

### INTERNSHIPS

- **Mayfair Infracons** conducted interview on 8th February 2016 for BMS 5th semester students; and one student got selected as Intern – Photographer for a period of one month.
- **Wow Wizards Events** conducted interview on 12th February 2016 for BMS 5th semester students; and one student got selected as intern for a period of one month.
- **Response India Private Limited** conducted interview on 15th February 2016 for M. Sc. 4th semester students; and two students got selected as Intern – Client Servicing for a period of one month.
- **Trip Advisor** conducted a SKYPE session on 25th February 2016 for BBA 2nd and 4th semester students to recruit interns for their Live Project; and 13 students joined as Intern for a period for one week and they will be paid as per performance up to Rs. 2000/-.



Mayfair Group<sup>®</sup>

Shubham Paul

Response

Kartikey Tripathi  
Santana Judy Fell

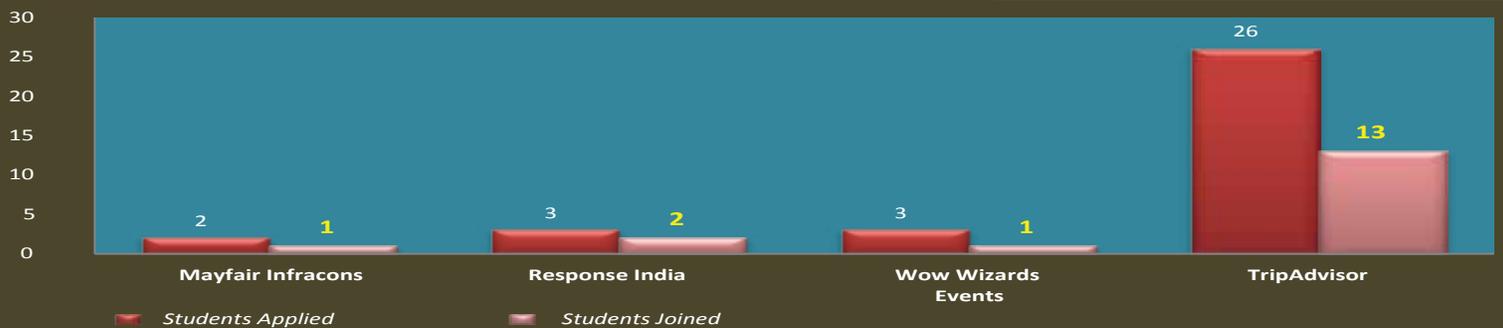
WOW  
Wizards Events

Siddhant Kumar Gupta



Zulfaiquar Ahmad  
Arsheen Aman  
Shabaan Hossain  
Siddhant Srivastava  
Vishal somani  
Megha Agarwal  
Minal shaw  
Priyanka Agarwal  
Farhanul Hoque  
Yash Beria  
Richa Kedia  
Nikita Shah  
Sumaita Laisa

### COMPANY WISE GRAPHICAL REPRESENTATION – APPLIED & SELECTION



### PLACEMENT OPPORTUNITIES CREATED FOR THE MONTH –

#### Response India Private Limited

- For MSC students
- Post of Client Servicing Executive
- CTC of Rs. 6K – 7K per month initially
- Location – Kolkata

#### e Info Solutions Pvt. Ltd.

- For BMS & MSC pass out students
- Post of Social Media Executive
- CTC of Rs. 1.20 – 1.80 LPA
- Location – Kolkata

#### SKETCH Advertising

- For BMS & MSC pass out students
- Post of Graphic Designer
- CTC of Rs. 1.20 – 1.40 LPA
- Location – Kolkata

#### Purple PropShop

- For BBA & MBA pass out students
- Post of Real Estate Marketing
- CTC of Rs. 2.0 LPA
- Location – Kolkata

#### Kolkata on WHEELS

- For BMS & MSC pass out students
- Post of Sub Editor
- CTC 20% – 30% hike on current CTC
- Location – Kolkata

#### Round Chillies

- For BBA & MBA pass out students
- Post of Business Development Executive
- CTC of Rs. 1.20 – 1.60 LPA
- Location – Kolkata

#### Aakash Institute

- For BBA & MBA pass out students
- Post of Co-ordinator- Promotions
- CTC of Rs. 1.44 LPA + TA + Mobile Expenses
- Location – Kolkata, Districts of West Bengal (Upcountry)

#### Sadhna (an upcoming Bengali News Channel)

- For BMS & MSC pass out students
- Post of Anchoring cum News Reporting (Female Only)
- Location – Kolkata



**iLEAD initiated** a field trip for the Media Science students to All India Radio (Akashvani Bhawan) Kolkata on 2nd of February, 2016. The Kolkata station was established on 26th August 1927. Since 1956, All India Radio (AIR) is officially known as Akashvani (literally, "Voice from the Sky"), which is the national public radio broadcaster of India and a division of Prasar Bharati. One officer from AIR guided the students in the tour through the various studios. At the common hall there is a section devoted to the antique musical instruments which were once used for the different programmes in the station. The instruments include Sitar, Veena, Harmonium, Sarod, Tanpura and big and small Violins. The officer escorted the students to their 14 studios and 3 FM stereo-studios equipped with very sophisticated and updated studio apparatus. They saw one live interview being broadcast from the studio and the techniques of recording & editing programmes. Then the students were taken to FM Gold Studio where they witnessed recording of music programmes. The students observed how music is cued and how the RJ interacted

with the listeners via phone and messages. The students were given a practical experience on how the sound is recorded in a sound proof room, the editing software (sound forge) used, and how it can be implied after recording a set. Students observed various on-spot live interviews that goes on simultaneously and how they were executed. The students also witnessed the setting up and usage of the various equipments. A quick mock radio program was done by one of the students for better understanding. The students saw how the production, post production of a recorded interview is done and monitoring of the signals from the various studios and the process involved. They also visited the dubbing and the drama studio and were shown the techniques of dubbing. The officer briefed the students about post-production processes and made them familiar with different and diverse programmes of AIR and its approach towards people in general. She also provided them with the facts about internship and job opportunities at AIR. The students enjoyed the excursion immensely and came back with invaluable experience. This trip helped them to understand the practical aspects of the radio shows and how only experience and practice can help to become a successful broadcaster.



### Session with Trip Advisor

Mr Yadav also promised a certificate of internship and a stipend of Rs. 2000 per month on the achievement of the work target. A large number of students have shown great enthusiasm and interest in working with the company. We are hoping that this opportunity will be a great work experience for our Business students, as they shall learn how to interact confidently with a lot of unknown persons. This experience shall also help them hone their convincing powers and marketing skills which is very necessary to emerge as a successful person in the competitive corporate society of today.

On 23rd of February 2016, the students of iLEAD received an e - mail from the placement cell of the college regarding a week long internship being offered by an online company "The Trip Advisor" The mail described the terms and conditions of the internship programme. As per the instructions of the mail, the students filled in their application forms. The next day i.e on the 24th of February, the students had an interactive Skype session with the marketing head of Trip Advisor, Mr Anshul Yadav. Mr Yadav further explained the students about their job profile and expectation of the company from the students during the work period.

Article by: Dharna Gulati - (BBA-2A)



On 10th February 2016; both the partners of The Event Chakra Ms. Manvi Jairath & Ms. Neha Gupta came to iLEAD Campus and awarded the students with the Certificate of Participation and Stipend.

**TIPS ON GROUP DISCUSSION (GD)**

A GD is a methodology used by an organization to gauge whether the candidate has certain personality traits and / or skills that it desires in its members.

**GD – Three Important Tips****TIP 1: Initiation Techniques**

**Initiating a GD is a high profit-high loss strategy.** When you initiate a GD, you not only grab the opportunity to speak, you also grab the attention of the examiner and your fellow candidates.

If you can make a favorable first impression with your content and communication skills after you initiate a GD, it will help you sail through the discussion. But if you initiate a GD and stammer/ stutter/ quote wrong facts and figures, the damage might be irreparable.

**TIP 2: Body of The Group Discussion**

Different techniques to initiate a GD and make a good first impressions are:

1. Quotes
2. Definition
3. Question
4. Shock statement
5. Facts, figures and statistics
6. Short story
7. General statement.

**TIP 3: Summarizing or Concluding**

Most GD's don't really have conclusions. A conclusion is where the whole group decides in favor or against the topic, but every GD is summarized. You can take the opportunity to summarize, what the group has discussed in the GD in a nutshell.

**Keep the following points in mind while summarizing a discussion:**

- Avoid raising new points.
- Avoid stating only your viewpoint.
- Avoid dwelling only on one aspect of the GD.
- Use KISS Methodology (Keep It Short & Simple)
- It must incorporate all the important points that came out during the GD.
- If the examiner asks you to summarize a GD, it means the GD has come to an end.
- Do not add anything once the GD has been summarized.