

### INTERNSHIPS

**Senorita Creations Pvt. Ltd.** conducted interview on 28th March, 2016 for media students and two students got selected as intern for a period of two months. They will receive stipend of Rs. 3000/- a month.



Madhurjya Mazumdar (BMS – 6)

Shresth Murarka (BMS – 2)

### INTERNSHIP OPPORTUNITIES CREATED FOR THE MONTH –

#### MJ5 Team

- For BMS / MSC Passed out students
- Profile - Video Editing
- Stipend – 8K per month
- Location – Mumbai

#### Sting Communications

- For BMS / MSC students
- Profile - Graphics Designing
- Location – Kolkata

#### Micromax Informatics Ltd.

- For MBA students
- Profile - Marketing Trainee
- Stipend – 4K per month
- Location – Kolkata

#### Passion Connect

- For BMS / MSC students
- Profile - Content Writing
- Stipend – Based on work
- Location – Kolkata

#### Senorita Creations Pvt. Ltd

- For BMS / BBA students
- Profile - Social Media Marketing
- Stipend – 3K – 5K per month
- Location – Kolkata

#### Atcis Technology

- For BBA / MBA students
- Profile - HR Generalist
- Location – Kolkata

#### Bookwallas.com

- For BBA / BMS / MSC students
- Profile - Marketing  
Digital Marketing and Designing  
Business Development & Partnership
- Location – Kolkata

#### OrangeTree Global

- For BMS / MSC / BBA / MBA students
- Profile - Marketing Communication, Brand Design and Online Marketing and Online Video Production and Editing
- Location – Kolkata

### PLACEMENT OPPORTUNITIES CREATED FOR THE MONTH –

#### Wallets Plus

- For BBA / MBA passed out students
- Post of Operation Manager
- CTC - 2.40 LPA
- Location – Kolkata

#### Quest Consultants

- For BBA 2016 Batch students
- Post of Human Resource
- Location – Kolkata

#### Missing Link

- For BBA passed out students
- Post of Marketing Executives / Managers
- CTC of 1.44 – 1.80 LPA
- Location – Kolkata

#### Crystal Ball Events

- For BMS / MSC passed out students
- Post of Event Managers and P.R. Professional
- CTC – 1.80 LPA
- Location – Kolkata

#### Kotak Securities

- For BBA 2016 Batch students
- Post of Dealer & Relationship Manager
- CTC – 2.25 LPA
- Location – Kolkata

### Digital Film Making

Digital filmmaking is the norm these days, enabling filmmakers to blend art and digital media and speed up the process of filmmaking as well as be more creative and enterprising in the special effects department. In short, more flexible digital cameras and editing software have made the cinematographer's and editor's jobs easier and made it possible for filmmakers to produce quality films at much less expensive cost.



What this means for film students is that breaking into the industry isn't just less expensive, but getting your work out there is easier too.

Even big blockbuster films are using digital. While the first two films in "The Hunger Games" series were shot on 35mm and 65 mm

(Imax), "The Hunger Games: Mockingjay, Parts 1 and 2" are shot using digital, and more and more movies embrace digital as the norm, not the exception. David Fincher's "Gone Girl" is the first feature film to be shot with Red Dragon sensor, which can pull high-quality still images from video.

**Digital filmmaking is accessible.**

**Editing is simple.**

**Digital distribution reaches a wide audience.**

**Digital projection saves money.**

**There is more to the story !!**

Until recently, short films stayed out of the mainstream. Today, with online media content on the rise and society's attention span in decline, short films are making a gargantuan comeback. "People are beginning to watch more and more short films on their PCs, laptops, tablets, and mobile devices. David Salinas, the CEO of the branding agency Digital Surgeons, states "The trend started because of the length of time people are spending on the Internet, multiplied by the cost of delivery via free sites like YouTube, Vimeo, Facebook, and more." Simple, convenient, and free with an endless variety of content.

That's the impact Facebook and YouTube have made. Both sites have over 1 billion users. They are able to deliver the best content to the world from any device. 300 hours of video are uploaded to YouTube every minute. Every month the number of hours of video viewed on Youtube doubles. With that said, most professionally made short films are uploaded to Vimeo. It's an independent filmmaker's heaven, with a niche audience searching for quality work.

Although short films are becoming more popular, one can't talk about short films without discussing their presence in advertising. Companies are starting to ditch the boring, less-than-a-minute commercial format for the exciting opportunity to make a "mini movie." As Screenrant.com puts it, "Commercials are pigeon-holed into a 30-second time frame by the mainstream standards. But the ones that escape those boundaries and explore the human experience of witnessing something that cannot be explained are the ones that stay with us." Again, thanks to Facebook and Youtube, well produced commercials are being shared and enjoyed by millions. Salinas continued, "Millions of dollars are being used for seeding the content through influencers, social media, and paid platforms via YouTube, Facebook and Twitter's ad platform."

Dozens of websites are now solely devoted to promoting short films. Whether it's Facebook, Youtube, Vimeo, Reddit, etc., short films are everywhere online and people are responding. Not only are short films providing free at-your-fingertips entertainment, but they are the future of the advertisement industry.

If it were five years in the future, would you be reading this article or would you be watching it? As online video continues its inimitable rise, it's an interesting question to ponder.



### INDUSTRY VISIT - BENGAL BEVERAGES PVT. LTD.

An industry visit to Coco Cola's production unit was arranged for the students of BBA semester-6 and MBA semester-2 on 4th March 2016. The plant is situated at Dankuni district of West Bengal. Forty three students were accompanied by three faculty members - Ms Anindita Bose, Dr. Debasis Ray and Dr. Soumik Gangopadhyay. It was an amazing and exciting experience to see the production cycle and the production process of a product that has become a very important part of the lifestyle of the people. Before entering the production area we were briefed on the rules and regulations to be followed while inside the compound so that proper safety of students can be ensured and each student was given a head cap to ensure hygiene.

To take us through the plant tour, the HR head of the plant provided us with two instructors who were the floor managers of the plant. All the explanations of each and every stage of processing were handled and our queries answered by the instructors who described the complex things in the easiest way possible. Interestingly the plant operates only for 3-4 months in a year depending on the sales target of the company, and as soon as the target is reached, the operation for the year comes to a halt. The plant had around 600 employees including both the permanent and contract based workers.

The plant was constituted of two units. One for the carbonated soft drinks such as Coke, Sprite, Fanta etc. and the other one was for the pulp or fruit juice such as Maza and Minute Maid. The latter unit was a recently constructed section with better and advanced technology as compared to the previous one. The amazing thing in the plant was the machinery that were in operation. It was a fully automatic processing plant starting from the machines manufacturing empty bottles out of plastic sheets



and ending with sealing the soft- drink-filled bottles being packed for dispatch. The plant also had a unique 8-level water purification section to rule out even the minimum chance of usage of contaminated water. Needless to say, cleanliness and hygiene was given utmost importance in the plant. A large part of the plant was extremely noisy because of the machines that were in operation, even though measures were taken, there was always a risk involved as far as health of the workers is concerned.

It was a life time experience for all the students and we would like to thank ILEAD and Bengal Beverages Pvt.Ltd. for giving us this opportunity where we actually got to see the plant layout, the plant setup and the role of technology in today's world in man-

ufacturing sector of such an esteemed MNC like Coco Cola. At times we don't realize the kind of technology, the man-power and other resources behind the simple looking soft drink bottles. The real taste and joy comes when you get to actually see how the particular drink is made and the different stages that it goes through in the process before it is ready for the market. Now, whenever we have a soft drink, we actually think and recall this experience.

**Jafin Agarwal, BBA-6, ILEAD**

## PLACEMENTS - TIPS & TRICKS



**An interview is a discussion between you and an employer to find out if you can do the job. It's your chance to make a good impression. However, there are certain rules you should follow during interviews -**

### What to do:

- ☉ Dress smartly, look bright and attentive, and speak clearly and confidently.  
**First impressions really do count** - studies show that employers make a decision about whether to hire you within the first seven minutes on average.
- ☉ Find out where the venue is beforehand, how to get there and how long it takes
- ☉ **Go through your CV properly** before facing the interview.
- ☉ **Prepare answers for the main questions** - for example, why do you want the job, what are your strengths and weaknesses, what are the main tasks in this job?
- ☉ Take your time when answering the questions: make sure, you understand the question and take your time if you need to think.
- ☉ **Sell yourself:** no one else is better than "you"! Be positive about yourself and your experiences.
- ☉ Prepare some questions to ask at the end of the interview - use it as an opportunity to find out more about the role and the company. (Don't ask about money or perks just yet!)
- ☉ When discussing salary, know your market worth and start by quoting a little higher than this.
- ☉ **Turn off your mobile phone:** treat the interviewers with respect and give them your undivided attention
- ☉ **Keep your answers focused** on what you can do for the employer, not what they can do for you.



### What not to do:

- ☉ **Don't be late**
- ☉ Don't slouch in your seat or do anything that makes you look uninterested.
- ☉ **Don't lie:** the interviewer may see through you. Even if you get the job, your employer can dismiss you if they find out that you have not been honest.
- ☉ Don't be arrogant and assume you've got the job. Nothing turns off employers more than someone who is disrespectful and over-confident.
- ☉ Don't discuss controversial topics such as religion, politics and gender relations.
- ☉ **Don't read from your CV** — you should be familiar enough with your own history to be able to talk about it unprompted.
- ☉ **Don't criticize former employers or colleagues.**
- ☉ **Don't argue with the interviewer,** no matter what. Remember to keep things positive!