

**Whistling Woods
International**

INSTITUTE OF FILM, COMMUNICATION & CREATIVE ARTS



School of Media & Communication

**Recruiter's Handbook
2020**



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.

ONE OF THE TEN BEST FILM SCHOOLS IN THE WORLD

- THE HOLLYWOOD REPORTER

5.5
ACRE
CAMPUS

1300+
STUDENTS

5
SCHOOLS

*Degree &
Diploma
programmes
accredited by
the TISS*

*2200+
Media & Film
industry
Alumni*

Whistling Woods
International
VR LAB **Jio**



campus

SCHOOL OF FILMMAKING

SCHOOL OF CREATIVE ARTS

SCHOOL OF PERFORMING ARTS

SCHOOL OF MEDIA & COMMUNICATION

SCHOOL OF EVENT MANAGEMENT

VIRTUAL ACADEMY

SHORT COURSE UNIT

A close-up portrait of Subhash Ghai, a middle-aged man with short, wavy grey hair, wearing round glasses, a light grey suit jacket, a white shirt, and a dark tie with a white polka-dot pattern. He is smiling slightly and looking towards the camera. The background is a plain, light grey color.

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
Karamveer Chakra Awardee
Chairman, MESOC

Subhash Ghai is a globally renowned filmmaker having directed 19 films over a four-decade career, with 14 of them being blockbusters. Recipient of many national and international awards, he has also been honoured by the United States Senate. He has been a former Chairman of the Entertainment Committee of Trade body CII and also a member of FICCI, NASSCOM and TIE Global & its alliances. He has been invited to address various forums and seminars on corporate governance and the growth of Media & Entertainment industry globally and in India. He is presently serving as the Chairman of Media and Entertainment Skills Council (MESOC).

Message from the Founder & Chairman

My journey as a filmmaker in the Media & Entertainment (M&E) industry has been a long and cherished one. Over the years, the one factor that has grounded me and contributed to my success is the basic film education I received from the film institute I studied in, coupled with my strong desire to learn and re-learn from my days as part of the Indian film industry.

With the passage of time, the art and craft of filmmaking has evolved. While passion is where it stems from, the technology & techniques of every aspect of filmmaking need to be learned, be it screenwriting, acting, cinematography, direction, or any other part of the process. Here's where we come in. Taking the best of Indian and international cinematic expertise, Whistling Woods International (WWI) offers the aspiring filmmakers an opportunity beyond measure.

WWI is a state-of-the-art facility situated in Filmcity, Mumbai, with excellent industry integration and interaction. We have designed a curriculum, drawing from the best of international film schools, and some of the best minds in the entertainment industry form our faculty, academic advisory board and governing council.

The curriculum provides the students with a thorough understanding of every aspect of filmmaking, which is key in mentoring a true media professional. With an array of specialisations, practical training and hands-on experience in handling the various facets of filmmaking, the students are trained to become masters of the art and craft of cinema, in an environment that encourages creativity.

Among the crucial factors which set WWI apart from the others, are its technology, academic and placement affiliations. WWI has forged alliances with leading technology providers, Media & Entertainment industry and with key M&E organisations in India & globally, to enable the transition of our students from education to employment. Our presence as a full member of CILECT and associations with several leading film schools and universities across the globe enable cohesive global education. Our students are well-exposed to developments across the world of cinema, content creation and all creative industries and are inspired to be several steps ahead.

We are steadily progressing to achieve our twin goals - to create the next generation of filmmakers and to be the institute of choice for Media & Entertainment education globally.



Meghna Ghai-Puri
President, Whistling Woods International

Armed with an Advanced Diploma in Communications, Advertising & Marketing, and a BSc. Honours Degree in Business Management from King's College, London, Meghna manages a team of over 150 faculty and professionals. She oversees all aspects of the institute. She is the youngest and only Asian woman to receive the Bradford College Honorary Fellowship. She has been awarded with the ET Best Education Brand of India 2019 for her contribution to the field of education in cinema.

She has previously managed Marketing and Distribution for Mukta Arts Limited for films like Pardes, Taal, and Yaadein. She has been associated with key businesses in the Indian media & entertainment industry through prominent projects like Cinema 100.

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 institute 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 that we put our full effort behind finding proper placement for each one of our students.

Till date over 2200+ WWI alumni are gainfully employed in the industry. Seeing our alumni making a mark in the industry is indeed a proud feeling. Our students have been part of prestigious projects in the Media & Entertainment industry including the latest films, TV shows and advertising films. They have also been working for Advertising agencies, Public Relations firms, Event companies, Television channels, Production houses and Digital agencies, and also with Fashion Designers and brands and many other large corporates around the country and the world.

Prominent projects our alumni have been part of recently, includes Gully Boy, Kesari, Kabir Singh, Extraordinary Journey of the Fakir, Super 30, Chhichhore, The Zoya Factor, Padman, Padmaavat, Sonu Ke Tittu Ki Sweetie, Raazi, Veere Di Wedding, Bhavesh Joshi Superhero, Sanju, Dhadak, Love Sonia, Manto, Gujjubhai Most Wanted, Badrinath Ki Dulhania, Bahubali 2, Dear Zindagi, Lipstick Under My Burkha, Airlift, Uda Punjab, MS Dhoni, Titli, Angry Indian Goddesses, Baby, Bey Yaar, Gujjubhai the Great, Kung Fu Panda, The Amazing Spiderman, Black Panther, Ant-Man and the Wasp, Avengers: Infinity War amongst many others.

Also our alumni have worked on web series like Made in Heaven, Criminal Justice, Sacred Games 2, Damaged, Ghoul, and many more.

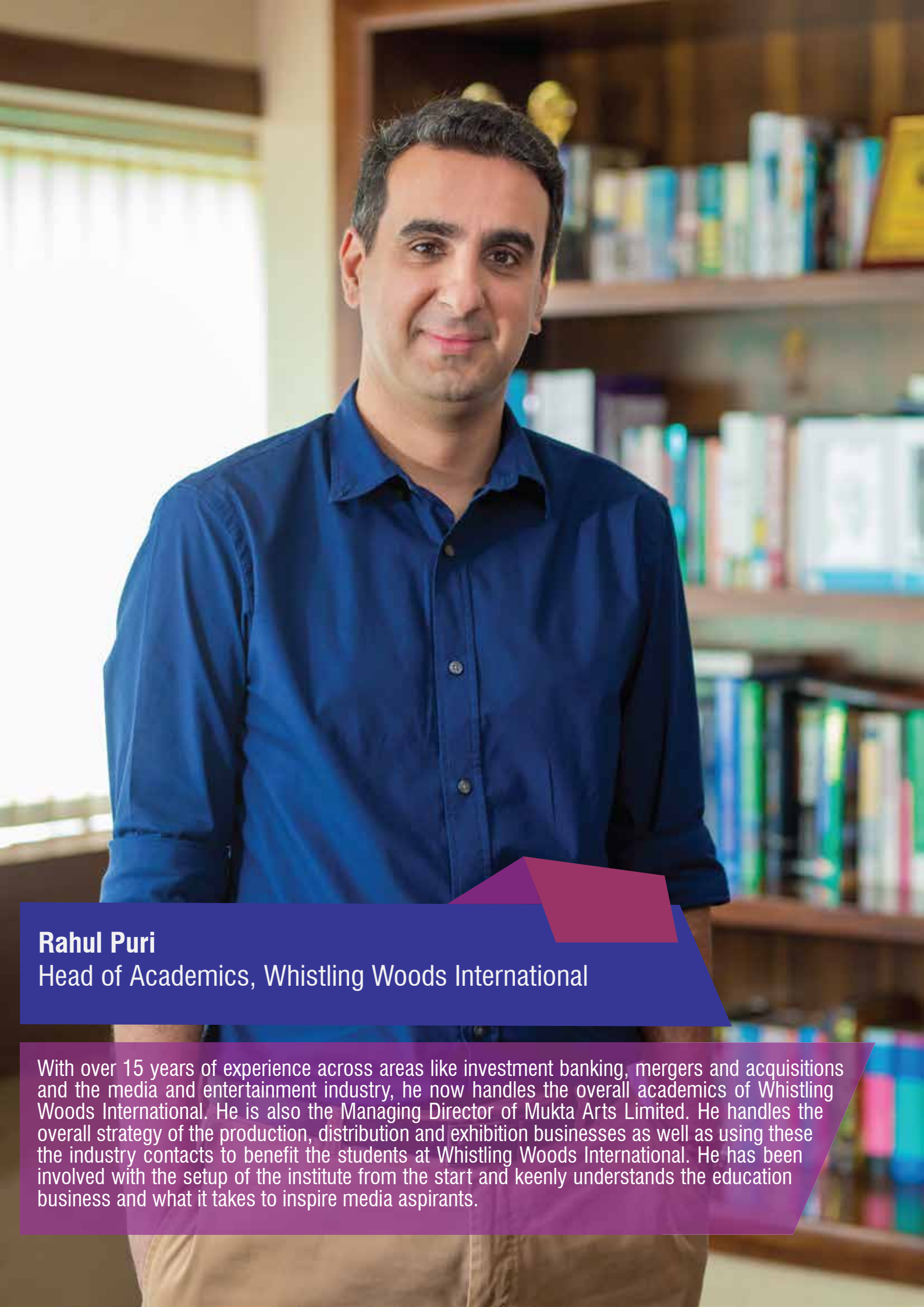
Our Media & Communication alumni are working at renowned organisations namely PVR, The Glitch, Bling Entertainment, Myntra, Mukta Cinemas, FCBULKA, Republic Media Network, FilterCopy, Super Cassette Industry, Perfect Relations, Saregama, McCann, Yash Raj Films, Double Negative, Red Chillies, Dharma, Zee Entertainment, Star India, Mercedes Benz, BBC Worldwide, Midday, CAA Kwan, Morgan Stanley, Prime Focus, Epic Channel, Nadiadwala Grandsons Entertainment, Balaji Telefilms, Prime Focus, Geometry Global Encompass Network, Condé Nast India, AIB, YouTube Space, Linopinion, MSL Group, Adfactors PR, Weber Shandwick, Sula Vineyards, The Culture Machine, Radio City, Disney Motion Pictures, Roy Kapur Films, DDB Mudra, Shashi Sumeet Productions, Vinod Chopra Films, The Digital Street, Music India, Rediffusion YNR, Matter Advisors, Hungama Digital Services, Affle, Group M, Carnival Cinemas, Arré and this list grows every semester.

Message from the President

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

Our students are fully specialised within their disciplines. In Filmmaking they specialize in Cinematography, Direction, Editing, Producing, Production Design, Screenwriting, Sound Recording and Design & VFX, in Creative Arts they specialise in Animation and Game Design, Fashion Design, Visual Communication Design, in Performing Arts they specialise in Acting, Music Production and Composition and in PGD and BBA in Media and Communication in areas of PR, Advertising, Journalism, Events and Audio Visual Communication. 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.



Rahul Puri

Head of Academics, Whistling Woods International

With over 15 years of experience across areas like investment banking, mergers and acquisitions and the media and entertainment industry, he now handles the overall academics of Whistling Woods International. He is also the Managing Director of Mukta Arts Limited. He handles the overall strategy of the production, distribution and exhibition businesses as well as using these the industry contacts to benefit the students at Whistling Woods International. He has been involved with the setup of the institute from the start and keenly understands the education business and what it takes to inspire media aspirants.

Message from the Head of Academics

What makes the School of Media & Communication?

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

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

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

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

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

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

Our teachers explain the rules to our trainees and then actively encourage them to break them. By using a lot of teachers from the film school, what our BBA and PGD programmes give to the students would be industry manager's insights into how content is created and then we build on 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

Ravi Gupta: Dean

Rahul Puri: Head of Academics

Laili Dutta: HOD, School of Media & Communication

Kapil Tandon: Faculty, School of Media & Communication

Milind Dedhia: Faculty, School of Media & Communication

Oindrila Purohit: Faculty, School of Media & Communication

Utkarsha Kotian: Faculty, School of Media & Communication

Shebany Moro: Faculty, School of Media & Communication

Meenakshi CV: Faculty, School of Media & Communication

Manisha Rajadhyaksha: Faculty, School of Media & Communication

Chaitanya Chinchlikar: Vice President & Chief Technology Officer

Anjum Rajabali: HOD, Screenwriting

Sudipta Basu: HOD, Sound Recording & Design

Prashant Naik: HOD, Editing

Yusuf Mehta: HOD, School of Animation & Game Design

Ashwini Kaul: HOD, Cinematography

Arvind Pandey: HOD, Actors' Studio

Rabiya Nazki: HOD, Producing

Abhijit Mazumdar: HOD, Direction

Milindo Taid: HOD, School of Design

Jewellyn Alvares: HOD, School of Fashion Design

Dr. Sangeeta Shankar: HOD, School of Music

Anuradha Bhatia: HOD, Student Productions

Rakesh Ranjan: Senior Faculty, Sound Recording & Design

Sabyasachi Bose: HOD, Production Design

Krishnamurthy: Senior Faculty, Cinematography

Rajesh Parmar: Senior Faculty, Editing

Visiting Faculty

Chitra Mulani

Samar Khan

Sudarshan Srinivasan

Nikhil Rao

Suparna Sengupta

Sheena Ahluwalia

Amrita Haldipur

Devyani Arya

Sandeep Chopde

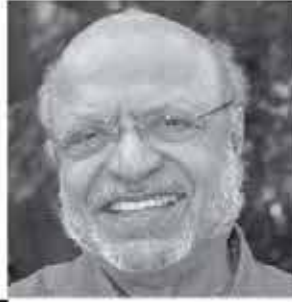
Kajol Bangera

Ananya Mohanty

ACADEMIC ADVISORY BOARD

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

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



Krishna Mehta,
Creative Director,
Fashion Brand Krishna Mehta

“
Where success is not
just a dream.

Neeta Lulla,
Chief Mentor, WWI School of
Creative Arts - Fashion Department;
Fashion Designer



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

A. R. Rahman,
Composer & Performer



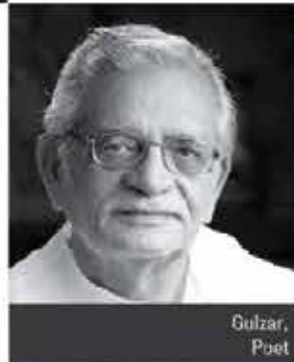
“
Entering the gate of
Whistling Woods
International, I feel
that I was born today.

Rakaysh Omprakash Mehra,
Filmmaker



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

Ashutosh Gowariker,
Filmmaker



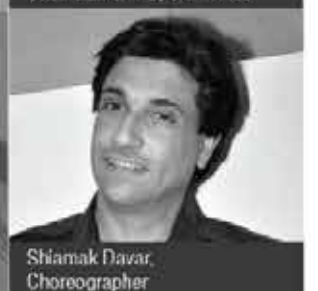
Gulzar,
Poet

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

Shabana Azmi,
Actor



Manmohan Shetty,
Board of Director, WWI;
Chairman & MD, WalkWater



Shamak Davar,
Choreographer

“

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

Javed Akhtar,
Screenwriter & Lyricist



“

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

Hema Malini,
Actor



“

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

Ronnie Sreewala,
Founder, Swades Foundation;
Founder, Unilazer Ventures



“

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

Mahesh Bhatti,
Filmmaker



“

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

Karan Johar,
Filmmaker

Shyam Benegal
Chairman, Academic Advisory Board, WWI;
Filmmaker

Anuj Pardey
MD, Himalaya Publishing House Pvt. Ltd.

Anurag Batra
Chairman & Editor-in-Chief, B/W Businessworld Media Group & exchange4Media Group

Ashish Kulkarni
Founder, Punnaryug Artvision Pvt. Ltd.

Ashvini Yardi
Co-Founder, Grazing Goat Pictures;
Founder, Viniyard Films

Dr. Bhaskar Das
Group President, Republic Media Network

Deepa Gahlot
Programming Head, Theatre & Film, NCPA, Journalist

Deepak Jayaram
Co-Founder & Head, Strategy & Innovation, Miners INC

Dhunj S. Wadia
CEO, Handloom Pictures Comp.

Dilip Cheria
Co-Founder & Consulting Partner, Perfect Relations

Dr. Jabbar Patel
Filmmaker; Chairman & Dean, MIT School of Film & Television

Farid Bawa
Communication Designer; Founder, All India Permit;
Sr. Designer, DDB Amsterdam

Jiggy George
Founder, Dream Theatre Pvt. Ltd.; Founding Partner, Mojstar

Josy Paul
Chairman & National Creative Director, BBDO India

K. V. Sridhar
Founder & Chief Creative Officer, HyperCollective

Kamlesh Pandey
Screenwriter

Lajwanti D'Souza
Consulting Editor

Mahesh Samal
EVP, Consumer, Games & Publishing, APAC, The Walt Disney Company

Merzin Tavarin
Creative Director & General Manager, Double Negative India;
Co-Founder & Chief Creative Director, Prime Focus

Mitali Kakar
Director, Fleetwatch Marine Conversation;
Director, Gonocle Film Pvt. Ltd.

Neeraj Roy
Founder & CEO, Hungama Digital Media Entertainment Ltd.;
MD, ArtistAloud.com

Nina Sabnani
Professor, Industrial Design Centre, IIT Bombay

Omung Kumar
Filmmaker & Production Designer

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

Rahul Mehta
MD, Creative Lifestyles Pvt. Ltd.;
President & Chairman, The Clothing Manufacturers Association
of India

Rahul Nanda
Film Publicity Designer



Anjana Sharma,
Head, Customer Experience
& Service, Dellin

Ranjit Barot
Indian Film Score Composer, Music Director, Music Arranger,
Drummer & Singer

Ravi Deshpande
Founder & Chairman, Whyness Worldwide;

Roubie Nagi
Founder, Roubie Nagi Design Studio;
Founder, Roubie Nagi Art Foundation

Sanjiv Sharma
Executive Chairman, O4 Digital;
Founder, Optimystix Entertainment India Pvt Ltd;
Founder, Creative Director & Ad Film Director, Palette
Communications Pvt. Ltd.

Saroj Khan
National Award-winning Choreographer

Sethusath Padmanabhan
MD, Asia Pacific, Reproflex3 Ltd.

Sowmya Iyer
Founder & CEO, DVIO Digital

Subhash Awchal
Artist & Communication Designer

Sudhakar Nadkarni
Dean, Business Design, Welingkar Institute of
Management Development and Research

Sukant Panigrahy
Production Designer & Art Director

Sukanti Ghosh
Sr. Director, APCO Worldwide

Tony D'Silva
Managing Partner & Business Consultant,
Azender Consulting Pvt. Ltd.

Vikas Satwalekar
Design Consultant

Vivek Bahl
Former Chief Creative Director,
Sony Entertainment Television

Zubin Driver
CEO, Pundalik

VIRTUAL REALITY ADVISORY BOARD

Anand Gurmani
MD, Vamr Technologies Pvt. Ltd.

Chris Bobotis
Former Director Immersive, Adobe

Clyde DeSouza
VR Filmmaker; Founder, Real Vision FZ LLC, Dubai

Karan Butani
Co-Founder & CCO, The Rumour Projects Worldwide Pvt. Ltd.;
Co-Founder, Recco The World Technologies Pvt. Ltd.

Lewis Smithingham
Creative Director, Creative Technologist & Strategies and Solutions
Consultant, Smithingham LLC

Nick Bicanic
Founder & CTO, RED 6 Aerospace

Ravindra Velhal
Global Content Policy Strategist, Intel VR

Safram Sagiraju
VR Filmmaker; Co-Founder, Meraki VR Studio

Zain Memon
Co-Founder, Memesys Culture Lab



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

Arita Dongre,
Fashion Designer



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

Brian Tellez,
Founder & Group CEO,
Fountainhead MKTG

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

Roshan Abbas,
MD, Encompass Events



Meher Castellino,
Fashion Journalist
& Consultant



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

GOVERNING COUNCIL

Anand Mahindra

Chairman, Governing Council, WWI;
Chairman, Mahindra Group

Anil Harish

Partner, DM Harish & Co.

Ashok Mishra

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

Kiran Karnik

Former President, NASSCOM

Pradip Shah

Chairman, IndAsia Fund Advisors Pvt. Ltd.

Purnendu Chatterjee

Founder & Chairman, The Chatterjee Group (TCG)

INTERNATIONAL ADVISORY BOARD

Daniel Dubiecki

Oscar-Nominated Producer

Derek Wyatt

Former Member of Parliament, UK;

Dr. Deepak Chopra

Founder, The Chopra Foundation

Dr. Raj Kanodia

Healthcare Professional

Joan Vogelsang

Management Consultant

Kanwal Rekhi

Entrepreneur & Management Director, Inventus Capital Partners

Padma Bhushan Lord Bhikhu Parekh

Political Philosopher & Social Theorist

Parminder Vir OBE

Award-winning Film & TV Producer

Sandy Cilman

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

Sir Martin Sorrell

Executive Chairman, S4 Capital Group;
Sr. Monk, MediaMonks

Sunil Thankamushy

CEO, DEEPBLUE Worlds Inc.

Trevor Griffith

Dramatist & Photographer, UK

“

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 Putnam,
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.

Sheley Page,
International Animation Talent Consultant



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

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 Auro 11.1 3D 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
- RED Digital Cinema 8k Helium Cameras
- Music Recording Studio
- Dolby Digital Film Surround Mix Studio
- 5 DAW Suites
- 1 ADR Suite
- Location sound recording equipment
- Audio – ProTools Lab
- Editing – Foxconn Media Lab – 21.5" quad-core i5 iMacs with Intel Iris Pro Graphics
- Editing – 3 specialised Edit Labs – 27" quad-core i5 iMacs with Intel Iris Pro Graphics
- Editing – 12 Edit Suites 4k ready – MacPros with 4k ready HD displays
- Multipurpose Video Labs – 3 labs
- Animation, Gaming, Comics & VFX Labs- 1 Workstation per student with 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, Adobe Speed Grade
- 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

WWI FOXCONN MEDIA LAB

- 28nos - 21.6"quadcore i5 iMacs with Intel Iris Pro Graphics

WWI SONY MEDIA TECHNOLOGY CENTRE

- Sony CineAlta F65, F55 & F35 4K High-Speed HDR HD Digital Cinematography cameras
- Sony CineAlta F5 HD Digital Cinematography camera
- Sony HDC-4300 - 4K/HD System Camera
- Sony proprietary 'lens-to-screen' 3D workflow pipeline for both Film & TV
- DaVinci Resolve colour-grading workstation

WWI JIO VIRTUAL REALITY LAB

- Kandao Obsidian S 6k high speed 360 VR camera system • Insta360Pro 6k 360 VR camera system • Multiple other 360 deg camera systems
- Adobe Creative Cloud Suite with METTLE Plugins for 360deg video post-production • HP Workstations with NVIDIA graphic cards for post production in 360VR • Mistika VR for post-process workflow • Audioease plugin for ProTools for 360 Spatial Sound • DearVR plugin for ProTools for 360 Spatial Sound

CAMPUS FACILITIES

- 40 Classrooms - acoustically panelled with projection & audio systems
- 3 Foundation lecture halls
- 9 Workshop rooms
- 5 Acting & Dance Studio/Yoga Studios
- Theatrical make-up & costume rooms
- Prop & Costume storage

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 and Communication and PGD in Media and Entertainment. These industry experts have expertise in Advertising, Public Relations, Audio-Visual, Journalism and likewise of the Media and Communication industry.

Eminent personalities like Brian Tellis-Director, Fountainhead Promotions and Events Pvt Ltd; Malini Agarwal - Founder and Creative Director, Miss Malini; Sabbas Joseph - Founder and Director, Wizcraft International; Romil Ramgarhia- Chief Operating Officer; BARC India; Niteen Bhagwat-Vice Chairman, FCB Interface; Sonal Dabral - Chief Creative Officer and Vice Chairman, Ogilvy India; Shekhar Purohit - Founder, Talent Next; Roshan Abbas-MD, Geometry Global Encompass Network; Mandovi Menon and Varsha Patra-Co-Founders, Team Homegrown; Ali Abbas Zafar; Rakeysh Omprakash Mehra; Anupam Kher; Kamal Haasan; Vikramaditya Motwane; Shashank Khaitan; Tanuja Chandra; Ayan Mukherjee; Amol Gupte; Rohit Shetty; Smriti Kiran 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 it needs to excel in a particular job or role.

Nina Lekhi
Baggit

Mandovi Menon, Varsha Patra
Homegrown

Anupam Chaturvedi
Adfactors PR Pvt. Ltd

Nishikant Kamat, Shriya Saran
Drishyam

Shashank Khaitan
Badrinath Ki Dulhania

Brian Tellis
Fountainhead Promotions & Events Pvt. Ltd

Malini Agarwal, a.k.a. Miss Malini
Miss Malini Entertainment Pvt. Ltd

Sabbas Joseph
Wizcraft International Entertainment Pvt. Ltd

Romil Ramgarhia
BARC India (Broadcast Audience Research Council)

Niteen Bhagwat
FCB Interface

Shekhar Purohit
Talent Next

Sonal Dabral
Ogilvy India

Shoojit Sircar
October

Rakeysh Omprakash Mehra
Bhaag Milkha Bhaag

Amol Gupte
Stanley Ka Dabba

Ali Abbas Zafar
Sultan

Nagraj Manjule / Nitin Keni
Sairat

Nitesh Tiwari
Dangal

Roshan Abbas
Geometry Global Encompass Network

Karan Johar
Ae Dil Hai Mushkil

Abhishek Chaubey
Sonchiriya

Nandita Das
Manto

Rohit Shetty
Simmba

Karl Katgara
Butter Media

Tarunjeet Ratlande5
Nucleus PR

Anant Rangaswami
Melt OM Wion

Trainee Initiatives

SAKSHAM

The students of School of Media & Communication host an annual two-day initiative with an aim to spread social awareness amongst the masses. This year, they organised 'Project Saksham' which witnessed a blood donation camp, an educative panel discussion, a dental camp and a flea market. The event was held in association with Kokilaben Dhirubhai Ambani hospital and various other NGOs in the city. The event provided the students with an opportunity to put to practical use their learnings in event management, business management and strategic thinking and inculcate in them the need for corporate social responsibility and giving back to the society.

SPOTLIGHT NEWSLETTER

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

WWI TV

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

CELEBRATE CINEMA

A grand celebration of Indian cinema, Whistling Woods International hosts Celebrate Cinema, a three-day commemoration that include a cornucopia of film screenings, workshops, panel discussions and exhibition that provides an avenue to common film lovers and enthusiasts to access the realities of the filmmaking process. This high-profile media event is planned and executed by WWI trainees with over 6000 film enthusiasts having to attend the same. This event has been graced by special guests and panelists like Hrithik Roshan, Swara Bhaskar, Hariharan, Louiz Banks, Shweta Tripathi, Ranvir Shorey, Sayani Gupta, Alankrita Shrivastava, Shibani Bathija, Kanika Dhillon, Atika Chohan, Gaurav Taneja and Ritu Taneja (Flying Beasts), Ranveer Allahbadia (BeerBiceps), Anisha Dixit (Rickshawali), Swanand Kirkire, Kausar Munir, Shellee, Hussain Haidry and many more.

5TH VEDA

5th Veda is a cultural hub based on classical art forms initiated by the Founder & Chairman of Whistling Woods International, Subhash Ghai, inaugurated on January 30, 2015. The idea is to connect the younger generation with the art and technique of all classical art forms like dance, drama, poetry, art, music and much more.

Every Thursday evening the 5th Veda team comprising of students of the School of Media & Communication organise a workshop, where experts from the industry hold interactive sessions with the students and perform.

Some of the industry professionals that have been part of 5th Veda sessions are Anil Kapoor, Madhur Bhandarkar, Manish Malhotra, Satish Kaushik, Aamir Khan, Imtiaz Ali, Rajkumar Hirani, Asha Bhosle, Ankit Tiwari, Ganesh Acharya, Ehsaan Noorani, Tanmay Bhat, Naveen Kumar, Saurabh Shukla, Anupam Kher, Rekha Bhardwaj, Sukhwinder Singh, Boman Irani, Nawazuddin Siddique, Ila Arun, Meet Bros, Remo D Souza, Salim Merchant, Kapil Sharma, Shaan, Johnny Lever, Pandit Hariprasad Chaurasia, Shankar Mahadevan, Sonu Nigam, Arijit Singh, Hariharan, Leslie Lewis, Kavita Krishnamurthy, Sorabh Pant, Ashley Lobo, Terrence Lewis, Louiz Banks and many more.

Trainee Initiatives

COOK OFF

The School of Media & Communication come into unison with the School of Fashion Design to display a spectacle of varied Indian cultures. Students from the PG Diploma in Media and Entertainment are paired up with the Fashion Design students. The groups are asked to come up with any region or cultural hotspot of their choice and put up a kiosk that celebrates food and fashion famous to that region.

The event stretches over a very enthusiastic 8-hours a day and has people enjoying all the delicious food that is on for sale. From Goan recipes to food from Assam and Kashmir, one can almost taste the palette of India in the stretch of about 12 kiosks. However, the bigger take away was for the students who have the opportunity to organise this culture extravaganza.

Many hidden truths about the nooks and corners of India are unraveled and the joy of collaboration is on an all new high. The spirit of teamwork is evident by the ease with which the groups manage to not only put up their food and fashion, but also present it with so much finesse in the decor and service style.

BLOG & PODCAST

Whistles and Echoes is the official blog from the WWI School of Media & Communication. A first-of-its-kind venture for the school, 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 and 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.

<https://whistlesandechoes.com/>

PHOTOGRAPHY EXHIBITION

Through the course of their learning, the students of the School 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 School of Media & Communication participate in a stimulating and creative 2-week, Documentary workshop as a 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 heart full 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 and Industry (FICCI) hosts the Asia's largest global convention on business of the Media & Entertainment industry. It is an enriching 3-day event that includes focused sessions, interviews and creative workshops. It focuses on all facets of the Media & Entertainment industry including Films, Broadcast (TV & Radio), Digital Entertainment, Animation, Gaming, Visual Effects etc. The FICCI Frames is addressed by eminent personalities from all over the world who share their knowledge and experiences with the audience. The FICCI Best Animated Frames Awards are also conducted to motivate the Indian Animation industry. The students of School 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.

JAGRAN FILM FESTIVAL

Jagran Film Festival (JFF) is an initiative by the Jagran Group towards creating a culture of cinema appreciation. It is an honest and sincere attempt by Jagran to spread this culture and create a platform that connects great content with audiences across the country. With over 16 towns, 400+ screenings and 16 cinema appreciation workshops, the festival directly touches over an audience of 50,000 people and the media coverage of Jagran puts the reach of JFF well beyond 50 million people across India. The festival screens films across genres from around the globe and also AD films. A unique feature of JFF is that the cast and crew of a few select films are invited to a discussion with the audience on various elements of the film. The masterclass series under JFF involves experts in various domains of filmmaking, production and appreciation.

MIFF

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 School 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 Best Film Award was won by 'Kissi Din', which was written and directed

Trainee Participations

by a WWI student. The film presents the irony as to how parents name their daughters 'Vidya', but do not consider her education important. Thus, the campaign organised by The Youth for Human Rights was a huge success and helped in educating not only our students but also thousands of others who watched the films about the 30 Human Rights.

TED TALKS INDIA

TED Talks India is a one-of-its-kind television programme that brings innovators, thinkers, and achiever's from amongst the common play area and gives them a pedestal to share their stories.

TED is a global property that organises conferences where great minds share their ideas, thoughts and doings with the masses. This is the first time where TED collaborated with a television channel to broadcast this event on a mass media platform as big as it is, in a local language.

The guests belong to various walks of life, from scientists to writers; from musicians to child prodigies; each a celebrity in their own right.

The students of Whistling Woods International work as production managers, manage speakers, celebrities and the live audiences. The interns get an opportunity to understand the intricacies of what goes into making a television show, while interacting with maestros and learning from them.

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 internationally rooted event.

Alumni Speak

JAY PIKLE: ARRÉ

Whistling Woods International (WWI) is one of those rare institutions where a person can find his true potential and tap into it. WWI helped me develop professionally. It not only helps you make the right career choice but also helps you grow individually. With the top-class facilities given to us and the experience of the faculty, together brings out the best within. The faculty at WWI is very approachable and has been there whenever I've got a roadblock and faced a crisis. Apart from promoting academic goals, the institute has also got us ready with specific on-field experience with live-projects and internships. The placement cell of WWI is a constant help and encourages us to do our best and prepares us to face the outside world with the Placement Preparatory Programme.

NAKUL ANAND: TIMES TELEVISION NETWORK

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

DWAYNE GONSALVES: THE DIGITAL STREET

'Do what you love and love what you do' are the words Whistling Woods International abides by. I never thought that I would reach heights until I joined here. The faculty are experienced professionals in their field who invest their time to groom us. On a personal level, this college helped overcome my biggest fears of stage fright and embedded a pool of confidence in me. The placement cell gave me an internship in one of the top companies and a final placement. They don't just do their duty but go out of their way just for our benefit and help us get the right job.

AZBANA VELATI: PVR CINEMAS

Whistling Woods International is more than an academic institution. The faculty here go to great extent to ensure their students succeed by striking the right balance between fun and learning. The masterclasses, workshops, assignments and field visits during the course ensure learning happens beyond classrooms. The faculty help hone our skills and the placement cell helps unlock opportunities students look for.

VEDANGI KALZUNKAR: FCBULKA

Whistling Woods International gave me great exposure and constantly nudged me out of my comfort zone. The faculty introduced us to so many industry experts and shared with us their pragmatic episodes. The masterclasses conducted here opened my horizons by giving powerful insights and a creative outlook within the confines of myself. The vibe of this place is aesthetic with its beautiful campus along with interactive extracurricular programme, also the people here are delightful. Someone who is constantly on their toes for the betterment of the students is the placement department, who will push you out in the open and make you industry-ready and place you exactly where you are cut out for.

Alumni Speak

ROSHAN SHAJI: MUKTA CINEMAS

Whistling Woods International has shaped me to be industry-ready and the holistic approach of the curriculum has given me a clear understanding of the communication business across the spectrum. The practical approach of the faculties and the fact that they belong from the industry has given me direct access to the industry right from the beginning. Also, the placement cell provided me with internships in different roles, which have helped me to gain an industry insight even before the completion of the course as well as for my final placements, which is commendable.

DISHA VACHER: MATTER ADVISOR

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

PRIYAL GALA: NADIADWALA GRANDSONS ENTERTAINMENT

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

PUNIT SOMANI: CATCHY MOTIONS

You know when they say sometimes it's not the place, it's the people! I think with Whistling woods International it's both ways! WWI has not only given me that professional edge to stand out but also the courage to chase my dreams and do things differently. I will always be grateful to my alma mater for making me believe that I can make it happen. And, It's not just about the education that has helped me in my career, it's the experience and small learnings that has made an overall impact in my life both personally and professionally. I now know where I want to be. Thank you for those amazing and life-changing two years. Do What You Love - Their motto, My mission!

Industry Internships

The BBA and PGD 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 PGD students take up an internship between their first and the second year. The Placement Cell including the faculty members help the students build their resume and identify roles they could intern in and source internships for them based on their preferences and interests. The summer internship allows the students to apply their knowledge and skills acquired at the institute to the job and also helps them identify their strengths and areas of development. The Placement Cell at the end of the internship also connects with the supervisors to take feedback on the student performance and check on the possibility of a Pre-Placement offer. This feedback is then shared with the student to help them work on the development areas and helps the student understand if they are best suited for the job role.

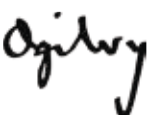
June 2019 saw over 80 students intern with organisations like Ogilvy, Nadiadwala Grandsons Limited, Social Kinnect, MSL Group, Republic TV, Mirror Now, Mccann, Reliance Jio Studios, Unicef, Qyuki, YouTube Space, Perfect Relations, Makani Creatives, Banijay Asia, Everymedia Technologies, Weber Shandwick, DDB Mudra, Wunderman Thompson, Arré and many others.

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

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

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

Placements and Internships



School of Media & Communication

PGD in Media & Communication & PGD in Media & Entertainment

Management Subjects

Managerial Economics
Principles & Practice of Management
Introduction to Accounting
Organizational Behaviour
Marketing Management
Introduction to Finance
Research

Cost Accounting
Business Environment
Human Resource Management
Statistics for Management
Entrepreneurship Development
Business Law
Business Planning

Digital Environment
International Business
Financial Management
Management Information System
Strategic Management
Fundamentals of Marketing

Media Subjects

Introduction to Media &
Communication Theories
Media & Culture
Experiential Communication
Radio Production & Planning
Brand Management & Consumer
Behaviour

Integrated Marketing Communication
PR & Management
Account Management & Planning
Introduction to Journalism
Fiction Film Production
Digital Environment
Film Distribution & Exhibition
Television Journalism

Dissertation
Documentary Filmmaking
Creative Advertising
Introduction to PR & AD
Media Buying & Planning
Writing for Media
Media & Entertainment
Writing for Screen

BBA in Media & Communication

Business Subjects

Fundamentals of Management
Economics
Statistics
Macro Economics
Business Environment

Accounting
Business Law
Cost Accounting
Management Accounting
Fundamentals of Organisational Behaviour
Human Resource Management

Strategic Management
Corporate Governance
Entrepreneurship
Fundamentals of Marketing

Media Subjects

Introduction to Communication Theory
Fundamentals of Marketing
Music in Films
Introduction to Research
Business of Cinema
Digital Environment

Introduction to Event Management
Radio Production & Programming
Principles of Advertising
TV Production & Programming
Documentary
Account Planning
New Media

Media & Culture
Introduction to PR & Corporate
Communication
Journalism
Integrated Marketing Communication
Advanced PR

General Elective Subjects

Sociological & Anthropological Thought
History & Evolution of Theatre
English I
Literature

Human Behaviour - Biopsychic Social Perspective
Political Science & its Concerns
Gender-Interdisciplinary Perspectives
Creative Writing

History - Nature & Purpose
History of Art

**PGD
in
Media & Entertainment**



Aditya Swami

WORK EXPERIENCE:

- **McCann Erickson India Private Limited:** Worked as a Copywriter intern

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Arzoo Singh

WORK EXPERIENCE:

- **Perfect Relations:** Worked as a Public Relations intern
- **Grooming Babies:** Worked as a Public Relations intern
- **Give India Foundation and The Cheshire Cat:** Worked as a Creative intern

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Ashwarya Varma

WORK EXPERIENCE:

- **Perfect Relations:** Worked as a PR intern
- **Qyuki Digital Media:** Worked as an Assistant Manager in talent management team
- **Mumbai Film Festival (MAMI):** Worked with the PR and Hospitality team
- **Little Red Car Films:** Worked as a Marketing intern

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Chinar Mote

WORK EXPERIENCE:

- **Ogilvy:** Worked as Client servicing intern
- **Banjay Asia/Salman Khan TV:** Worked as Trainee Assistant Director for a project named 'Special Operations Team (S.O.T)' for Sony Television Network
- **NiuNeer:** Worked as a Design and Planning intern for website and resources
- **Amazon India:** Worked as a Customer Service Associate for USA, Canada, and India

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Himani Makwana

WORK EXPERIENCE:

- **Bakkbenchers:** Worked as a Production and Content Creation intern
 - **Student Diploma Film:** Worked as an Assistant Producer
 - **Mumbai Film Festival:** Worked as a Production intern
- **Sunburn Reload (Daman) :** Worked as an Assistant Event Manager
 - **Apple Ventura:** Worked as a Business Development Executive

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Isha Bansal

WORK EXPERIENCE:

- **The Social Street (New Delhi):** Worked as a Client Servicing intern
- **Apostrophe Retail and Advertising:** Worked as a Campaign and Event Coordinator
- **MAMI Film Festival(Mumbai):** Worked with the Social Media Marketing team for Movie Mela and Half Ticket

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Jayati Doshi

WORK EXPERIENCE:

- **Shashi Sumeet Productions Pvt Ltd:** Worked as a Production intern
- **Mani Advisory Pvt Ltd:** Worked as a Sourcing Advisor
- **Quality Fashion Accessories Pvt Ltd:** Worked as an Accountant

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Jayrajsinh Chavda

WORK EXPERIENCE:

- **TBWA:** Worked as a Copywriting intern
- **Grooming Babies:** Handled events at Leon's World activity centre for Rustomjee Urbania

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Jhankhna Chheda

WORK EXPERIENCE:

- **Indian Oil Corporation Ltd:** Worked as a Corporate Communications intern
- **NiuNeer:** Worked as an intern
- **WordPandit.com:** Worked as a Content Writer and handled their Social Media

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Nikhitha Piddempally

WORK EXPERIENCE:

- **Google:** Worked on a project for testing the Tez App and as Digital Marketing Executive for Regalix (Search Engine Marketing)
- **Orchids Movies:** Worked as Production Coordinator and DME

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Prachi Sharma

WORK EXPERIENCE:

- **Vowels Advertising:** Worked as Production intern
- **TBWA:** Worked as a Client Servicing intern on brands like Hilton Hotels & Resorts, Dreamery and Marico
- **Nimbu Mirchi Company:** Worked as a Social Media Marketing Strategist & Product Designer
 - **Mumbai Film Festival (MAMI):** Worked with the Hospitality team
- **The Flamingo Adorns:** Owns a handmade gift and home Decor Online Store

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Pranay Singh

WORK EXPERIENCE:

- **Dentsu Aegis Network:** Worked as a Video Producer
- **Mumbai Film Festival (MAMI):** Worked with the Hospitality team
- **Amazon Development Centre Pvt Ltd:** Worked as a Customer Service Associate

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Priya Baid

WORK EXPERIENCE:

- **LSD:** Worked in the creative department
- **MSL Group, Mumbai:** Worked as a PR intern
- **Grooming Babies:** Worked as an intern
- **Wipro:** Worked in Customer Service Department for British Telecom (UK)

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Saina Santwani

WORK EXPERIENCE:

- **Beyond Future Interactive:** Worked as an intern in Digital marketing and strategy
- **Mumbai Film Festival (MAMI):** Worked as an intern with the programming team
- **Royal Enfield:** Worked in Digital marketing, Planning and Coordination and Data Management
- **India Kids Fashion Week (Mumbai):** Worked with the programming team
 - **ET Now:** Worked in the Editorial department

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Sakshi Chandgothia

WORK EXPERIENCE:

- **Mumbai Film Festival (MAMI):** Worked as an intern with the Merchandising team and Production team
- **Amazon India:** Worked as a Software Developer in Alexa Data Services, CSNA Resolution Specialist in Digital Marketing and Technical Support, Customer Service Associate

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Shreya Agarwal

WORK EXPERIENCE:

- **JIO Studios:** Worked with the Content Strategy team
- **Perfect Relations:** Worked as PR intern
- **Weber Shandwick:** Worked as PR intern
- **Mumbai Film Festival (MAMI):** Worked in the Hospitality team

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Shreya Dayal

WORK EXPERIENCE:

- **Makani Creatives:** Worked as an Intern with the Client Servicing team
- **Fresh Box Entertainment and Media Pvt. Ltd:** Worked as a Senior Executive in Client Servicing and Operations
- **Essel Vision Pvt. Ltd:** Worked as an intern as a part of the Talent team

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Shriya Ayyer

WORK EXPERIENCE:

- **YouTube Space, Mumbai:** Worked as a Production intern and an Assistant Director
- **Times Now:** Worked in the Editorial department with the Guest Desk team
- **Mumbai Film Festival (MAMI):** Worked with the Production and Hospitality team
- **VH1 Supersonic:** Worked with the backstage and Hospitality team for the artists

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Sunaina Ayalasomayajula

WORK EXPERIENCE:

- **Weber Shandwick:** Worked as a PR intern
- **Mumbai Film Festival (MAMI):** Worked with the Hospitality team
- **Grooming Babies:** Worked as a PR intern

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Sushmita Sriramane

WORK EXPERIENCE:

- **Makani creatives:** Worked as a Digital marketing intern
- **Grooming Babies:** Worked as an intern

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Tulika Singh

WORK EXPERIENCE:

- **MSL Group:** Worked as a Digital PR intern
- **Grooming Babies:** Worked as an intern to conduct observational research
- **Alembic Pharmaceuticals:** Worked as a Research Associate and Production and Development

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Vahini Pandita

WORK EXPERIENCE:

- **Banjay Asia:** Worked as a Creative intern
- **Knockout Wellness Labs LLP:** Worked as a Key Account Manager
- **Thrust Media Pvt. Ltd:** Worked as an intern
- **Seasons Mall, Magarpatta Retail Pvt. Ltd:** Worked as a Management trainee

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Vishakha Sharma

WORK EXPERIENCE:

- **G Corp Media:** Worked as an intern for Brand Management & Content Creation
 - **Mumbai Film Festival (MAMI):** Worked as an intern for Marketing and Customer Management
- **Snap Fitness (Multinational Gym Chain):** Worked as an intern for Social Media Marketing and Customer Retention

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BBA
in
Media & Communication



Aalind Mathur

WORK EXPERIENCE:

- **Vision 360 Degree:** Freelance Graphic Designer and Animator
- **Kinnect:** Interned as a Graphic Designer
- **Smasher Entertainment:** Worked in Promotions and Post Production
- **Luxury Lunches:** Worked as a Camera Assistant
- **Boathouse Media:** Worked as the Assistant Director in film 'Magic Pen'
- **Mumbai Film Festival (MAMI):** Worked with the Production team

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Abdulkadir Indorewala

WORK EXPERIENCE:

- **Mumbai Film Festival (MAMI):** Worked with the Program Coordination team
- **Banana Media Creative Solutions (Kuwait):** Worked as an Assistant Creative Designer

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Abhas Jain

WORK EXPERIENCE:

- **Mumbai Film Festival (MAMI):** Worked with the Program Coordination team.
- **Republic Media Network:** Worked as an Editorial intern
- **Indian Documentary Foundation:** Worked as a Hospitality and Production intern for Good Pitch India, 2018
- **Vishuddh:** Co-founded a Social Venture

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Abhimanyu Pawar

WORK EXPERIENCE:

- **Culture Machine:** Worked as an Assistant Director and Cinematographer
- **KARVY Capital:** Interned with the Marketing department

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Achintya Singh

WORK EXPERIENCE:

- **Nadiadwala Grandson Entertainment:** Worked with the PR, Social Media and Marketing team for numerous projects across his 3-month tenure
- **Dharma Productions:** Worked as an on-set production intern for Kalank
 - **Kidzania Theme Park Project:** Worked as a PR intern

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Anahat Datar

WORK EXPERIENCE:

- **Showtime Events:** Worked as the Client Servicing intern
- **Blackway Digital's Website- Sportstagen.com:** Worked as an intern Sports Writer
- **Spoken Fest 2019 by Kommune India:** Worked with the Talent Management team
- **Vile Parle Premier League:** Worked with the Marketing as well as the Production team

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Anandita Chandra

WORK EXPERIENCE:

- **Oglivy:** Worked as the Client Servicing intern
- **Mirror Now, Times Television Network:** Worked as an Editorial intern
- **Indian Documentary Foundation:** Worked as Project Production Assistant
- **Under the Peepal Tree Event:** Worked as Public Relations intern
- **Engage4more:** Worked as Management Trainee

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Ananya Rajagopalan

WORK EXPERIENCE:

- **Mumbai Film Festival (MAMI):** Worked as a Jury Manager in the Hospitality team
 - **McCann:** Worked as a Copywriter for McCann Mumbai's Beauty team
 - **Under the Peepal Tree:** Worked on the PR, Production, Registration
- **Let's Talk on Air by Rakesh Anand Bakshi:** Worked as an Editor for the book
 - **Good Pitch India:** Worked with the Production and Hospitality team

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Anjali Inani

WORK EXPERIENCE:

- **Jio Studios:** Worked as a Client Servicing intern
- **Mumbai Film Festival (MAMI):** Worked as a Production intern

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Anoushka Sharma

WORK EXPERIENCE:

- **Iwoomoney:** Worked as a Director and Cinematographer on the series, Women Talk Money
- **Grooming Babies:** Worked on Research and Sound Design
- **WordBerries:** Worked as a Director and Cinematographer for an anniversary video of the company
- **Fuzion Productions:** Worked as a Content Writer

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Anuraaj Barua

WORK EXPERIENCE:

- **Radio One:** Interned as a Content Creator and Sound Designer
- **Mumbai Film Festival (MAMI):** Worked with the Production team

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Arya Guhagarkar

WORK EXPERIENCE:

- **Fuel Films Advertising Agency:** Worked as an Advertising intern
- **VectorMob:** Worked as intern for Content Creation team

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Aseer Adeeb

WORK EXPERIENCE:

- **Phixman.com:** Worked as a Marketing intern
- **Gift Style India:** Worked as a Social Media Intern

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Avantika Jindal

WORK EXPERIENCE:

- **Showtime Events:** Client Servicing intern
- **UNICEF:** Travelled through Maharashtra's remote villages documenting lives of the children
- **Jai Maharashtra News Channel:** Worked as a Web Developer and Writer
- **Ancient Rajasthan Travels:** Worked as a Tour Planner and Escort/Guide for Rajasthan
- **Weekape Events:** Worked part time as a PR professional for weekly club events

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Ayan Khan

WORK EXPERIENCE:

- **All India Bakchod, Azadi x Par-Ex, Foreign Beggars, Jito Corporate Event, Bombay to Barcelona, Banaao, Luxury Launches:** Worked as a Photography, Filmmaking, Editing freelancer
- **News X (iTV Network):** Worked as an Editor
- **Mumbai Film Festival(MAMI):** Worked in the Photography and Social media team
- **Pioneer:** Worked in the Editorial department
- **Bullmen Realty:** Worked in the Marketing and Sales department
- **The Core:** Worked as a Photo journalist
- **United Nations:** Worked as a Director of Photography and editor

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Behlul Zoyeb

WORK EXPERIENCE:

- **UNICEF:** Directed and curated 5 Films
- **Planet Adventure:** Worked on Organising and Managing events
- **Touchwood Investment:** Worked as a Researcher
- **Alif Windows:** Worked with the Production, Sales and Strategic Planning team

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Bhavdeep Singh Ahluwalia

WORK EXPERIENCE:

- **Mumbai Film Festival (MAMI):** Interned with the production team
 - **Brand Serve:** Worked in the Organising and Productions
 - **Lionise:** Founder & President
 - **IIMUN:** Worked as a Regional Representative

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Bhrigu Bhaskar

WORK EXPERIENCE:

- **Wunderman Thompson:** Worked as a Client Servicing intern
- **Grooming Babies:** Worked with the PR and Production team
- **Luxury Launches:** Worked on a video production project as a Script Writer and the Creative Head

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Bishabh Sarkar

WORK EXPERIENCE:

- **Avian Media:** Worked as a PR intern
- **Whistles and Echoes (Blog):** Worked as Senior Editor

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Chintan Ashesh Goradia

WORK EXPERIENCE:

- **Sunshine Properties:** Worked in the Marketing department

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Harsh Jain

WORK EXPERIENCE:

- **Arré (U Digital Content Pvt Ltd):** Worked as an Audio Editor

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Harsh Lakhani

WORK EXPERIENCE:

- **UNICEF:** Worked as a Cinematographer & Editor for documentaries
- **Fellowship of the Physically Handicapped:** Worked as a Cinematographer
- **Public Relation Society of India:** Worked as the Principle Photographer
- **Manish Malhotra:** Worked as a Cinematographer for a short film

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Janhavi Padawe

WORK EXPERIENCE:

- **Qyuki:** Worked as the Network Business Development Executive
 - **Mumbai Karaoke Group:** Worked as an Anchor for live shows
- **Bollywood Hollywood International (BHI Make-up Academy):** Worked as a Model
 - **Bharat & Dorris:** Worked as a Model
 - **Udaan School Of Photography:** Worked as a Model
- **Radio Mirchi:** Worked with the Social Media Management team

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Jonnathan George

WORK EXPERIENCE:

- **UNICEF:** Worked as a Cinematographer for 6 Documentaries
- **Dekhi Jayegi Films:** Worked as the Director's Assistant
- **Surma by Frappe Ash:** Worked as the Executive Producer on the Music Video
- **Ketki Mehta Films:** Worked with the Production team
- **Youth Inspire and Iwoomoney:** Worked as a Cinematographer

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Kalpesh Chaudhary

WORK EXPERIENCE:

- **Jio Studios:** Worked as an Editor and Content Creation Intern
- **Fellowship of Physically Handicap:** Worked as a Director and Editor
- **Manish Malhotra:** Worked as a Videographer
- **And-I:** Worked as an Assistant Director and Graphics Designer

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Komal Mishra

WORK EXPERIENCE:

- **Mumbai Film Festival (MAMI):** Worked as a Program Coordination Intern
- **YouTube Space (Mumbai):** Worked as a Production Assistant

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Lubhna Seal

WORK EXPERIENCE:

- **Jio Studios:** Worked with the Content Strategy team
- **Adcom India:** Working as a Marketing intern
- **Everymedia:** Worked as a Social Media intern
- **Network 18:** Worked as a Marketing and Social Media Enhancement intern

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Mimansha Karpatne

WORK EXPERIENCE:

- **Vision 360 Degree:** Freelance Graphic Designer and Animator
- **Boathouse Media:** Worked as a Director on more than 20 films/advertisements
- **Cinematic Wheel Productions:** Worked as a Director, Writer, Producer and Editor on multiple projects
- **Bigger Than Life NGO:** Worked as an intern for 3 months as the Head of Slum Development, Social Media and Women Empowerment projects

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Mridu Verma

WORK EXPERIENCE:

- **UNDP:** Worked as a Resource Planner and Event Manager
- **TCG studios:** Worked as a Content Producer

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Muskan Mehta

WORK EXPERIENCE:

- **Showtime Events:** Worked as a Client Servicing intern
- **Red Baton Design Studio:** Worked as a Brand Strategy Planner and Curator
- **Homegrown.in:** Worked as an experiential Marketing intern

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Neeti Bambardekar

WORK EXPERIENCE:

- **Insomniacs:** Worked as a Social Media intern
- **Blink Digital:** Worked as a Client Servicing intern
- **CILECT Conference:** Worked with the Student Body team
- **Mumbai Film Festival (MAMI):** Worked with the PR team

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Nidhee Pattnaik

WORK EXPERIENCE:

- **Cathexis Pvt Ltd, Bhubaneswar:** Worked as an intern with the Production team for Table Tennis World Championship
 - **Mumbai Film Festival (MAMI):** Worked as a Production intern
- **DDB Mudra Max Experiential:** Worked as a Client Servicing intern
 - **Boathouse Media:** Worked as a Production Assistant

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Nikhil Aditya Ravi Shankar

WORK EXPERIENCE:

- **Qyuki Digital Media:** Worked as a Content Creator
- **Josh Talks:** Worked with the Social Media team
- **Mumbai Film Festival (MAMI):** Worked with the Print Traffic Team

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Omkar Govekar

WORK EXPERIENCE:

- **Qyuki:** Worked as the Project intern
- **YouTube Space (Mumbai):** Worked as a Production Assistant and Assistant Director
- **Josh Talks:** Worked with the Events team
- **Ogilvy:** Worked as a Client Servicing intern

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Paras Vora

WORK EXPERIENCE:

- **Mumbai Film Festival (MAMI):** Worked in the Hospitality department
 - **Rajesh Lifespaces:** Worked as a Sales Executive
- **NBA India:** Worked with NBA as a Social Media Marketing intern

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Parth Patankar

WORK EXPERIENCE:

- **UNICEF:** Worked as a Documentary Filmmaker
- **Sakaal Times:** Worked as a Sports Journalist

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Priyank Valani

WORK EXPERIENCE:

- **ISD - Global:** Worked as a Market Researcher and Analyst
- **Mumbai Film Festival (MAMI):** Worked as a Transport and Logistics Manager and with the Hospitality team

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Rachit Daruka

WORK EXPERIENCE:

- **Youth for Human Rights International:** Worked as a Director
- **Ogilvy and Mather (Kolkata):** Worked as a Creative Copywriter
- **Mumbai Film Festival (MAMI):** Was part of the Young Critics Lab

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Ragini Mathur

WORK EXPERIENCE:

- **Nube Cirrus:** Worked as a Content Creator
- **Nitin Tandon Food Styling and Consulting:** Worked as a Research intern
- **Grooming Babies:** Worked as an Intern, organising events and handling management

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Rohitendra Chatterjee

WORK EXPERIENCE:

- **Vision 360 Degree:** Freelance Graphic Designer and Animator
- **Goonj (The WWI Podcast):** Co-Head, Writer and Editor
- **Chamkila (Netflix Documentary):** Worked as an Assistant Editor on the documentary named 'Chamkila' (due to release next year)
- **Luxury Launches:** Worked as Director/Editor for the Mercedes S Class Advertisement

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Rupsa Basu

WORK EXPERIENCE:

- **Youth for Human Rights, Mumbai Organisation:** Directed a short video
- **Culture Machine:** Worked as an Assistant Director for Blush and Being Indian videos. Also, worked as a Production intern

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Saloni Sharma

WORK EXPERIENCE:

- **Bakkbenchers:** Worked in the Creatives and Production team
- **YouTube Space, (Mumbai):** Worked as an Assistant Director and in production
- **Shameless Sharma (YouTube Channel):** Worked as a Creative Director

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Savi Gondane

WORK EXPERIENCE:

- **Jio Studios:** Worked as the Content Strategy intern
- **Short Film:** Worked as Director & Writer of the Question of Bipolar

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Shrey Mehra

WORK EXPERIENCE:

- **Perfect Relations:** Worked as a Junior Public Relations Officer
- **Drums Food Ltd:** Worked as a Marketing intern for Epigamia greek yogurts

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Shubham Kumar

WORK EXPERIENCE:

- **MR Embroideries:** Assistant Cinematographer for a Fashion Video
- **WWI-School Of Media And Communication:** Assistant Director for a Promo
- **Mukta A2 Cinemas:** Assistant Producer for a Brand film

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Siddhant Upadhye

WORK EXPERIENCE:

- **UNICEF:** Ideated and Executed 7 documentaries (docu-drama)
- **Gallery Pioneer (Art Gallery):** Worked as Client Relations Executive and handled Social Media

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Siddharth Dixit

WORK EXPERIENCE:

- **White Owl Brewery:** Worked as intern for Marketing, Branding and Social Media

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Smiti Mota

WORK EXPERIENCE:

- **J. Walter Thompson:** Worked as a Creative and Account Management intern
- **Mumbai Film Festival (MAMI):** Worked as a Program Coordinator for Movie Mela, Half Ticket, the Festival and the Year-Round Program
- **IIMUN:** Worked as the Project Head for the outreach and sponsorships team

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Sreyash Rath

WORK EXPERIENCE:

- **Jio Studios:** Worked with the Social Media team
- **Homegrown Media LLP:** Worked on Strategy and Brand Alliances
- **Zee Studios:** Assistant Director for remake of the show Hum-Paanch

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Srishti Bhargava

WORK EXPERIENCE:

- **Ogilvy:** Interned with the Account Management department

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Sromona Bhaumik

WORK EXPERIENCE:

- **Network18:** Worked as an Editorial intern
- **Under the Peepal Tree:** Worked as the Artist Manager

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Suman Rai

WORK EXPERIENCE:

- **Network 18:** Worked as an Editorial intern

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Varsha Lobo

WORK EXPERIENCE:

- **YouTube Space (Mumbai):** Worked with the Production team as an Assistant Director, Assistant Art Director
- **Josh Talks:** Worked with the Social Media Promotions and Crowd Management team

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Yojit Tripathi

WORK EXPERIENCE:

- **Jio Studios:** Worked as Content Writer
- **CNBC TV18:** Worked as a Cinematographer
- **Bombay Film Factory:** Worked as a Cinematographer

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Yukta Shinde

WORK EXPERIENCE:

- **Ogilvy:** Worked as a Copywriting intern
- **Under the Peepal Tree:** Helped market and organise the event

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Batch of 2020



PGD in Media and Entertainment



BBA in Media and Communication



**PLACEMENT PROCEDURE
AT
WHISTLING WOODS INTERNATIONAL**

Career Resource Centre at WWI

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

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

The Placement Process

The placement process for the students start with a Placement Preparatory Programme (PPP). The PPP for the students starts when they are in the second semester and waiting to take up a summer internship. The students go through a CV making session and session to groom them to face an interview, how to dress for an interview and so on. Once the students return from the internship and have some industry exposure, the CRC connects with their supervisors to get feedback on their performance during the internship. The feedback is then shared with the students. The possibility of a pre-placement offer is also discussed during this time.

The last 2 semesters is 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 on the day on which the interviews will be conducted
- Selected student list is then provided by the company to the CRC, which would communicate the same to students

The Pre-Placement Talk

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

Ideally, the PPT must include:

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

The Recruitment Process

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

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

Whistling Woods International

INSTITUTE OF FILM, COMMUNICATION & CREATIVE ARTS



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