilities like script writing and directing, and essential soft skills such as teamwork, leadership, and problem-solving. By simulating a real-world television production environment, students gain practical knowledge and prepare for careers in the media and entertainment industry.

GOONJ PODCAST

Goonj is a podcast that brings fictional stories to life as part of each episode. Each episode is a journey, transporting listeners to different worlds, evoking emotions, and sparking imagination. Our talented students write, produce, and host captivating tales across genres. It is available on platforms like Spotify, YouTube, and Apple podcasts. Some of our episodes have even featured renowned actors and influencers, adding a touch of stardom to our audio narratives. Additionally, our “Goonj Safarnama” series offers stories which are short, relatable and sweet. The podcast aims to entertain and inspire listeners, fostering a love for storytelling and showcasing the beauty of audio content.

SAKSHAM

Saksham is an annual social awareness drive, initiated by the School of Media and Communication. Saksham started as a simple class project in 2016 that turned into a campus-wide, blood donation drive and marathon. Over the years Saksham panels have addressed important issues such as Diversity and Inclusion in Media businesses, Cyberbullying, Fake News, Drug Abuse, and Social Media Identities. The blood donation drives have seen over a 100 people donate blood every year, while the causes taken up by students have seen a multitude of NGO-partnerships as well as initiatives such as the Inclusive Premier League, run for a cause, nukkad natak amongst others.

PHOTOGRAPHY EXHIBITION

Throughout their learning, the students of the Dept. of Media & Communication present the photographs taken during their photo-walks. First exhibited at Celebrate Cinema 2019, each photograph offers 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 covers a wide variety of aspects of the non-fiction world. Students understand the importance and relevance of a documentary style films and how it is more than just a storytelling instrument. The workshop helps them gain perspective on 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 displaying their creations and leaving with a heartful of lessons and transformed 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. Overall, 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 covers 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 to gain 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 highly 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 of the UN, gives lectures to students of the Dept. of Media & Communication. The session emphasises 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. 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. The student teams have the opportunity to make short films on this important topic attracting significant attention.

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

Whistling Woods International has been phenomenal, especially in providing knowledge, exposure, and experience related to the industry. I was always passionate about the media industry, and the Placement Cell ensured I received the best opportunities to step into the field with the essential knowledge a bachelor's degree should provide. I cannot thank my faculty enough for offering in-college opportunities to explore various aspects of the field, giving me a first-mover advantage. This experience will always serve as the foundation for my career and stay with me throughout my professional journey.

ATHREYA KOUSGI, ShutterPlay

The media industry is vast and constantly evolving, which can often discourage young people from pursuing a career in the field. Whistling Woods International not only helped me understand the media business in its entirety but also equipped me with the skills needed to navigate this dynamic industry. The networks I built and the mentorship I received at the institute are invaluable and will support me throughout my career. The Placement Cell took the time to understand my strengths and presented me with opportunities that aligned with my potential. Whistling Woods International has helped me realize that I can achieve great things in this field and has given me the confidence of knowing I have strong mentors who will always support me.

DISHA VACHHER, Matter Advisor

Like many students, I joined Whistling Woods International with high hopes and a strong desire to enter the media industry—it seemed like the perfect choice. Over the past two years, my knowledge has not only expanded but I also gained hands-on experience in how the media industry operates. Learning from experienced faculty, engaging with guest speakers during masterclasses, and participating in project work have all been invaluable. During my two-month internship, I gained further insights into the intricacies of the media industry.

The institute has played a significant role in shaping my future while broadening my understanding across various fields. The placement team has been exceptionally supportive, taking the time to understand my aspirations and guiding me accordingly. Their unwavering support during the placement process has been truly remarkable.

NAKUL ANAND, Times Television Network

Life at WWI has been a unique and enriching experience for me. The diverse subjects covered during my time here provided a comprehensive understanding of the industry, while the internship brought me closer to its real-world workings. Our professors, with their commendable industry experience, offered valuable insights that made the subjects more engaging and practical.

In addition to theoretical learning, the practical subjects offered a deeper understanding of filmmaking, photography, theater, and more. Everyone at Whistling Woods International—from professors and staff to alumni—has been an incredible source of support and networking, which proved invaluable during the later stages of my college journey.

NIDHI CHAUHAN, Weber Shandwick

Whistling Woods International is a place that constantly encourages you to experiment and discover yourself. It allows you to try new things and teaches you to view the world from different perspectives. The numerous activities on campus, along with the masterclasses conducted by the School of Media Communication, and Management, provided valuable insights into various industries and helped me identify the career path I wanted to pursue.

The experience at WWI truly prepared me for the industry. The faculty members and the placement cell have always been supportive, ensuring excellent opportunities for the students.

POOJA PURI, Collective Artist Network

Whistling Woods International is an institution where creative minds from around the world come together under one roof to explore new ideas and innovations in the field of media and entertainment.

My two-year journey with the institute has been truly wonderful, providing me with both practical and theoretical knowledge. The faculty members have been exceptional mentors, always supporting and guiding me in all my career decisions. Whistling Woods has truly been a home away from home.

PRIYAL GALA, Nadiadwala Grandsons Entertainment

My time at WWI was a perfect blend of fun and learning. The industry connections gave me invaluable exposure to the real mechanics of the media and entertainment industry. Through live projects and practical assignments, I was able to broaden my horizons and deepen my understanding of the field.

The experienced and supportive faculty constantly encouraged me to bring out my best on every occasion. The placement committee was attentive to my interests and provided thoughtful guidance to help shape my career choices. I also made amazing friends at WWI, and I am incredibly proud to be an alumnus of India's premier media and entertainment school.

SIDDHARTH SINGH, Adfactors PR

Joining Whistling Woods International has been a truly serendipitous experience for me. I can confidently say that it was one of the best decisions I have ever made. The professors are not only knowledgeable but also deeply passionate about their subjects, and my fellow classmates are equally eager to learn. This combination has made the entire learning process both enjoyable and intellectually stimulating.

I am especially grateful to the department faculty and the Placement Cell for their unwavering support in helping me move closer to my dreams and for guiding me at every step. The institute provides extensive exposure through a variety of curricular, co-curricular, and industry-related activities, enabling students to discover and pursue their future paths with clarity and confidence.

SREYA NEWATIA, Foxymoron

Whistling Woods International has played a pivotal role in honing my skills and preparing me to excel in the media and entertainment industry. The institution's dedication to providing a holistic education has been truly exemplary. The diverse range of subjects offered in my course, combined with the practical exposure provided by industry veterans, has significantly contributed to my professional growth.

The Placement Cell at Whistling Woods International deserves special recognition for its exceptional efforts in connecting students with relevant industry opportunities. The institute has not only equipped me with the technical skills required for the role of a Junior Producer but has also provided me with a profound understanding of the industry's dynamics. The emphasis on practical training and frequent industry interactions has given me invaluable real-world experience, ensuring that I was industry-ready from day one.

SWADHEEN SHARMA, Spotlight XD

Whistling Woods International (WWI) stands as a beacon in media and entertainment education, shaping careers and nurturing talent across diverse facets of the industry. My journey at WWI has been nothing short of transformative, providing me with invaluable insights and practical knowledge that have profoundly influenced my career path.

At WWI, I explored the intricacies of both management and entertainment fields, gaining a comprehensive understanding that proved instrumental during my internships and subsequent work experiences. The meticulously crafted curriculum bridges theory with hands-on experience, ensuring students like myself grasp the practical intricacies of technology and innovation. Through immersive assignments and real-world projects, I not only learned theoretical frameworks but also honed my ability to apply them to meet industry standards.

One of WWI's standout features is its proactive placement cell, which plays a pivotal role in connecting students with leading companies in the industry. The all-around training and mentorship I received have equipped me with a robust skill set and a nuanced understanding of the media and entertainment landscape. Whether navigating complex managerial decisions or leveraging digital platforms, the foundation laid at WWI continues to empower me to excel in this competitive industry.

TANISHKA RASKAR, Matrix

I owe a debt of gratitude to Whistling Woods International and its exceptional faculty for their indispensable support and guidance throughout my journey.

Whistling Woods International has been instrumental in honing my skills and preparing me for the dynamic world of media and entertainment. The institution's unwavering dedication to delivering a comprehensive education is evident in the diverse curriculum and the hands-on experience provided by industry experts. This holistic approach has significantly contributed to my professional growth.

A special mention must be made of the Placement Cell at Whistling Woods International. Their relentless efforts in connecting students with relevant industry opportunities have been remarkable. My placement at Social Panga stands as a testament to the Placement Cell's effectiveness and their commitment to ensuring students' success.

ADHWITI AJIT, Social Panga

The media industry today goes far beyond advertising and journalism. It's evolving rapidly, presenting opportunities that don't fit into traditional boxes. I believe WWI offers one of the most holistic and well-rounded media courses in the country, reflecting the growth of the 21st century. Their curriculum includes courses that are directly relevant to the diverse opportunities available in today's climate. It covers not just advertising and journalism, but also virtual production, digital culture, advanced PR, sound design, animation, screenwriting, filmmaking, and more. The courses provide a comprehensive understanding, encouraging exploration through practical projects in each subject and inviting industry professionals for masterclasses.

At WWI, we spend our three years on our feet, making documentary films, organizing events, and pitching ideas to juries, keeping us actively engaged in every subject. It's a safe environment where we are encouraged to try our hand at everything and are given room to fail.

Whatever you find yourself leaning towards, WWI's faculty and placement cell connect you with alumni and professionals in that field. Students often find people and professions they like through masterclasses. If not, WWI students are blessed with the largest alumni network within the industry, and WWI graduates can be found in every major advertising agency, film set, or PR firm. This support is invaluable for navigating and succeeding in a rapidly changing industry like ours.

LENISHKA GANGWANI, Matter Entertainment

INDUSTRY INTERNSHIPS

Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) students are encouraged to undertake a 6-8 weeks of industry internship during their summer break. 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 for 6 weeks and another 3 month internship towards the end of their second year.

The Placement Cell alongwith faculty members, assist students in building their resumes, identifying roles suitable for internship and sourcing internships based on their preferences and interests.

The summer internship allows the students to apply their knowledge and skills acquired at the institute to real-world jobs. It 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 students performance and explore the possibility of a Pre-Placement offer. This feedback is shared with the students to help them work on the development areas and helps the student understand if they are best suited for the job role.

In July 2024 over 50 students interned with organisations such as Jio Creative Labs; Ten Colour Productions; EMC Solutions; Weber Shandwick; Shashi Sumeet Productions; Ogilvy; Boathouse Media; Mantapa Productions; McCann; Salt Worldwide; Social Panga; Radio City; The Entertainment Mafia; Social 101; SP Cinemas; Sharpcom Media; Eva Live; Shoppers Stop; Studio Medium; Insomniacs; Chaterbox; Book My Show Live; Elle Indie; Excel Entertainment; 21N78E Creative Labs and many others.

The students interned in various areas, including client servicing in advertising; copywriting; production design; creative roles; production; marketing; digital media; journalism; PR; social media; writing; strategy; editing.

The internship provided students with valuable insights into understanding the organisation's work culture, as well as time and people management, effective communication, the art of negotiation and opportunities to develop skills in how to deal with pressure.

The industry internship helps the students become better prepared for the professional world and equips them with skill sets required for specific job roles.

PLACEMENTS & INTERNSHIPS



RECRUITER'S HANDBOOK



MEDIA COMMUNICATION & MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (BBA) IN MEDIA & COMMUNICATION

Subjects

Introduction to Communication & Media Theories	Introduction to Research Methodology
Fundamentals of Event Management	Documentary Filmmaking
Fundamentals of Management	Podcast Production
Principles of Economics	Creative Ad Development
World Art	Public Relations Management
Theatre & Drama	HRM
Basics of Photography I	Basics of Business Law
Basics of Photography II	Gender Studies
Introduction to Radio	Live TV Production
Media and Culture Studies	Integrated Marketing Communication - B
Fundamentals of Marketing	Integrated PR
Introduction to Accounts	Strategic Analysis
Design Essentials	Basics of Management Accounting
Introduction to Global Politics	The Cinema Business
Business of TV and OTT	Media Planning & Buying
Basics of Journalism	Tools of Public Relations
Basics of Advertising	Digital Marketing
Introduction to Public Relations	Entrepreneurial Business Models
Fundamentals of OB	Project

Electives:

Public Speaking and Conversation
Introduction to Literature
Psychology
Introduction to Data Science
Global Sports Industry
Art of Colour
Indian Literature - Voices and Perspectives
Retail Management
Fundamentals of FinTech
World of E Sports – 1
Types of Events and Event Management Scenarios
Academic Writing & Citation
Cryptography
Indian Sports Industry
Media Production
Developing an Ad Campaign
Event Management Essentials
Advanced Photography

Sociology
Blockchain Technology
Esports Content Creation
Writing 1 - Branded Content
Writing 2 - Journalistic Writing
Writing 3 - Public Relations Writing
Writing 4 - Event Conceptualisation and Design
Film Appreciation
Basics of Finance
Production Design Practicals
Ad Film Production
Stop Motion Animation
Show Management
Virtual Production: Emerging Tech and VR
Graphic Design Tools
Digital Design
Production of Events

MASTERS OF BUSINESS ADMINISTRATION (MBA) IN MEDIA & ENTERTAINMENT

Subjects

Marketing Management 1
Statistics and Data Presentation
Introduction to Economics
Principles & Practices for Management
Introduction to Media and Communication Theory
Introduction to Public Relations and Advertising
Producing a Short Film
Journalism for New Age
Radio Production
Finance 1
Marketing Management 2

Research Methods for M&E
Strategy and Business Models
Finance 2
Entrepreneurship & Enterprise Promotion
Business & Media Law
IMC Approach to Brand Building
Strategic Brand Management
Finance 3
Digital Marketing and Analytics
Dissertation
Workshops

Electives:

Digital Technology & Ecosystems
Global Business Environment & Management
Corporate Communication & Management
Culture & the Media
Producing a Fiction Film
Producing a Non - Fiction Film
Organizational Effectiveness
Experiential Marketing
Media Buying & Planning
Strategic Account Planning

Creative Ideation and 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
Fashion Business
Introduction to Music Business

**BACHELOR OF BUSINESS
ADMINISTRATION
IN
MEDIA &
COMMUNICATION**

RECRUITER'S HANDBOOK



**AARYA SUNIL
KHOTLANDE**

WORK EXPERIENCE

Studio Medium: Worked as a Production Intern

St+art India: Worked as a Production Intern

Mortgage Media: Worked as a Sales Manager

CONTACT DETAILS

Contact Number: 7020358969

Email ID: khotlandeaarya@gmail.com

LinkedIn ID: www.linkedin.com/in/aarya-khotlande-792295256



**AARYASANGH
SHIVRAJ SITOLEY**

WORK EXPERIENCE

McCann Worldgroup, Mumbai: Worked as a Copywriting Intern

Saku- Feature- length film: Worked as a Producer and Unit Production Manager

Autism: Alag, Anokhe, Anjaan: Worked as Producer, Location Sound Recordist and Interviewer

Bait and Lure Short Documentary: Worked as a Director and Cinematographer

Guddu ki Duniya: Worked as Director's Assistant (DA) and Actor - Short Film

CONTACT DETAILS

Contact Number: 9552955335

Email ID: aaryasanghshitole@gmail.com

LinkedIn ID: <https://www.linkedin.com/in/aaryasangh-sitoley-a496412bb>



AARZOO MAHATO

WORK EXPERIENCE

Jio Creative Labs: Worked as an Intern

Vantara: Worked as a Social Media Manager

Rajadhiraj the Musical: Worked as a Creative Producer and led the coordination of creative and operational deliverables, ensuring alignment with project goals

NMACC: Worked as an Assistant to Creative Producers

EVENTFAQS: Worked as an Intern for WOW Awards Asia 2023

Bhore Films: Worked as an Assistant and supported the nationwide promotion of the Nepali and Maithili film "Rajja Rani".

Girl Summit in Nepal: Worked as a Documentation Assistant

CONTACT DETAILS

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ANSH PUPNEJA

WORK EXPERIENCE

CHTRBOX: Worked as Brand Solutions and Client Servicing Executive

Creative Land Asia: Worked as a Production Head and Creative Head

Event FAQs: Worked as a Brand Solutions Intern

CONTACT DETAILS

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RECRUITER'S HANDBOOK



ASMI BEURA

WORK EXPERIENCE

Yours Bossy, Mumbai: Worked as a Social Media Intern

Panorama Entertainment, Mumbai: Worked as a Creative Intern

AXM Networks, Mumbai: Worked as a Social Media Marketing Intern

VeraSocial (TBZ Magazine/Weekend Story), Mumbai: Worked as a Brand Marketing Intern

ThinkStudio LTD Mumbai: Worked as a Head of Sponsorship

CONTACT DETAILS

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**GIOVANNI NIRVANA
ALISTAIRE SAKSENA**

WORK EXPERIENCE

Big Momma Productions: Worked as a Creative and Production Intern

CONTACT DETAILS

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GRESHA BULKUNDE

WORK EXPERIENCE

Weber Shandwick: Worked as a PR Intern

Godrej Appliances: Worked as Head Production Intern

CONTACT DETAILS

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**JADYN LANCY
COUTINHO**

WORK EXPERIENCE

Radio City 91.1: Worked as a Corporate Sales Intern

CONTACT DETAILS

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**JANHAVI ASHISH
ADUKIA**

WORK EXPERIENCE

Entertainment Mafia: Worked as a Creative Intern

Worked as an **Assistant Producer** and **Assistant Director** for various plays

Directed and **Produced** a theatre play

Worked as an **Associate Director** on a short film

CONTACT DETAILS

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RECRUITER'S HANDBOOK



**JIYA MUKESH
AGARWAL**

WORK EXPERIENCE

Insomniacs: Worked as a Content Writing Intern

CONTACT DETAILS

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KAMYA AGGARWAL

WORK EXPERIENCE

EMC Worldwide Solutions: Worked as a Marketing Intern

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

CONTACT DETAILS

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LAKSHYA MITTAL

WORK EXPERIENCE

Social Panga Mumbai: Worked as a Client Servicing Intern

Short Film: Ideated, Shot and edited a short film

Muskurahat Foundation: Worked as an Intern

CONTACT DETAILS

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MADHURA KAMBLE

WORK EXPERIENCE

BookMyShow Live: Worked as a Production Trainee

A Glass of Whiskey Production House: Worked as an Assistant Director

CONTACT DETAILS

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NIMAI VENKATRAMAN

WORK EXPERIENCE

Believe Trinity: Worked and assisted on multiple projects as a Creative Intern and a “In house Gen Z”

Trispire Culture Tech: Wrote and assisted in curating content for the company website

SAKU (Feature Film): Worked as an AD (Assistant director), PU (Production unit), Assistant PD (Production design) and Sound Assistant

Production Crew: Worked as a Production Intern for the 2022 AD design show

CONTACT DETAILS

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PALAK DANI

WORK EXPERIENCE

Boathouse Media: Worked as a Social Media and Marketing Intern

Glass of Whiskey Production: Worked as a Production Assistant for a Policy Bazaar Shoot

Influenza 2k24: Worked as a Production Assistant for a creators meet

CONTACT DETAILS

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LinkedIn ID:



PRACHI PRASAD RAUT

WORK EXPERIENCE

ELLE India, Mumbai: Worked as a Sales and Brand Solutions Intern

Chtrbox, Mumbai: Worked as Brand Solutions and Client Servicing Intern

Velvetreign Entertainment: Worked as a PR Intern

CONTACT DETAILS

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RIA SACHIN VOHRA

WORK EXPERIENCE

Ogilvy: Worked as an Account Management Intern

Greenroom: Worked as an Account Management Intern

CONTACT DETAILS

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**RUCHA
MADHUSUDHAN
KAWJALGI**

WORK EXPERIENCE

Social Panga: Worked as a Brand Solutions Intern

Glass of Whiskey Productions: Worked as an Assistant Director Intern

CONTACT DETAILS

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SHIVANI RAJESH KARN

WORK EXPERIENCE

Mantapa Productions: Worked as a Production Intern

CONTACT DETAILS

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SHIVI SINGH

WORK EXPERIENCE

Excel Entertainment: Worked as a Creative Intern

WeLupt Collective: Worked as a Back-end Management Intern

Trinayani: Worked as a Social Media and Content Strategy Intern

CONTACT DETAILS

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SHUBHRA VAISHNAV

WORK EXPERIENCE

21n78e Creative Labs: Worked as a Creative Intern

CONTACT DETAILS

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**SIDDHARTH MILIND
SUBHEDAR**

WORK EXPERIENCE

Social Panga: Worked as a Brand Solutions Intern

Goonj Podcast: Produced, Directed, Acted in Podcasts

CONTACT DETAILS

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SOMYA MITTAL

WORK EXPERIENCE

Social Panga: Worked as a Social Media Intern

CONTACT DETAILS

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VAISHNAVI REDDY

WORK EXPERIENCE

Insomniacs (Real Estate Marketing, Data Analytics and Technology Network): Worked as a Copywriting Intern

CONTACT DETAILS

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VINAYAK VENUGOPAL

WORK EXPERIENCE

Ten Colour Production: Worked as an Editing, Social Media and Production Assistant Intern

Godrej Appliances Campaign: Worked as a Production Management Intern

CONTACT DETAILS

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**VISHVI ASHISHKUMAR
JAIN**

WORK EXPERIENCE

Ten Colour Production: Worked as a Production Assistant Intern

EventFaqs (WOW Awards): Worked as an Event Intern

Fiver: Worked as a Freelance Photographer

CONTACT DETAILS

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?originalSubdomain=in](https://www.linkedin.com/in/vishvi-jain-3b09a3281/?originalSubdomain=in)

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



ABHITI KORADIA

WORK EXPERIENCE

EMCW Solutions Worldwide: Worked as a Marketing Intern

Concept PR: Worked as a Content Writer

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ANISHA REDDY

WORK EXPERIENCE

Boat House Media: Worked as a Production Intern

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BRILL KHAKHARIYA

WORK EXPERIENCE

Social 101, Gujarat: Worked as a Social Strategist and Business Development Intern

RAS Media and Entertainment, Gujarat: Worked as Client Servicing Intern and Social Media Management Intern

CONTACT DETAILS

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DHARSSIC SHAREN

WORK EXPERIENCE

SP Cinemas, Chennai: Worked as a Creative Intern

Boathouse Media: Worked as a Production Intern for 3 Ad Films

Indian television Dot Com: Worked as an Event Organiser for the Animation & More Summit

CONTACT DETAILS

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EASHANI ROY

WORK EXPERIENCE

Mantapa Productions: Worked as a Production Intern

Crayons Advertising Ltd: Worked in the Marketing Department

EEMA Mumbai: Worked in the Registration Team

Amity University: Worked for Sports coverage & Social media

Roots NGO: Worked as a Business Development Intern

CONTACT DETAILS

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RECRUITER'S HANDBOOK



GAGAN KAMRA

WORK EXPERIENCE

Sharpcom Media: Worked as a Creative Director Intern

Yulu Bikes Pvt Ltd: Worked as a City Associate Manager

Skypillars Manpower Agency: Worked as an Events Co-ordinator

Comic Con (2018, 2019, 2022): Worked on Vendor Management

Boathouse Media: Worked with the Production Team on 3 Ad Films

Zomaland and EEMAGINE: Worked in the Production Team

Indian television Dot Com: Worked as an Event Organiser for the Animation & More Summit

CONTACT DETAILS

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HRISHIKESH MANE

WORK EXPERIENCE

Eva Live: Worked on Brand Sponsorship

EEMA: Worked for Guest Hospitality

Short Films directed by Director Sajid Samji: Worked as an Assistant Director

CONTACT DETAILS

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KEEGAN FERNANDES

WORK EXPERIENCE

Salt Worldwide: Worked as a Junior Copywriter

Astro Visions: Worked as a Conceptualizer/ Co-founder

Lollapalooza: Worked as a Backstage Co-ordinator for all stages

JP Morgan Chase: Worked as a Social Media, Creatives and Marketing Intern

Viral Fission: Worked as a Research Analyst

CONTACT DETAILS

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MADHAV MENON

WORK EXPERIENCE

Boathouse Media: Worked as a Direction Intern for 6 Ad Films

18 minutes short film titled 'Happy Anniversary': Worked as a Writer-Director

Purvaja Finance NBFC: Worked as a Finance Intern

CONTACT DETAILS

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RECRUITER'S HANDBOOK



RITHESH R

WORK EXPERIENCE

Shashi Sumeet Productions: Worked as a Direction Intern

Boathouse Media: Worked as a Direction Intern on 3 TVC's

Short Films: Worked as an Assistant Director on a short film and 2 Diploma Films

Indian television Dot Com: Worked as an Event Organiser for the Animation & More Summit

CONTACT DETAILS

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SOPHIYA PATTANAİK

WORK EXPERIENCE

Shoppers Stop: Worked as an E-commerce and Brand Onboarding Intern

CONTACT DETAILS

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SOUMYA ARYA

WORK EXPERIENCE

Weber Shandwick: Worked as a PR intern, in the Healthcare segment

Red dot: Worked as a Creative Producer Intern, produced videos for Abbott, Cipla

CONTACT DETAILS

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SPARSH KESHWANI

WORK EXPERIENCE

Shoppers Stop: Worked as a Marketing and Content Intern

Mavocmm PR: Worked as a Social Media Management Intern

Abeonaz: Worked as a Digital Media Manager

CONTACT DETAILS

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BATCH OF 2024



BBA IN MEDIA & COMMUNICATION



MBA IN MEDIA & ENTERTAINMENT

PLACEMENT PROCEDURE

CAREER RESOURCE CENTRE

The Placement team at Whistling Woods International comprises of the Career Resource Centre (CRC), faculty and student representatives. A Placement committee is selected from the students. The students and CRC undertake and manage all 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 provide 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 resume building 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 about 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 helps students in making an informed decision about the organisation.

Ideally, the PPT must include:

- Company profile
- Roles/Positions on offer
- Compensation details
- Possible number of openings

The Recruitment Process

We would request the company to inform us 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 if any
- Number of interview rounds
- Approximate duration

Once the company has selected the candidates, the candidates' offer letters must be routed through the Career Resource Centre(WWI Placement Team)



**WHISTLING
WOODS**
INTERNATIONAL

INSTITUTE OF FILM, COMMUNICATION & CREATIVE ARTS

PLACEMENT TEAM CONTACT DETAILS

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Head - Placements & Student Services

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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}