

# INDIAN SCHOOL OF MEDIA

UNDER THE AUSPICES OF ST. XAVIER'S TECHNICAL INSTITUTE, MUMBAI (MAHIM)

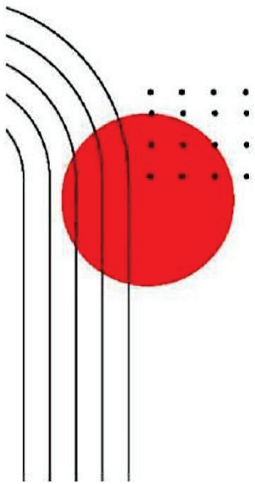
**Our commitment to provide**

**100% PLACEMENT ASSISTANCE & 100% GUARANTEED INTERNSHIPS**  
to each and every student makes us INDIA'S BEST MEDIA INSTITUTE.

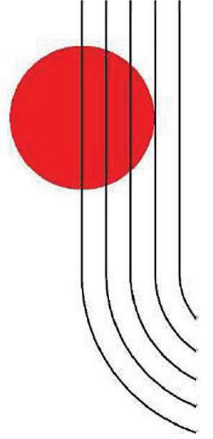
# Indian School Of Media

**Indian School Of Media was founded by IIT-IIM Ahmedabad alumni in the year 2011 under the auspices of *St. Xavier's College (SXTI), Mumbai (Mahim)* with a sole vision to empower youngsters who wish to build careers in the field of Media and Event Management.**

The Indian Media and Entertainment industry has gone through quite a metamorphosis over the past couple of years. The golden age of content and digital entertainment has necessitated the demand for a skilled workforce. Pegged as the sunrise sector, the media and entertainment sector has been projected to grow at a rate of 12% between 2025 and 2027. With the requirement of over thirty lakh professionals during this period alone, India is on the cusp of a whole new renaissance; torchbearers of which are disproportionately going to rise from the M & E space. ISM aims to bridge the gap between academia and the industry by providing the relevant vocational education, making candidates effective on the job from day one.



# Infrastructure



Our institute is equipped with state-of-the-art infrastructure and top-end technologies. While our campus is spacious and Wi-Fi enabled, our classrooms are fully air-conditioned and integrated with smartboards and LED projectors. Students get access to a huge football turf and a basketball court. In addition to tutorial rooms and a conference hall, there is a large multipurpose hall with a seating capacity of over 400 people where students carry out their practice sessions for class presentations, college festivals and in-house events.

1

WI-FI ENABLED CAMPUS

2

AIR CONDITIONED CLASSROOMS

3

FOOTBALL TURF

4

BASKETBALL COURT

5

INDOOR & OUTDOOR CANTEEN

6

FULLY EQUIPPED LIBRARY

7

MULTIPURPOSE HALL

8

BOYS & GIRLS COMMON ROOM

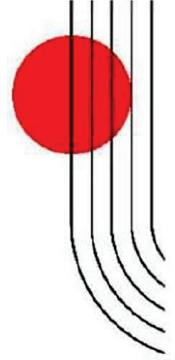
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PLACEMENT CELL

10

MEDIA LABS & MAC LAB

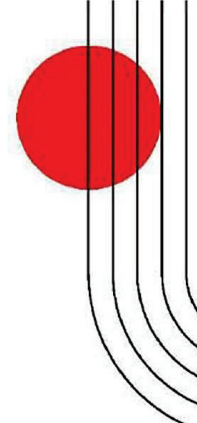




Our media lab is home to some of the most cutting-edge technologies and paraphernalia required for students in the Media & Events sector. Flanked by GCR (Girls' Common Room) and a BCR (Boys' Common Room), there is a dedicated traditional cum digital library. Our joint indoor and outdoor canteen provides snacks, beverages and lunch at subsidized rates. The college has a dedicated space for counselling services available for students throughout the academic year. An expert counsellor is available for consultation at all times.



# Achievements



## CHAMPIONS OF CHANGE

### FOR EXCEPTIONAL CONTRIBUTION IN THE FIELD OF EDUCATION AND SKILL DEVELOPMENT



Amidst a bevy of honours that have been bestowed upon our Founder & Director, Mrs. Natasha Aranha, this National Award awarded by the Hon. Vice President of India - Sri. Venkaiah Naidu has been the most humbling and precious one as it consolidated our decade-long vision and mission to contribute in the education sector.





## **BEST MEDIA COLLEGE OF THE YEAR AWARD**



We are proud to lead the wave of change in our endeavor to meet the work-force related demands of the industry. We owe it to our talented staff members and industry partners that continue to support us. It's our ethos, outlook, and the collective resolve to educate that earned us the title of the Best Media College of the Year.



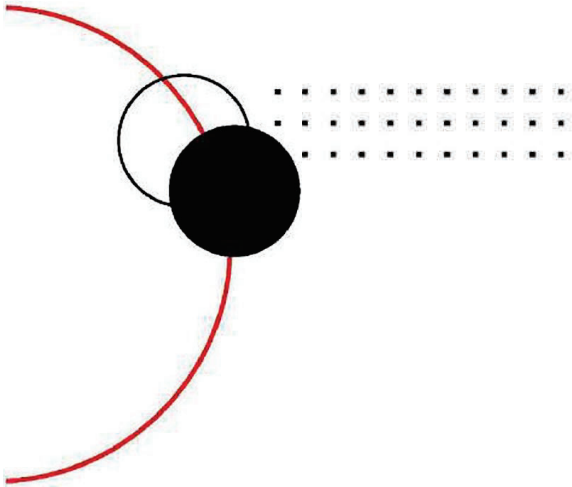
# INSTITUTE WITH BEST PLACEMENT

INDIAN EDUCATION  
AWARDS 2020  
BENGALURU

## INSTITUTE WITH BEST PLACEMENT AWARD

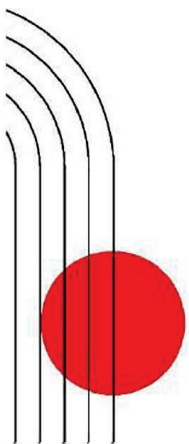
One of our key strengths resides in our ability to live up to the promise of 100 percent placement assistance. No student at our institute has ever graduated without at least three job offers in their arsenal. This award vindicates our resolve to ensure employment and opportunities for every student that enrolls for the course.





## ICON OF THE YEAR AWARD

We are blessed to see titles like this bestowed upon our Founder & Director - Natasha Aranha Ma'am whose values and vision continue to reinvigorate our resolve to educate and inspire.



## SKILL LEARNING PROGRAMME OF THE YEAR AWARD

In this fast-paced world of events and media, the absence of skills and the inability of students to be active contributors from day one have been major issues. This award marked the recognition of our focus on honing skills that are required to excel at work.



## UNPRECEDENTED CONTRIBUTION IN THE FIELD OF EDUCATION AND SKILL DEVELOPMENT AWARD

Skill development is the need of the hour in the booming Media and Entertainment sectors. We are proud to be at the forefront of the catalytic changes that are being brought about to meet the growing demand of skilled workforce.





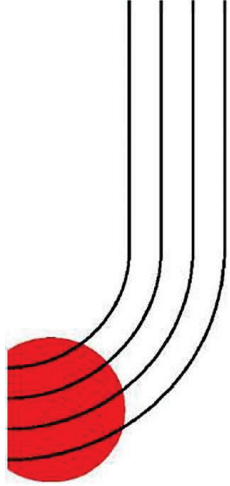
## DYNAMIC EDUCATIONIST AWARD

India's Dynamic Educationist award is a notable title in the field of education. This award reinforced our efforts to keep building the educational framework in favour of the current generation of students who seek the right kind of guidance, support and learning.



## CREATIVE LEADER OF THE YEAR AWARD

This award serves as a reminder that we must continue to push boundaries in the field of education. It reaffirmed our belief that education needs to evolve with time and interactive modules must be devised to help students grow in their respective fields.



# Post Graduation

## POST GRADUATE DIPLOMA IN MEDIA & EVENT MANAGEMENT

The PGDEM is an expertly curated hands-on course that draws from the breadth of knowledge and insights gleaned from esteemed professionals and fuses it with solid practical exposure and on-ground training sessions in various subjects to prepare students for the Media and Entertainment space.

*Eligibility: Applicants should possess a bachelor's degree in any stream.*

*(Those who have appeared for their 6th semester exams or awaiting results can also apply)*



# Diploma

## DIPLOMA IN MEDIA & EVENT MANAGEMENT

The DEM is woven together by distinguished professionals using expertise and insights of various industry veterans spanning all sectors of the Media and Event management industry. The course includes training sessions at classroom coupled with on-field practicals that are aimed at grooming students for the industry.

*Eligibility: Applicants must have passed the Higher Secondary Examination. (10+2)*

*(Those who have appeared for their 12th exams or awaiting results can also apply)*



# Specialization

Our certified courses are focused on training students in all subjects of the Media & Entertainment field. All our students can choose from any one or two of these verticals/subjects to specialize in.



## EVENT MANAGEMENT

Event Management is a multi-billion dollar industry and is still growing rapidly. Taking into account the tens of millions of events such as corporate events, social events, entertainment events, live events and weddings etc, event management is one of the most demanded skills today. Designed by experts of the industry, our hands-on comprehensive module focuses on producing event professionals & entrepreneurs with an integrated knowledge of Brands & Communication to cater to the evolving Events, Media, and Entertainment Industry. Our students work on some of the biggest events in the country and abroad. The likes of which include Sunburn, IIFA Awards, IJJS (India International Jewellery Show), Miss India Pageant, Tomorrowland, FIFA World Cup, The World Purpose Tour, Big Boss, MTV Roadies and more. Stalwarts of the Global Event Industry train our students to become successful Event Managers.



## JOURNALISM

Being the fourth pillar of democracy, journalism comes with a long-standing history in India. Our faculty includes leading media veterans who use their illustrious journey and years of worthy experience and learnings to train students in this profession. Right from the inverted pyramids to facing the camera and helping you internalize the codes of engagement, we pack it all in the most interactive format that the present generation is wired to absorb. Our programs cater to the ever-changing landscape of media, across platforms- print, broadcast and digital. ISMites are employed at India's best publications, news channels, news portals, websites and news organisations.



## PUBLIC RELATIONS

Public Relations and Reputation Management plays an important role in the Brand Building process which also supports the development of Integrated Marketing Communication strategies. Our comprehensive curriculum covers all aspects of communication. The lectures are conducted by top PR professionals and communication specialists. Our training spans all the fundamental elements of the PR sector including crisis management, corporate communications and image management. Political PR, Celebrity PR, Lifestyle PR, Sports PR etc, we have it all covered in our syllabus. Our students get to work on live PR campaigns and field projects and are hired by top PR companies in the country. Students wanting to pursue a career in the field of PR and Reputation Management may specialize in this subject.



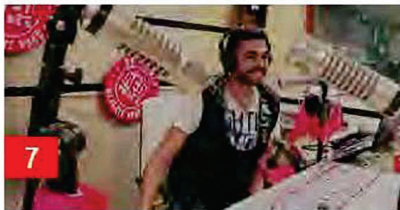
## ADVERTISING

Advertising & Integrated Marketing Communication is one of the fastest growing verticals of Media. Our programs are designed to cater to the fast-paced, growing landscape of the advertising industry where we aim to develop skills as well as build perspectives in the domain. We seek to hone the skills for managing advertising businesses by combining theoretical learning in the field of communication with the right blend of management education. Our students will learn the nuances of advanced mass communication techniques, along with copywriting, brand management, media planning and buying, client servicing, marketing techniques, and account planning, among others which are at the very core of the advertising industry. Our students are trained by Media Experts and work at some of the most reputed advertising agencies and brands in the country and abroad. Students interested in entering the world of Advertising and Brand Management may choose to specialize in this subject.



## DIGITAL MARKETING

The Digital landscape has overturned the traditional way of doing business in the present age. Our programs are designed to train our students in the most sought-after profession of the modern age by compiling the fundamental elements ranging from SEO (Search Engine Optimization) to SMM (Social Media Marketing) to analytics to social, conversion to mobile & email marketing and content marketing to current trends to traction-building, target audience and more in the most interactive and immersive way. Our students learn from expert instructors, Industry leaders and award winning Digital Media gurus and get exposure to real-time client projects and relevant case studies. Our students work with the biggest brands and Digital Media agencies in the country. Students who have a cult for marketing and strategy should specialize in this subject.



## RADIO

Radio is increasingly presenting itself as an emergent field as many storytellers take to podcasts and radio shows to enlarge portfolios. With radio undergoing a digital revolution, it's an exciting time for those wishing to pursue a career behind the mic or the control panel. Experienced radio professionals conduct lectures to guide our students through from the technical and practical skills to mentoring and guidance of a career path to creative support to come up with ideas for radio shows or podcasts. Our program includes both lecture-based and hands-on classes where students are trained in all aspects and verticals of radio. ISMITes work at some of the most well-known radio stations like Radio Mirchi, Red FM, BIG FM, ISHQ FM etc. Students who wish to hold creative, technical and management positions in Radio may choose to specialize in this subject.



## WEDDING PLANNING

Worldwide, the demand for talented wedding planners is growing at record-pace. Our programs offer a dedicated module specially designed to not only train our students in the coveted craft of planning and executing dream weddings but also cover a range of crucial skills right from best practices, communicating with vendors to on-ground last minute arrangements, thematic understanding, diverse traditions, sussing out budgets, calibrating back-ups plans, contingency planning, licensing & permissions, vendor procurement & management, decor, set designing, finalizing destinations and venue management etc. Our students have had the privilege to work on the biggest weddings in the country including both the Ambani Weddings, the Nick Jonas-Priyanka Chopra Wedding, Sonam Kapoor's Wedding etc and various destination weddings at breathtaking locations like Paris, Dubai, Malaysia, Thailand and Bali etc. Our students are employed by the biggest Wedding Planning agencies and companies. Students interested in getting into the multi-billion dollar Wedding Industry may specialize in this subject.



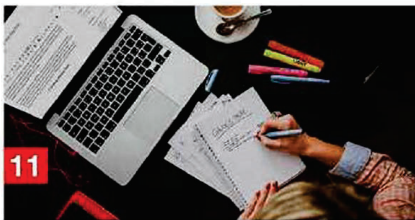
## T.V PRODUCTION

Producing is about creating great consumable content while deciding budgets and ensuring that the production takes place within that budget. In the whole Television Production process, there are mainly three important stages; pre-production, production & post production. Our pedagogy focuses on familiarising students with the dynamics of Television Production and training them in every crucial department of this craft. Industry stalwarts conduct interactive lectures to polish the hidden gems with an aim to recruit them through our campus placement drives. Our strong alumni circle and faculty are spread across the television industry which helps us with networking and placement opportunities. Our students get opportunities to work on the biggest fiction and non-fiction television shows/formats across the globe. As per data, there are 1.67 billion TV households in the world and the number is growing rapidly. Students who wish to enter the magical world of Television may specialize in this subject.



## PHOTOGRAPHY

Photography is one of the most creative and sought-after professions in the Media & Entertainment space. With our unique and definitive pedagogy, we aim to furnish a solid base in the practical elements of photography, so students not just learn the theory through our elaborate well-structured curriculum, but also get a firm grasp over the technical and business practices that will help them realize their professional goals. We provide core technical knowledge on digital photography with a provision for great exposure where our students are offered exclusive opportunities to learn photography on-the-job under professional photographers who remain active in many genres of photography, from fine art to fashion, commercial work to photojournalism. Our students have worked as photographers on gigantic events like IIFA Awards, Sunburn, IWM Digital Awards, Mirchi Neon Run and Content Hub Asia etc. Students interested in becoming professional photographers may specialize in this subject.



## CONTENT WRITING

With the advent of the digital age, corporate organisations as well as small businesses have taken to the internet to establish their presence. Content Writing has become a hot cake in demand for the industries who wish to expand their portfolio. From the nuances of grammar to sentence formations to the strategic ways in which writers can capture imaginations and keep the readers gripped, Content Writing as a subject is aimed at honing the writing skills of students who are keen to pursue a career in content writing, copywriting, digital marketing, social media marketing and blogging. Our students are trained by leading industry experts and are placed at top agencies and brands in the world. Students who are keen to strengthen their creative muscle and use content to drive business goals may choose to specialize in this subject.



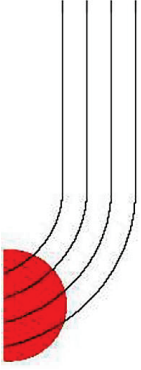
## SPORTS MANAGEMENT

The world of athletics is exhilarating, to say the least. The Indian Sports Industry has taken a quantum leap ever since the inception of Sports Leagues. The Indian Sports sector has seen a significant socio-economic impact contributing to 1-5 per cent of the nation's GDP. Today, it is one of the most globally profitable sectors that come with multiple career opportunities. Over the past decade, Sports Management has been rapidly emerging as a viable career option for students who have the zest for sports and the zeal for management. Pioneers and stalwarts in the business, train and teach our students the basics and advance theories and techniques in the discipline of management, marketing, merchandising, tourism and licensing etc in the field of sports. Our students have worked on some of the most prestigious sports events like FIFA U-17 World Cup, T-20 World Cup, Pro Kabaddi League, IPL, Mumbai Marathon, Pinkathon and ISL etc. Students wanting to enter the booming field of Sports Management may choose to specialize in this subject.



## MARKETING

There are multiple core business functions that stem from a good marketing plan. Not only does marketing build brand awareness but it can also increase sales, grow businesses and engage customers. Our comprehensive curriculum covers both marketing fundamentals and advanced knowledge of the most up-to-date field developments. We equip our students with the necessary knowledge and techniques that enable them to successfully solve a broad set of marketing problems. We prepare our students to master the components of marketing management by training them in all aspects of marketing like marketing principles, personal selling and sales management, consumer behavior, advertising, marketing strategy, and international marketing. Our students get to work on live Marketing Campaigns and learn from the best professionals in the Marketing business. Students who want to stand out from the pack in the marketing industry must specialize in this subject.



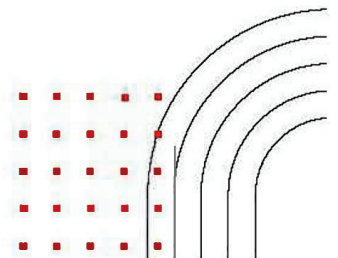
## **CELEBRITY MANAGEMENT / ARTIST MANAGEMENT**

Behind the scenes of any great artist, there is a great manager working to create a great brand. We aim to equip students with a thorough understanding of the role and significance of an artist manager; what they do, and how they impact the career of the artist/celebrity. Students begin with the basics as to why an artist needs a manager, the keys to finding the right partner, and a typical management contract. In this vertical, students are familiarised with the details of planning an artist's career, money management, the keys to finding the right brands for endorsements and associations, running successful PR campaigns and various case studies of typical management contracts. Our students are trained by the best Celebrity Managers in the business and Managers of some of the biggest artists in the world. Students may choose to specialize in Celebrity Management/Artist Management if they are keen to enter this rapidly growing field.



## **FILM-MAKING**

Movies are a massive value creator. Global box office revenues totalled \$42 billion in the year 2024 – an all-time high – contributing almost one-third of the estimated \$136 billion in the value of worldwide movie production and distribution. The Indian Film Industry is the biggest in the world and supports more than 2 million jobs and 4,00,000 businesses. Also, in the age of OTT and differentiated content, filmmaking has emerged as a lucrative field for students with fresh imagination and passion for content creation. In this subject, we aim to develop a foundational base: combining theoretical knowledge about the history and art of cinema, with 'hands-on' technical training using film, sound, and lighting equipment. While classes broaden their knowledge and appreciation of filmmaking – as an art, a process and an industry, students also participate in-group projects and write, direct and shoot their own short films and web-series and get them reviewed by renowned film makers. Students are trained and mentored by the best in the industry and also get opportunities to work with the biggest brands and names in the business. Students who are keen to enter the magical world of Film-Making may choose to specialize in this subject.



# Short Term Courses

Mainly reserved for students and professionals who aim to master a subject to enhance their skills and portfolio, we provide certified courses where students can specialise in any set of subjects of their choice. We continue to evolve and design courses to cater to students who wish to set foot in the Media & Entertainment Industry.







# Advanced Corporate Training

Our dedicated host of courses include training programs for employees, teachers and members of academia to train them in diverse and fundamental aspects of leadership, etiquette, presentation and sales. The pedagogy aims to increase the value of employees by widening the employees' knowledge of their existing skills by providing higher expertise in this area and another way is by training them in completely new skills related to their work areas. This amplifies their resourcefulness in the company as employees gain diverse skills that enables them to perform a variety of tasks in the business.

## LEADERSHIP TRAINING

Leadership skills have for decades and across the world increased the productivity of organisations. Global leaders conduct training sessions to groom students for the booming Media & Entertainment industry and the corporate world.

## PRESENTATION SKILLS TRAINING

Presentation Skills are the skills one needs in delivering effective and engaging presentations to a variety of audience.

## CORPORATE COMMUNICATION

Communication skills are crucial to the survival of an employee in a corporate environment, connecting management tiers and departments.

## BEHAVIOURAL SKILLS TRAINING

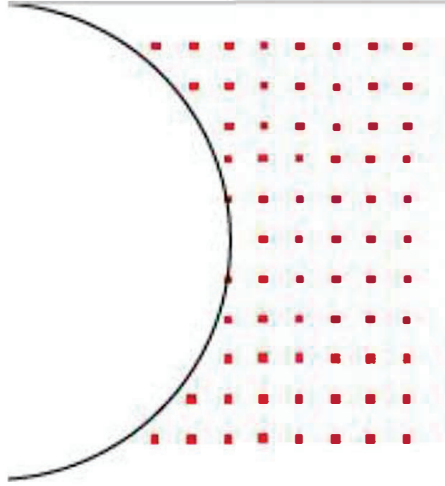
Behavioural skill is the sole indicator of success that defines and undergirds a company's culture.

## BUSINESS ENGLISH

Apart from a particular set of jargon and glossary that we have prepared over the years of attending summits and corporate events, we train employees in basic grammar, intonations, idiomatic expressions, resume writing and email writing. Our modules also include simulations of the business environment to familiarise employees with the important tasks of the corporate world.

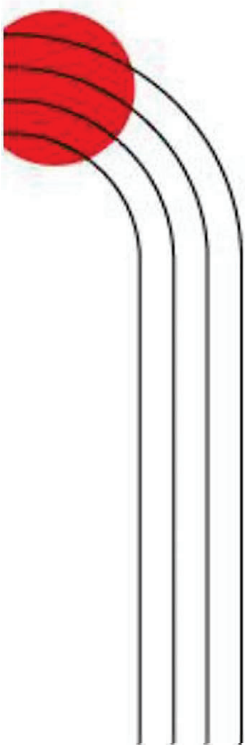
## SOFTWARE TRAINING

There is a host of software and applications that employees should know in order to excel and have an edge over others in this digital age. We train them in all the essential computer software which dramatically increases their value and employability.

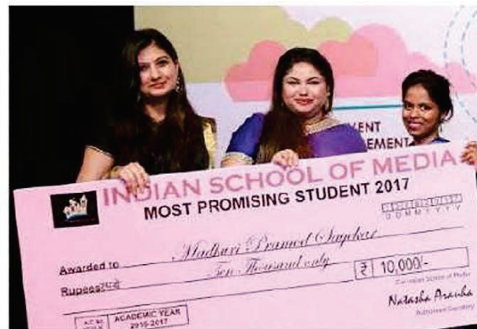
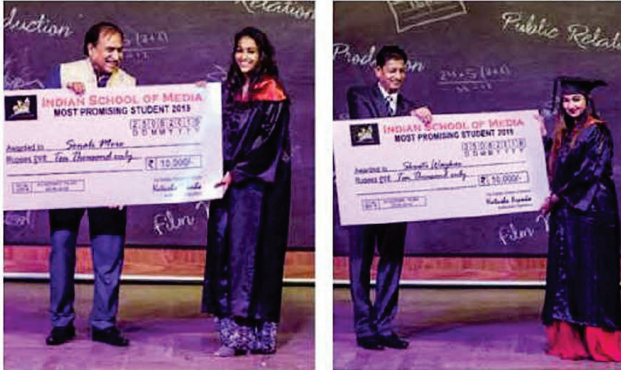


# Online Courses

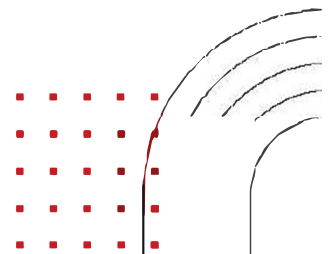
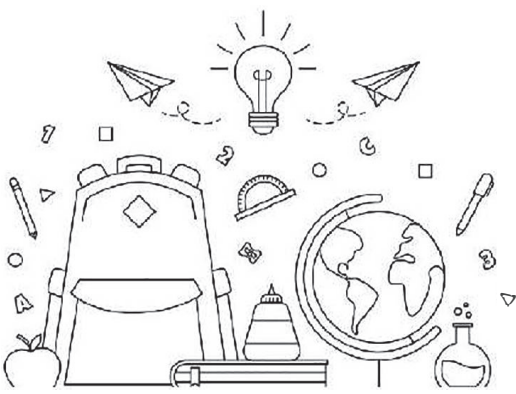
In keeping with the e-learning trends of the today, our online programmes are structured to offer certified courses on a wide spectrum of subjects in the domain of Media & Entertainment. With our international faculty, digital prowess, insights and expertly-designed modules, our online courses are designed to benefit students across the globe and provide them with international exposure. This is a part of our endeavour to provide education to students who wish to pursue our certified Post Graduate and Diploma courses remotely.

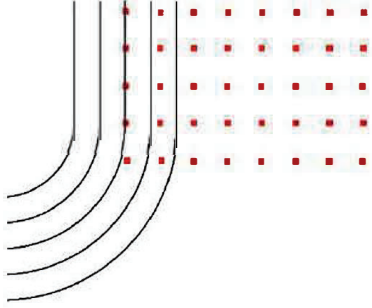


# Scholarship



Our scholarship programme is aimed at promoting talent and academics rewards to students both at the start of their academic years and at the completion of their courses. At the time of enrollment or during the course, students are assessed on various parameters. Scholarship criteria is a combination of background, academics, sports and other skills; based on which we reward deserving candidates with fee-waivers, concessions and exclusive provisions. At the end of the academic year, students are awarded with prize money after being evaluated on their academic performance, class participation, attendance, improvements and also achievements across sports, inter college festivals and internships.



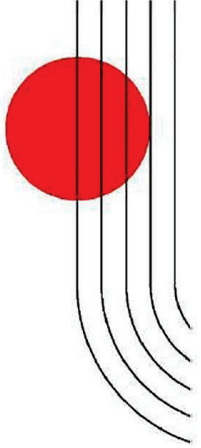


# Life at ISM

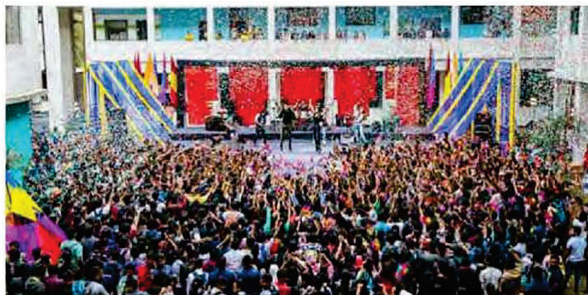
We strive to prepare students for the fast-paced media industry in the most well-rounded and comprehensive manner through a holistic set of modules woven together by media professionals.



Modules are aimed at equipping students with all the requisite tools and savoir-faire coupled with hands-on training sessions to groom them for the industry.



Our students participate in a range of inter-college festivals and contests; the likes of which include Kaleidoscope, Malhar, Umang, Kshitij etc. We endeavour to promote the talents of the students in literary and performing arts.



Over the years, our students have won dozens of accolades across various inter-collegiate events including the prestigious ones like I.I.T.'s Mood-Indigo, T.I.S.S.'s Manthan, Umang and Kaleidoscope.

# Practical EXPOSURE

Our curriculum is a potent blend of theoretical and practical exposure which is designed to provide thorough understanding of key concepts and theories that define the field of Media & Events. The programme focuses on the overall development of the student through internships and placements in various industries such as Public Relations, Advertising & Marketing, Media & Entertainment, MICE, Hospitality, etc. Students are exposed to around 1000+ most magnificent and popular events. Participating in making and production of such events, grants the students the first-hand learning experience. The burgeoning list of events our students are sent to include Filmfare Awards, Femina Miss India, India's Got Talent, Indian Idol, Sunburn, NH7 Weekender, Kala Ghoda Arts Festival, MAMI Film Festival, Barclays Premier League, SaReGaMaPa, IPL, TATA Mumbai Marathon, Destination Weddings, VADFest, ComicCon and many more.



**IIFA**



**SUNBURN – WIZ KHALIFA**



**VOGUE THE POWER LIST**



**IIJS**



**PRO KABBADI**



**RISING STAR**



**U2 THE JOSHUA TREE TOUR**



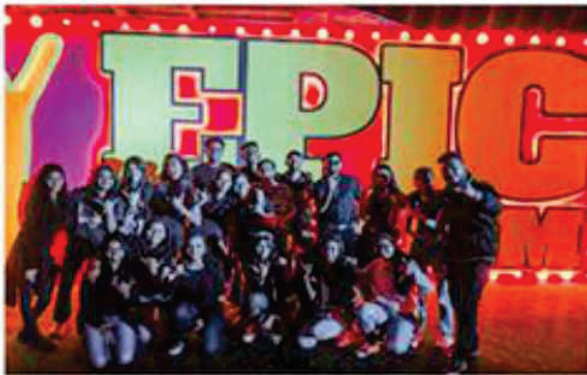
**BIG STAR ENTERTAINMENT AWARD**



**INDIAN TELLY AWARDS**



**JUSTIN BEBER PURPOSE WORLD TOUR**



**EPIC FAM JAM**



**GLOBAL CITIZEN FESTIVAL**



**CONTENT HUB**



**PREGATHON**





**BROADCAST INDIA SHOW**



**INDIAN PREMIER LEAGUE**



**DISNEY EXPO**



**WORLD'S BIGGEST GUESTLIST FESTIVAL**



**TATA MUMBAI MARATHON**



**SA RE GA MA PA**



**COLOR POSITIVE**



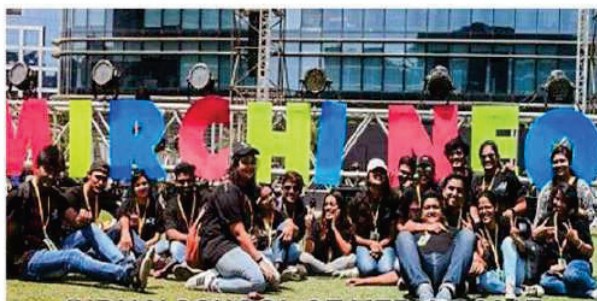
**IWM DIGITAL AWARDS**



**BOLLYBOOM**



**POUR FESTIVAL 2020**



**MIRCHI NEON RUN**



**INDIAN TELEVISION ACADEMY AWARDS**





**INDIA'S GOT TALENT**



**INDIA WEB FEST**



**BRYAN ADAMS : THE ULTIMATE TOUR**



**VOOT INDIA KIDS SUMMIT**



**MID DAY REAL ESTATE  
& INFRASTRUCTURE ICONS**



**APSARA AWARDS**



**THE GREAT INDIAN BALLET  
COMPETITION**



**X FOOD FESTIVAL**



**SUNBURN - ALAN WALKER**



**HARDWELL  
WORLD'S BIGGEST GUESTLIST**



**IWM BUZZ DIGITAL  
AWARDS**

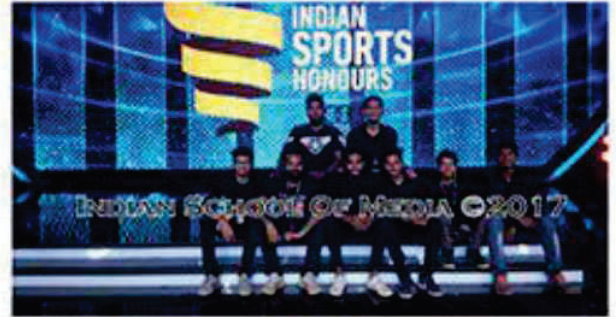


**BALLARD ESTATE FESTIVAL  
AWARDS**





**FILMFARE AWARDS**



**INDIAN SPORTS HONOURS**



**MIRCHI MONSOON MARATHON**



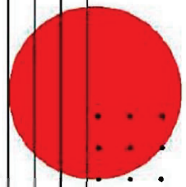
**SUNBURN - MARTIN GARRIX**



**SUNBURN- DIMITRI VEGAS  
& LIKE MIKE**



**ENCHANTED VALLEY CARNIVAL**



# Alumni

Over the past decade, ISM has produced over 2,000 skilled professionals who have made a significant impact in the Media and Entertainment Industry. ISM alumni are among the most successful and dynamic young leaders in the field. With unparalleled support from the industry in the form of faculty, guest lectures, mentorship, internships, and job placements, ISM has emerged as a leading training institute and has become a key contributor to the ecosystem over the years.



# Testimonials

“

ISM has played a crucial role in my growth as a student on many fronts. The staff was ever so accommodative of my career as an actress and seamlessly facilitated me with the flexibility and leeway to continue pursuing my acting career while studying at the same time. In fact, I still remember when I was shooting for a movie called 'Powercut', they so obligingly allowed me to join a special batch of students who had missed out on the lectures. Even when I had met with a horrible road accident which took my father-in-law Jaspal Bhatti's life, ISM supported me in every possible way. I'll always be grateful to ISM for being my pillar of strength and support in the hardest of times.

**SURILIE GAUTAM**

ACTOR



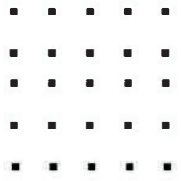
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Coming from a non media background ISM really paved a way for me to enter the Media industry through my campus placement at Essel Vision Productions. Essel Vision was one of the most overwhelming and new experiences of my career. I was placed in the Creatives team for one of the biggest shows on TV then. The education imparted and the experience I gained at ISM not only helped me achieve my career goal but also thoroughly prepared me for it. I'm grateful to ISM for making my dreams come true and being the stepping stone to my success.

**BHARAT MALKARI**

ASSOCIATE PRODUCER - THE REMIX ON AMAZON PRIME VIDEO  
(INTERNATIONAL EMMY AWARDS NOMINATED SHOW)  
ASSOCIATE PRODUCER - RISING STAR SEASON 1 & 2 ON COLORS TV  
ASSOCIATE PRODUCER - SABSE SMART KAUN ON STAR PLUS  
CREATIVE PRODUCER - DANCE + SEASON 4 ON STAR PLUS  
SENIOR PRODUCER - EPIC IQ CHALLENGE ON EPIC TV  
SENIOR PRODUCER - BACKBENCHERS ON FLIPKART VIDEO





# Testimonials

“

I always wanted to explore the Media and Event sector of the entertainment, fashion and beauty industry and being a student at ISM has been really rewarding in all kinds of ways! I am a fashion and lifestyle influencer, a fashion designer, model, singer and an actor and I have worked with Miss Malini where I handled social media under the Fashion and Beauty category but I'd never got the exposure that I got at ISM in just few months of schooling. I got many chances to work with huge event agencies on events like Sunburn and on events by VOGUE magazine & I couldn't be happier! I also bagged a campus placement at one of the best Digital Media agencies in the country. ISM got me even closer to my goals and I'm so grateful!

**SHIVANI JOSHI**

*SOCIAL MEDIA EXECUTIVE  
COGMAT*

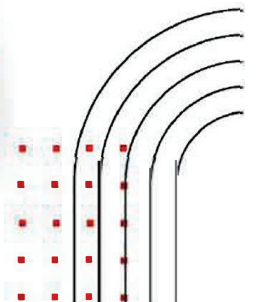


“

I joined ISM to explore the different opportunities available in the field of Media & Entertainment and ISM helped me spread my wings and reach great heights. ISM gave me the platform to establish myself in the Events, Weddings and Hospitality Industry. The teaching and experiences at ISM were enriching. Through ISM, I worked on the biggest events with the biggest companies and I even got the opportunity to travel to Malaysia for a Destination Wedding through ISM while I was studying. ISM ensured I had the best theoretical knowledge and practical exposure. At ISM, I not only made great professional connections but also friendships that I will cherish for life.

**SHREYA CHOPRA**

*HEAD OF HOSPITALITY  
SHAADI SQUAD*





# Testimonials

“

I turned to ISM when I wanted a change in my field. I came with just one dream, that I wanted to be placed at my dream company - Percept. ISM inspired me and supported me in every way possible and made my dream a reality by placing me at Percept. During the course, I was given fantastic opportunities to work as an event manager on numerous big events like Sunburn and IIFA Awards etc. I can't thank ISM enough for turning my dreams to reality. I bagged a full-time job at Percept Live in just few months after I started studying at ISM. I currently manage Project Planning of gigantic events and IP's at my dream company. ISM helped me network in the industry by giving me opportunities to work with the biggest brands and industry stalwarts. I'll always be grateful to ISM for what it has done for me. I'm a proud ISMite!

**HARSH DANI**

*PROJECT PLANNING &  
MANAGEMENT EXECUTIVE  
TRIBEVIBE (A BOOKMYSHOW ENTERPRISE)*

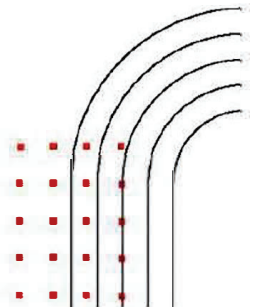


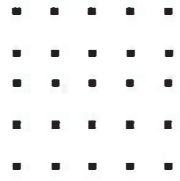
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Indian School Of Media was the best choice and the best decision I took. I did a recce of other institutes and colleges before I enrolled myself at ISM and I couldn't be happier that I choose ISM. The faculty members and the staff are top notch. I came across so many mentors who are an integral part of the industry and their experience and teachings helped me way more than even the best available book on the subject would. The Director of the college - Natasha Ma'am has never treated us as students but as her own children. We are and will always be one big family. Through ISM I got multiple opportunities to work with brands like Percept, TOI, Star Plus etc. Today, I own a Media company and I'm proud to call myself a successful Entrepreneur. I sincerely thank the faculty, staff and my very own Natasha ma'am for guiding me and showing me the right path. I'm proud to be a part of the ISM family.

**RISHI SINGH**

*FOUNDER  
BLUE MAGIC ENTERTAINMENT INC.*





# Testimonials

“

I never had concrete plans about my career choices. I wanted to explore my options in the field of Events and travel while I learn about the various career options available in Media. ISM gave me perspective, the faculty members were excellent and the in-depth knowledge given by them helped us understand the numerous verticals and genres we could choose from. I am glad I choose ISM as I believe I couldn't get this kind of exposure and learn so much anywhere else. Today, I work with one of the leading Artist Management Company in India where I handle celebrities, well-known artists and even a reputed music label. Thank you ISM!

**AYUSHI KHANNA**

*ARTIST MANAGER*  
**TARASAME MITTAL TALENT  
MANAGEMENT**

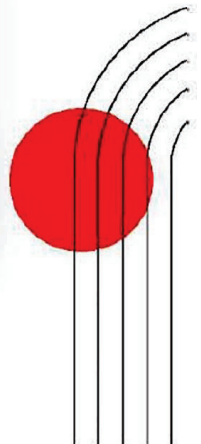


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I come from a hospitality background and after working overseas I decided to come back to India and change fields. After a lot of research and reviewing my mind settled on ISM, being the apt decision for me. During the course, I got the chance to work on events like the Sunburn festival getting hands on experiences at events. Through ISM, I got my internship at Wedniksha - A wedding division on Wizcraft, today I work at FB Celebrations as a Client Servicing Executive. FB Celebrations has been my absolute guide to mould me fit into the crazy and exciting event/wedding planner's world. The past year has been absolute bliss, planning and executing the most luxurious weddings and I don't intend to slow down any time soon. I'm a proud ISMite!

**NEHA PANDEYA**

*CLIENT SERVICING EXECUTIVE*  
**FB CELEBRATIONS**



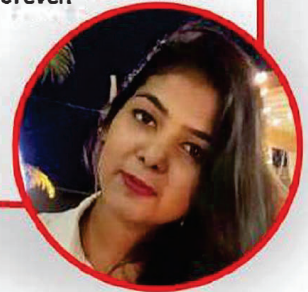
# Testimonials

“

I always had an inclination towards the Media Industry and I wanted to explore it to the best of my ability. And, ISM came to my rescue! The program at ISM is a full package and it's perfect and a must-do for any individual who wants to step into the booming Media and Entertainment industry. ISM helped me identify my field of interest and the best suitable portfolio for me. Thanks to ISM, I now work as a Media Planner at Wavemaker India where I manage some bigger brand accounts and some great clients. I will always be thankful and indebted to ISM and Natasha Ma'am for being there, guiding me and backing my dreams. Also, the best part about being an ISMite is that you get to network with industry experts and stalwarts. I was also were a part of a batch of 100 students who are well-known, have successful careers and will be future leaders of the Media and Entertainment industry. My journey as an ISMite has been rewarding and I am glad to be a part of the beautiful ISM family forever.

**NIDHI JAIN**

**MEDIA STRATEGIST**  
**WAVEMAKER**

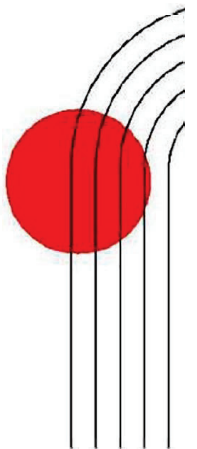
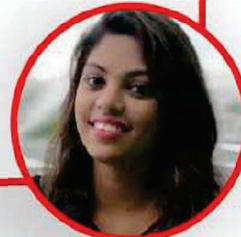


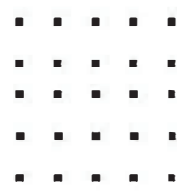
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"As said by Nelson Mandela, "The function of education is to teach one to think intensively and to think critically. Intelligence plus character- that is the goal of true education." This is exactly what Indian School of Media is all about. ISM teaches you not only the current trends and insights of the media and entertainment ecosystem, but it leads you to the path of rational and practical thinking and decision making. The best thing is that, ISM does not spoon feed, but helps turn mirrors into windows. ISM is not just an educational institute; it's your best friend who holds your hand throughout your journey. ISM has been a life changer for me. The immense interest that everyone at ISM shows in its student's growth and success is amazing. But also, it is vital for all the students to keep in mind, "Teachers open the door, but you must enter by yourself." Words are just not enough to describe 'MRS. NATASHA ARANHA' who shares a vision to enlighten the media and entertainment space with bright minds and any initiative coming from an angel like her, will always yield growth and success for anyone and everyone who is a part of her journey. ISM is not just 'Indian School of Media', it is 'Inspiration for Successful Mentality!'"

**DEVIKA KAWLE**

**MANAGER - CONTENT LICENSING**  
**( DIGITAL )**  
**SONY PICTURES NETWORK INDIA**





# Testimonials

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Amidst a variety of enlightening lectures at ISM, I learnt a lot about the industry but the day I found my calling, I still remember, was when I had attended the lecture on Direction. I had worked at Aamir Khan Productions as an Assistant Director before. ISM faculty member and ace Director/Producer Vaibhav Modi, who went on to become my mentor, took me under his wings and that marked a career-defining time because later I joined his production house Victor Tango Entertainment PVT LTD in September 2018. I currently work as an in-house Assistant Director. Unlike most production houses, Victor Tango allows you to grow and learn and share ideas and lets you understand other departments in a production company. Vaibhav sir is a great mentor and boss to me. Here, I've learnt that even after planning the perfect schedule, you are sometimes challenged on set with so many obstacles. It's in times like these that I learnt to have a plan and work together to achieve my goal. Now, a year later, that once clueless boy, has completed 3 projects with Victor Tango (2 fiction, 1 non-fiction) and is even more confident at what he does. I can't thank ISM enough for helping me realise my calling.

**ALY KHAN**

**FILM-MAKER**



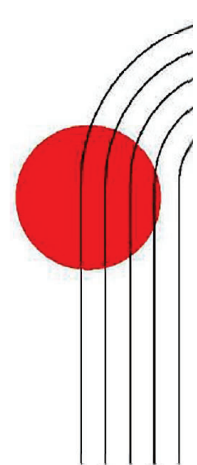
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Very early on, I had an inclination towards entrepreneurship but never had any specialised training. I had somewhere kept my long-standing dream alive through my business. I nurture it everyday and put in the same amount of blood, sweat and tears as I do at my workplace. Through ISM, I learnt the finer points of Media and Event Management that continued to help me notch up my business strategies and improve the overall outlook. Courtesy of ISM, I can efficiently network, make educated decisions and ask the right questions; qualities which were perhaps absent in the times before. My training in various disciplines, practical exposure, internships and job opportunities provided by ISM have rendered me potent for all sorts of tasks and instilled a great deal of confidence in me as a person. Through ISM I bagged an internship in my dream company - Wizcraft and an opportunity as a Media lecturer in a top-ranked school in Mumbai. Natasha Ma'am has become my inspiration in life.

**RASHMI BARVE**

**OWNER  
MUDGE AD AGENCY**

**CLIENT SERVICING EXECUTIVE  
WIZCRAFT INTL ENTERTAINMENT PVT LTD**



# Testimonials

“

Having completed my graduation, my indecisive mind was on the horns of a dilemma about my career. From having faced the camera as a child to writing short stories and magazine articles, I had worked out that I was broadly interested in getting a firmer grasp over the craft of storytelling through various mediums yet I couldn't quite arrive at one profession that suited me. I initially gravitated to this PG course for the silliest reason; the Hogwarts-like logo but as I learnt more about it, I discovered the wide range of subjects it covers along with an option to specialise. I felt more optimistic about joining the institute. Little did I know that my decision would mark the watershed moment of my life. ISM to me was a microcosm of human experience through which I realised my true potential. From learning how to lead groups to imbibing the art of putting my observations into words, my refinement and success as a journalist and more importantly as a person, is majorly attributable to my education at ISM. Indian School of Media turned out to be just as magical as Hogwarts.

**PARTH KAUSHIK**

**REPORTING CONSULTANT - INDIAN  
TELEVISION DOT COM GROUP**

**FREELANCE CONTENT WRITER - MRS. INDIA  
INC**

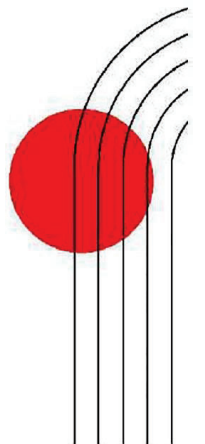


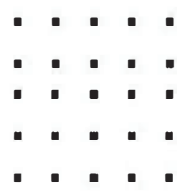
“

I was in my TY B.Sc at St. Xavier's College, Mumbai when I realised that events and media interest me more. Bit late to change course no? I thought the same but my instincts said go for it. So one day on the internet while searching for colleges that offer Post Graduation in Event Management, I came across ISM. I read up the details but I wanted to know more so I decided to call them up to ask if I can visit and learn more about the courses they were offering. To be honest, I was expecting to be greeted by some old peon or not bothered admin staff, we all have this picture in our head of college admin staff and I did too but it was totally opposite at ISM. I saw these young dynamic people with a huge bright smile on their faces. I met a counselor and signed up for the Post Graduate program and that was the best decision ever. I'll never forget the time I spent at ISM. Interactive lectures by amazing professors who are stalwarts in the Media industry, awesome fun assignments and great exposure especially because you get to organise an in-house event from scratch. That feeling after pulling the entire event together was ecstatic. The staff at ISM is super friendly and always there to help. Natasha Ma'am the Dean such a beautiful soul always pushing you the extra mile, to her I'll be ever so grateful because she has helped me grow in confidence. ISM gave me the first few events of my career. I did IJJS and Kala Ghoda etc via ISM and since then I'm a regular at these events. I did my first reality show via ISM i.e India's Got Talent. Now I have the experience of 4 more. In the Event Industry making valuable relationships is as important as your skill and ISM taught me that and here I'm a Happy Freelancer doing some great work. Thank You ISM!

**ALLAN ABRAHAM**

**ASST PROJECT MANAGER  
SEVENTY EVENT MEDIA GROUP**





# Testimonials

“

ISM - it's not just a college, in just a few months you become part of a family. It's a combination of the best parts of school and college where the faculty is keen to see you grow and they encourage and enable you at every step of the way and are always motivating you to be and do better, and it's combined with all the fun and freedom of college life! The key focus of the curriculum is on practical knowledge and that is what gave me exposure to incredible events, building my knowledge. Through the institute's placement cell, I was recruited at a reputed media firm, and I know that even if I call Natasha Ma'am to help me today, that call won't go unanswered. So thank you ISM for giving me direction when I needed it the most. Its been over 4 years and the gratefulness still resonates.

**SIMONA LOBO**

EVENT MANAGER  
BOSTON CONSULTING GROUP

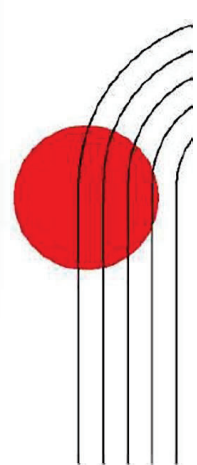


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It was a wise decision that I chose Indian School Of Media for my Post Graduation. ISM not only imparted quality education but also focused on practical exposure by giving us opportunities to work on Events and Media Activities. I got opportunities to work with some of the best event companies like Percept, George P Johnson, Indian television.com, Nyka events and many more. I was proud to be the Production head for our in-house event where we learnt how to conceptualize, plan and execute an event from scratch. The best part about ISM is that they deliver what they promise as they make sure you get placed via campus placements before your academic year ends so that your future is secure. 100% placement assistance is what I had read on the brochure and they kept their word. I'm currently employed by "Fountainhead Entertainment Pvt Ltd" which is one of the top Event Agencies in India. I am extremely thankful to Natasha Ma'am who guided me throughout the course, imparted knowledge and helped me improve my skills. I will always be thankful to Natasha ma'am for starting such a great college that shaped my career.  
I'm a proud student of ISM.

**DHARMENDRA SONAWANE**

SENIOR MANAGER - OPERATIONS  
FOUNTAINHEAD



# Testimonials

“

My journey at Indian School Of Media was really great. I made a lot of friends and learned a lot. Through it all, I knew there were so many aspects and departments involved in Media and Event Management. I got a full-time job through ISM at BookMyShow, as a Senior Executive. BookMyShow is not just limited to a ticketing company, we do a lot more like conducting training sessions for the promoters and gaining overall knowledge of an event. With BookMyShow, I have worked on a lot of events since the last year. I have worked on Sunburn Goa, T20 Cricket series, Avengers Station and a lot more and have learnt a lot and will still continue to..! I'm really happy to work here and I'm glad ISM was the start I needed for my successful career. Everyone at ISM was really helpful, especially the faculty who helped us understand Media and Event Management in a much broader sense. I'm very thankful to the staff and everyone who helped me get where I am.

**CELESTE BORTHWICK**

*SENIOR EXECUTIVE - EVENTS  
& OPERATIONS*  
**BOOKMYSHOW**



“

It is a pleasure to be associated with ISM and the ladies bandwagon behind the entity. Natasha ma'am and other women at ISM have managed to give this institute a global recognition. My journey here began as an enthusiast and somebody who was willing to learn new things in and around media. But, my persona today has a new dimension, thanks to ISM! Thanks to ISM's campus placements, I started off as a trainee reporter at a reputed media company and I now proudly adorn the senior reporter chair. Today, I have celebrities on speed dial and I travel the world because of the opportunity I got from ISM. Being an art graduate from JJ Institute of Applied Art made me take freelance projects, because passion! But, ISM gave me the confidence to think of myself as an entrepreneur. ISM and Natasha ma'am's trust molded me into the confident individual I am. She has been and will be an inspiration, guide and support system to many others like me. Thank you! Glad to be a part of the ISM family.

**YUGANDHARA SHETE**

*SENIOR REPORTER*  
**ANIMATION XPRESS**



**WE**

**LEARN**

**WE**

**LEAD**

**WE**

**INSPIRE**



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