• About SIU
• Honourable Chancellor
• About SSMC-B
• Message From The Director
• Club Profiles
• CSR Initiatives
• Our Recruiters
• Summer Internships
• Placements 2014-15
• Testimonials
• Batch Background
• Media Coverage
• Student Profile
• Credits
Symbiosis International University, SIU, was established under the UGC Act by Notification No.F.9-12/2001-U.3 of the Government of India. SIU was built on the principles of the Vedic thought of “World as One Family” and is resplendent of the activities and students of several countries.

Symbiosis is a term in Life Sciences meaning 'living together of two different organisms for the benefit of each other'. The Founder Director and Chancellor, Padma Bhushan Prof. Dr. S B Mujumdar, himself a Professor of Botany, thought this name apt for the Institution. He has succeeded in converting Symbiosis into an International University and has set up a 'VishwaGram' - a Global Village in the University Campus. Thus, the Institution which was founded in 1971 to alleviate the problems faced by foreign students coming to India, problems including accommodation, food, medical care, guidance, coaching and city.

Today, Symbiosis is home to students from over 75 countries. These students are offered the best learning resources, industry exposure, a strong International students' alumni network, global recognition and above all, a truly enriching India experience.

SIU is spread over 32 Institutes across 11 campuses in Pune, Nasik, Bangalore, Noida and Hyderabad. SIU has entered into MOUs with several renowned universities of the world. The University encourages students and faculty to participate in its various programmes with the ultimate aim of inculcating knowledge and honing skills which are vital to the young graduates as well as post graduates.
Padma Bushan Dr. S B Mujumdar is a distinguished Academician and Educationist. He is the Founder President of Symbiosis - a multilingual, multinational, multi-cultural and multi-disciplinary educational complex of International repute. He is the Chancellor of Symbiosis International University.

In appreciation of his long and illustrious career, the President of India awarded the prestigious ‘Padma Bhushan’ in 2011 and ‘PadmaShri’ in 2005 to Dr. Mujumdar. The Vice President of India also awarded Dr .Mujumdar Punyabhushan' award in 2009. He is the recipient of the prestigious 'FIE Foundation Award' and 'Maharashtra Gaurav Award'.

Dr. Mujumdar was the Chairman of the Education Wing of the prestigious Federation of Indian Chamber of Commerce & Industries (FICCI) (2005-06). He is also the Chairman of the Education Wing of the prestigious Federation of Indian Chamber of Commerce & Industries.

Through his experiences at Fergusson College, Dr.Majumdar saw how foreign students, particularly those from Afro Asian countries and studying in Pune, were plagued by numerous difficulties. Inspired by the ideals of ‘Vishwa Bharati’ of Gurudev Tagore and ‘Antar Bharati’ of Sane Guruji and with a desire to help foreign students by offering them a ‘Home away from Home', in 1971 Dr. Mujumdar established an organisation called ‘Symbiosis’, which means ‘living together of two different organisms for The motto of Symbiosis is “Vasudhaiva Kutumbakam”- the world is one family.
Symbiosis School of Media & Communication, Bengaluru, has carved a niche in Media and Communication through its MBA program in Communication Management. It has been deemed as the Centre of Excellence in Advertising & Public Relations. At SSMC-B, learning is a participative and interactive activity. The Curriculum is contemporary, fluid, dynamic and totally industry driven. The-state-of-the-art, expansive, inviting ambience of SSMC-B has all the facilities that a top-notch Media and Communication Professional Institute needs.

SSMC-B aims to serve the multi-faceted needs of the Media and Communication industry in particular, and society in general, through education, training, research and advocacy. It seeks to develop competent, responsible and innovative professionals in the practice, development and management of Media and Communication. The academic program is holistic - involving group discussions, case studies, seminars and workshops, live projects, NGO Internships, besides summer and winter Internships. Equal emphasis is laid upon curricular, co-curricular and extra-curricular activities.

SSMC-B has received the 4th Best Advertising School - National and the 4th Best Media Communication School - South India. This recognition was given by Laqshya Group in “India's first ever comprehensive Media, Communication and Design education rating, ranking and awards at the National level.”
As yet another successful year draws to a close in the annals of the Symbiosis School of Media and Communication, Bengaluru, I am delighted to present the Class of 2014-16 who are all set to take the industry by storm. Deemed as the Centre for Excellence in Advertising and Public Relations, SSMC-B stands testimony to the dynamic and far-sighted vision of our Founder Director & Chancellor Padma Bhushan Dr. S B Mujumdar, with our guiding philosophy of ‘Vasudhaiva Kutumbakam’ or the ‘World is one family’.


The expert pedagogy drawn from the best practitioners and academicians in the field, in addition to two internships, numerous live projects and a host of Institute-Industry initiatives, have made the learning process scientific and seamless and has provided the defining edge to our MBA graduates.

I would like to extend a warm welcome to you to visit our picturesque Campus at Electronic City, where you can soak yourself in the ambience of the vibrant and pulsating environs. The amalgamation of the Art of Creativity and the Science of Strategy engrained in our students can be seen in their performance which I am sure will impress you enough to join hands with SSMC. The Corporate Relations Cell looks forward to building a long-standing, mutually beneficial and successful relationship with you.
CLUB PROFILES

Creativity & Photography Club
Advertising Club
Event management Club
Social Media Club
Corporate Social Responsibility Club
PR Club
Entrepreneur Development Cell
Dramatics Club
Quiz Club
Performing Arts Club
Literary Club
Sports & Adventure Club
Media Relations Club
To commemorate the Birth Anniversary of the Founder, of Symbiosis International University, Dr. SB Mujumdar, Symbiosis University campuses in Bengaluru host a Blood Donation Drive on the 31st of July, every year. Soul Sparsh, the CSR club of SSMC along with Social Responsibility Committee of SIBM organize this event every year in collaboration with blood bank and Blossom Hospital.

The college also organizes many Cleanliness drives, eye donation camps and recently arranged an Organ Donation Awareness Talk, where Ms. Shylendra from the Gift Your Organ Foundation (GYO) was invited to give a lecture to students so as to build awareness on the issue. The interactive session gave students a comprehensive overview of all the obstacles faced by the foundation when it comes to finding donors and the stigma faced by family members when it comes to taking the final call to donate their loved ones’ organs.
SUMMER INTERNSHIPS

Dentsu
Reliance Communications
Tata
Taj Hotels Resorts and Palaces
Hungama
Amul
Grey
Killer
Lowe
Lintas
Burson-Marsteller
Weber Shandwick
DNA
McCann Health
 ACC
Perfect Relations
DigitasLBi
Happy Marketer
The Leela
bcwebwise
SSMC Bengaluru witnessed yet another year of excellent placements for the class of 2015 where we saw huge participation from companies across sectors, with students placed across various sectors and functions of their choice. The successful completion of recruitment cycle 2014-15 stands testament to the high quality of students at the institute and robust nature of the placement process that provides adequate flexibility to both students and recruiters. SSMC also continually cooperates with companies such as Infosys and World Trade Centre to enrich its students with live projects even during their academic courses in order to link with corporates even before they are finally placed. SSMC has also been a major part of other projects such as the Global Mobile Internet conference, CEO Hangout brand summit, Bangalore Literature Festival, Times of India Folk Festival, IGNCA and ELCIA Expo, Infosys, Media Ant etc.

Some of the roles offered to our students include:

Project Associate, Executive-Digital Marketing, Executive- Retail, Associate Analyst, Executive-Marketing, Brand Manager, Planning Manager, Account Executives, Senior Executive-Marcomm, Marketing Manager, Creative Analyst, Content Writer, Client Servicing, PR Managers etc.
**Dhiren Thaker**  
Key accounts manager  
Zomato

MBA from SSMC Bangalore has been truly game changing for me. A programme where you don’t even realise you have achieved so much yet when you enter the industry you figure that it wouldn’t have been possible without SSMC. A place where classroom and on field projects are given equal importance, SSMC sets up the perfect base before you enter the real world.

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**Aloka Chatterjee**  
Strategic Account Planner  
Dun & Bradstreet

SSMC has been the diving board that let me plunge open-winged towards opportunities that have made me explore much more of me as a professional than I was aware of. I carry SSMC as a part of me in every step as I connect, communicate and converge - creating an energetic synergy within my work sphere.

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**Bhumika Shah**  
Corporate Communication Executive  
Flipkart

Experience at SSMC made it very easy for me to get into the PR industry and make rapid progression in my career. By the time I completed my course, I was exposed to corporate world through multiple internships, projects, dissertation and interactions with dignified visiting faculty. Coupled with rigorous curriculum and hands-on training, it made sure I was ready to execute my skills from the very first day.

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**Disha Birdie**  
Assistant Manager - Marketing Communication  
ShopClues.com

SSMC for me has been the start of an exciting journey where I evolved as an individual and learned the most important lessons of the industry. It not only helped me face the corporate world but also taught me how to excel in it. Currently I am working with ShopClues.com and the knowledge of Marketing Communication imparted during college is the best guide I could have ever referred to.
**SIMC - B hosts AIMS Round Table**

The AIL India Management School (AIMS), in association with Symbiosis Institute of Media and Communication, conducted a round table discussion on "Innovative skill management education" in Bengaluru. The discussion was held in the presence of personnel from the southern region of India and discussed the need to bring an Indian perspective to management education. The discussion was attended by representatives from various institutes and organizations.

**SIMC-B students Pulling of the Bangalore Literature Festival**

The students from SIMC-B were actively involved in the Bangalore Literature Festival, showcasing their talents and perspectives. The festival provided a platform for the students to express themselves and connect with the literary community.

**Litmus test for novelists?**

Writers who want to get their works published can head to the ongoing LitMast. It’s a novel idea, I have very high expectations and am sure it will go great. The event is an excellent opportunity for aspiring novelists to showcase their work.

**Quirky method to the media!**

It is the quirky method of a new wave that is creating ripples across the city. She is the co-founder of this new wave and brings a humorous twist to the media.
Bluemix Monsoon Marathon
SSMC-B was proud to associate with IBM Bluemix Monsoon Marathon, the first of its kind rain marathon organized by maximus events in Bengaluru. The event was promoted by the students through flash-mobs, awareness campaigns and other fun activities. Legendary sprinter Milkha Singh was the chief guest of the event who inspired the participants by sharing values of a good and healthy lifestyle.

World Trade Centre-Bangalore
SMART SCM CONCLAVE
Our Institute had also collaborated with "CONCLAVE ON SUPPLY CHAIN MANAGEMENT & APPLIED SMART TECHNOLOGY – SMART SCM 2015" organized by World Trade Centre and ISCEA SCNex. SSMC-B was the academic partner for this highly prestigious event. We provided knowledge support for the event with four teams working on Creative, Promotions, Sponsorships & Participation and Media Relations.

Bangalore Literature Festival
Students at SSMC-B shouldered various responsibilities at BLF, 2014 in the field of social media, event management, photography, logistics, Media-Relations, Publicity, program curators and compering. As students of communication management, the volunteers used all their expertise in written and verbal communication to promote and publicize the event at various touchpoints.

GMIC
Our institute had the opportunity to work for India’s largest Mobile Internet Conference, 2015. The Event had over 3500 attendees and participation from Mobile Internet Companies like Flipkart, Snapdeal and PayTm and many other startups from India and abroad. The team worked on the Social Media Marketing, Content Marketing, Public Relations and Creatives.
SYMBIOSIS SCHOOL OF MEDIA & COMMUNICATION

Aakanksha Athawat, a national level basketball player, grew up in Baroda, Gujarat and graduated in Bachelor of Commerce from the Mahatma Sayajirao University of Baroda and now studying MRA in Communication Management with PR specialization at SSMC where she finally started to feel like she fits in.

A management graduate from Mumbai University, Tanushree has mastered all the skills required by a communication management trainee. She has knowledge in the areas of marketing and brand management. Through her internship at The Practice, she has gained experience in media relations, client servicing and reputation management.

A Computer Science engineer from Ranchi who finds the world of media more interesting than the world of programming and coding, passionate about music, Kriti has worked as a public relation intern for the government of Jharkhand.

Her determination to learn and excel is her strong suit. Sumita has gained knowledge in Sales and Marketing. Her internship in the field of PR also helped her learn more about managing media. Gregarious by nature, she adapts to a new environment with ease.

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Insightful by nature, with a skill for writing, Anmu has experience in copywriting with DDB Mudra. A Visual media and communication graduate with a devotion for art and culture, she is fond of researching, especially about the intricacies of the human mind.

A Visual Communication Graduate, with a specialization in studio photography, Niveditha is a keen observer and has a passion for advertising. She is also a strong believer in the power of simplicity and perfection in the field of communication.

A talented marketer with a Bachelors degree in Business Administration, Hatim is a gadget enthusiast with an ardent admiration towards the brand Apple and its products. Great at multitasking with a thirst for learning new skills, he has a newly discovered passion for video editing.
Having interned at Madison PR and also recognized for her performance, Aishwarya is keen on applying her knowledge at her workplace. With the fire to learn, she takes up challenges and competing against experienced professionals is one of those challenges she can’t wait to take up.

An aspiring Advertising professional with a multitude of professional and interpersonal skills, Anoopama is the Convenor of Big Mouth, the official PR club of the institute. She has kick-started her Advertising Career by working as an Account Management Intern at Grey Worldwide.

This athlete and a multi-lingual personality has pursued her Bachelor’s in Science in Information Technology from St. Xavier’s College, Mumbai. Anjali is an excellent orator and was privileged to intern in Taj Mahal Palace and Taj Lands End, Mumbai in PR and Marketing.

A B.Sc graduate in Electronic Media with hands on work experience at the Tamil Film Industry, Varsha believes in transforming thoughts into actions, learn something new and inculcate it in everyday practice.

CONNECT, COMMUNICATE, CONVERGE
An experienced Search Marketing professional with an academic background in Communication Studies, Nupur Sachdev has also worked in the fields of Brand Management and Marketing Communication. In her spare time she dabbles in freelance content writing.

Aishwarya Mukundarajnan holds a Bachelor’s degree in Corporate Secretaryship. After an internship with NDTV Hindi, she realized that communication is her forte. After an industry internship in Madison Public relations, she decided that she is well suited for Public Relations and Marketing. An eclectic reader, and an avid debater she reads and debates on everything under the sun.

Ankita Sharma holds B.com (Honors) with specialization in Accounting and Taxation. She worked in Ogilvy, Mumbai as a client servicing intern. Her interests lies in sketching and dancing.

Graduated in civil engineering, Mohana Singh is determined to explore her artistic persona as a perfect blend of creativity and logic. Enthusiast in singing and photography, she wants to take up challenges that help upgrade her skill set and knowledge of the evolving advertising industry.
Geetika Jain is a team player who is dedicated to learning new things from wherever possible, she is a jack of all trades. Determined to succeed, throw a challenge her way and she will overcome it. With internships in two completely different fields, she has glorious recommendations from both the employers.

Vishal Agrawal is an Electronic and Communication Engineer pursuing his dream of advertising. He’s the convener of Ad-Riot (Advertising Club) of SSME. Social Media is his forte and he interned at DigitasLBi (Publicis Groupe) as the Social Media Development Intern.

A Mathematics graduate, Anruch is interested in Corporate Communication and Entertainment marketing. He loves travelling and is a fitness enthusiast. His determination to succeed and penchant to learn, overshadows his lack of experience. His motto in life is “My Will to succeed is stronger than my fear of failure”. His internship with the Taj Group of hotels has taught him the various aspects of Marketing and Business development.

Priyanka Pandita is a B.Tech graduate in Electronics and Communication and strives to become a successful professional and be flexible enough to serve to the best of her capabilities in almost every field. She believes in versatility and got to explore the hotel industry as a part of her summer internship. Understanding of PR and marketing in The Leela Palace, New Delhi has added to her personality and knowledge.
From setting up quiz shows to being a musician and a sportsperson, it is all about being a jack of all trades. With his Masters in Economics and a special knack of digital marketing, Aritra is truly a valuable addition to the marketing industry.

Sagar Kathokar is a Media graduate from Mumbai and he looks at life as a music festival with multiple genres. He has worked at a digital marketing agency called Chimps&Z Inc. As a drummer and music enthusiast, he likes to keep things peaceful and simple.

Gurjeet Singh is a Commerce Graduate with major in Advertising & Marketing from Pune University. He has done his internship in the digital marketing held in a Bangalore based agency- BrandComm. He has interest in writing, travelling, riding, learning new languages, meeting new people and also hold a 3-year Diploma in Western Guitar. He believes in created time.

Evolving through the challenges thrown at, learning through the projects undertaken and experiencing life through the moments passed over. Dehejit believes in an open digital community where ideas are always considered and experimented with and played around with, even more. A performing artist by passion, and a curious traveller; his lust for exploring the world has no bounds.
A graduate in Information Technology, Prithvi is the convener of sports club of SSMC-B. He interned with IMRB and Purple Wagon. He also worked with social media team of Bangalore Literature Festival as a live project.

Vignesh’s experience spans across a wide variety of domains ranging from advertising, ad films and television production to journalism. His diverse work experience has added to his skill sets, making him a versatile professional. His work associations with BIG Synergy and Blackbox Films have embellished his practical and highly motivated attitude.

As a person driven by interests in Marketing and Advertising, Manish is constantly motivated by his ceaseless thirst for innovation. His hobbies include sports and reading.
A BBA Graduate from Amity University Lucknow, Pragati’s internships taught her the value of working within a team. She has the experience in working under pressure and meeting tight deadlines as well as dealing with challenging behaviour on the part of the public whilst...

A Bachelor of Commerce (Hons.) graduate from Delhi University, Riddhima has interned with Weber Shandwick as a PR intern. She has shown skills in the field of community service while working for ‘Pratham’, ‘National Association for the Blind’ to name a few. She has been appreciated for her Time Management and Organizational Skills.

Though an engineer graduate, Muskan has a flair for singing and dancing. She has worked with HCL Technologies as a Business Analyst and has bagged the award for the ‘Best Organizing Skills’ during her graduation. Interning with Lowe Lintas, she has gained knowledge in the area of Brand Communication and has acquired expertise in the field of Marketing and PR.

A wool gatherer and writer by heart, Rashmi dreams about stories with her eyes open and writes till her eyes fall asleep. A graduate in Commerce and with work experience in the field of Media since the age of 18, she wishes to pursue a career in Marketing.
A national level athlete and an experienced leader, Salshi Singh aims to excel in the world of PR. Her time management skills allow her to perform exceptionally well in academics, fulfill her duties in college as President, as well as explore various sources of entertainment. Interning at The Practice, the reputed PR agency, has given her the confidence to utilize her people relation skills at an industry level.

Anurajini Rathore has a strong knowledge base in the field of media & communication after completing her graduation in Journalism with specialization in Advertising. Her industry experience comprises of internships with The Times Of India and McCann Erikson. Her core interests lie in premium clothing retail/luxury brand management and communication.

Anamika Mittal is a graduate in the field of Electronics & communication Engineering. She is a diligent and hardworking professional and an adaptive person whose area of interest lies in exploring newer dimensions in PR.

A blogger and eternal scribe, Sagarika Sinha freelances as a content writer for a reputed start-up in the city while attaining excellence academically. During her many internships, she has performed the roles of a content and copy writer, account manager, as well as brainstormed and ideated for major clients. She enjoys a regular game of badminton and referees regularly, and prefers, un-snobishly, British to American.
Graduate in mass communication & journalism Shanthirmayee has worked with digital marketing and media companies. With an MBA degree in this niche course of Advertising and Public relations she aspires to reach the pinnacles of success in the world of brands.

An Engineer graduate, who loves photography, writing and travelling. Jerusha has interned with Madison PR in Bangalore and wishes to specialize in corporate communication. She has worked and co-ordinated with WTC for their IT conclaves and events.

A commerce graduate from Ahmedabad came to explore herself at SSMC. Ashka’s optimism and hard-work made her confident. Being a fresher, did not stop her from learning new horizon of marketing with internships at Yuva Unstoppable and AMUL.

A B.Com graduate specialised in Marketing Management from Symbiosis, a sports and film-making enthusiast whose fascination for branding has made Pritesh committed and dedicated towards learning its aesthetics to make a difference in this ever competitive industry.
An enthusiastic and budding writer and content developer, Sonali Kapoor has graduated in Commerce (B.com) with Financial Accounting as her specialization. She has always been inclined towards marketing with her internship at Hungama.com and has undertaken several freelance content development projects.

With a passion to learn more, Jisha Sangalekar is a mass media graduate from Mumbai. Her creative instinct breathes fresh air in all her projects and is very meticulous regarding every detail involved in her work. With extreme dedication she worked as a visualizer at Percept/1 for a year and interned with organisations like Gozump digital, Mudra communication, We the People Foundation.

Being a project manager at McCann Erickson, Vatsala Hali comes with an experience of two years in advertising and has worked in TAJ as a PR and marketing intern. She heads the corporate relations of the college and aspires to make a mark in communication domain.

Kopal Shvala is an avid learner who believes that one should always remain as curious as a child, is a science graduate from Delhi University. She has worked as a digital marketing intern with Ethos Watch Boutiques and Hope foundation (NGO) which made her passionate about the field and hence wishes to pursue her career in the same.
Being an English literature student, Shreemathi has excellent communication skills and enjoys socialising. She has acquired decent managing skills due to her live project (Bangalore Literature Festival) and also her summer internship with an event management company ensuring that she is an active participant and a team player as well.

A BBA graduate from God’s own country, Lakshmi’s a person who loves photography and travelling, has a passion for music and also has fine interest in the area of Marketing. She has worked with UAE Exchange and also with Spencer’s (RP Sanjiv Goenka Group).

An Engineering Graduate in Information Technology interested in Managing Events and Social Media Marketing. Akarna likes to explore the opportunities in the field of Events. Travelling is one of her passion.

Dheeptha had graduated from the field of sociology, interested in public behaviour, and now with the added flair of management, she wishes to turn her passion for understanding and managing people in to her career.
Maithili’s belief to dream bigger, work harder and positive attitude outshines her lack of experience. Her internship with an e-commerce start-up has helped her learn the art of analysing data through the use of softwares like Google Analytics, Facebook Insights and Kissmetrics.

An engineer graduate with 3 years of IT experience, Shilpi is keen to take up a career in event management and organization as she believes that she has acquired a fair amount of knowledge in Public Relations through her internship, which she can apply in the future.

A fresher on record, a work enthusiast, Shrungr is a person who can handle all the issues. Thus with his ability to excel in a professional role, he is waiting for his chance to work in the corporate world. Additionally, Event Management is his passion.

An economics graduate, Aditya has a total work experience of 3 years where he worked in areas pertaining to HR, American Benefits and Film Production. He has interned with Dish TV and Mather in the planning department. He is passionate about sports and movies.
Shubham Sardana is a BBA graduate from BIT Mesra (Jaipur Extension). Apart from his internship with ‘Disha’, a resource centre for multiple disabilities, he has also worked as an intern at Linopion Public Relations division of Lowelittas and Partners. Shubham has also had great exposure in the field of Hospitality Management since 2011, having worked at Gulmohar Sariska Resort (Rajasthan) under the aegis of his Father.

As a connoisseur of arts, theatre and literature, Saurav is a person with an enormous interest in science and knowledge. His logical abilities combined with his creativity makes him stand out. His hobbies include sketching, drawing cartoons, reading and acting.

Nidhishwar is a dynamic youth who has explored careers as a mechanical engineer, a computer technician, and a teacher in his previous experiences, and one with an immense desire to learn and communicate. Engaging in numerous hobbies including reading and writing, he manages his personal life and professional life with meticulous planning.

Vinayak Bajpai is an Electrical and Electronics Engineer. He has also worked as part of the marketing team with HLFPPPT a subsidiary of HLL as part of his Summer Internship. A patient person and always ready to learn, he has a passion for driving and is a music enthusiast.
Kushal Kulkarni is an Electronics Engineer with a work experience of almost 4 years as a Lead Tester at Infosys for American Express. His motto is pretty simple “Work Smart not Hard.” He aims at effectively using his communication skills and leverages all his experience.

Arun is a Computer Science Engineer and the guy to solve all the technical difficulties we have. He’s always approachable and ready to work and help you out. Rural Marketing & Research are the work domains which he worked upon during his internship.

Sanket is a mass media graduate from Wilson college, Mumbai. ‘If you aren’t creative, you can’t sell’ is the mantra he follows in every aspect of his work. He has interned with ACC limited in the branding department. He is passionate about sports, photography and film-making.

As a Mass Media graduate, Rahul holds a specialization degree in advertising. He aims at effectively utilizing his creative streak and powerful imagination to accomplish any given task and was appreciated for the same during his summer internship with Bewebwise PVT LTD, digital advertising agency. Apart from this, Rahul is an extremely good photographer with adequate knowledge of editing softwares.
Apoorva has over two years of work experience in digital advertising, social media management and online reputation management, from Rediffusion Young & Rubicam. Apart from her recent stint with Tata Sons, as a communication manager for the Tata Sustainability Group, her love for travel and adventure also led her to pursue her first NGO internship in Costa Rica, in 2014.

From content development for a tech company, to working with WTC-Bangalore, National NGOs and Start-Up Village in Kochi, Elizabeth is a versatile professional and can handle any task handed to her. With a very high Creative Quotient, she is the ideal communication professional to have on your side.

With experience in editorial and Brand communications, Kritika has a keen eye for details. When not traveling, she spends her time doodling and reading. She has also dabbled in event management, starting from metal shows like ‘The Pit’ to a much recent NIH7.

Kiran Pynadath is a creative Mechanical Engineer from Amrita School of Engineering, Bangalore. He interned with LilHuVan.com, an E-commerce company as a Design and Planning Trainee. He also volunteered with Magic Bus Foundation, Mumbai, under the Communication Team. He has also worked with Cognizant Technology Solutions and Mogavent Technologies.
Nilabh Ranjan is an IT Engineer, holding 2.5 years of experience in IT industry, she is a go-getter and a multi-faceted person. Being a thinker as her personality type, she is observant with an eye for detailing. Marketing and Communications is her area of interest. She loves dancing and believes it to be her mantra for liberation. She has worked for companies like Accenture, National Health Mission and Lowe Lintas and Partners.

Dhriti Goyal is a graduate in mass media, she is inspired by Ad Guru Piyush Pandey to excel in the world of Advertising. Qualitative research and media planning are her areas of interest. She keeps up to date with every advancement in the fields of advertising and media planning. Her constant endeavours to explore her creative side helps her build upon insightful and engaging ideas.

Rittika Das is a highly ambitious and dynamic individual, she is motivated to pursue her career in the field of Corporate Communication after an enriching internship experience in this challenging domain. She is an avid reader and, is most of the times, called a ‘bookworm’ by her friends. She has a flair for writing and has got a number of articles published on online forums.

Bhavya Patel holds a Bachelors degree in Mass Media specializing in Advertising. He has interned in Ogilvy, Mumbai and in Greenpeace Mumbai as the NGO communication intern. Being an enthusiastic learner and a brilliant conversation-alist he has a predilection in arenas of Qualitative Research, Account planning and Media Buying.

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Graduated in BBA, Jyoti is inclined towards sketching, writing poems (Hindi). She wants to work with ad agencies. Marketing and promotional activities are also the fields she is willing to explore.

A Bachelor of Management Studies, Alok loves travelling and playing sports especially Cricket and Tennis. He has worked in JP Morgan Chase operations and has gained knowledge in the area of events during his internship with Greenpeace NGO. His internship with Practice Strategic Communications as a PR Intern has taught him various aspects of working in a traditional PR agency and a knowledge on different set of clients a PR agency has.

Amey Devle holds Masters degree in Commerce with specialisation in Marketing from Maharaja Sayajirao University, Baroda. He worked as a Marketing intern in AMUL at GCMMF (Gujarat co-operative milk marketing federation ltd) where he worked in business development and sales department. He is passionate about singing.

An avid learner, with the ability to adapt quickly, Avijit holds a Bachelor’s degree in English Honours. A writer, poet and a dreamer who desires to transform into a branding professional, he interned in Business Development and Marketing Communication.
Content & Design Team

Vatsala Hali
Content

Aritra Chakraborty
Design

Isha Sangekar
Design

Vinayak Bajpai
Content

Photography Team

Varsha Sanjeevi

Niveditha P. N

Rahul Shirke

Vignesh Venugopal

Compilation Courtesy: Gurjeet Singh