

iLEAD Foundation under the Apprentice Act of 1957 provides the opportunity to apprentices to upskill and learn new skills. This training program help them to enhance their potential and make them ready for the future world.

Who this training is for? – Media Science Graduates

Tenure- 1 year

Training Module Under Apprenticeship Program

Module	Training	Content	Objectives
Module I	Induction and Orientation (1 Week)	<ul style="list-style-type: none"> • Overview of the company • Introduction to departments and officials • Rules and Regulations • Using basic applications for office work. For ex- MS Word, MS Excel, MS Powerpoint, Google Workspace etc. 	Acquainting the apprentice with the work culture and facilities at work place
Module II	Classroom lectures cum on project training on Film making and Photography (4 months)	<ul style="list-style-type: none"> • Lighting • Filming • Photography • Sound Recording • VFX • Documentary Film Making • Short Film Making • Ad Film Making 	Acquainting the trainees with practical procedures. Respective experts from particular fields would train the candidates through classroom lectures and project work related to the particular field for better understanding of the subject.
Module III	Classroom lectures cum on project training on Writing and Journalism (4 months)	<ul style="list-style-type: none"> • Screenplay Writing • Creative Writing • Web Content Writing • Reporting • Editing • Business, Sports, Entertainment, 	Acquainting the trainees with practical procedures. Respective experts from particular fields would train the candidates through classroom lectures and project work related to the

Our Vision is to become the most respected name in education, globally

Campus: 113 J, Matheshwartola Road, Kolkata 700 146, West Bengal, India, Ph: +91.33.4018 2000/02

Fax: +91.33.4018 2016

		Political Journalism <ul style="list-style-type: none"> • Broadcast Journalism • Development Communication 	particular field for better understanding of the subject.
Module IV	Classroom lectures cum on project training on Digital Marketing, AD and PR (3 months)	<ul style="list-style-type: none"> • Digital Marketing • SEO • Social Media • Event Management • Public Relations etc 	

Who this training is for? – BBA Graduates

Tenure- 1 year

Training Module Under Apprenticeship Program

Module	Training	Content	Objectives
Module I	Induction and Orientation (1 Week)	<ul style="list-style-type: none"> • Overview of the company • Introduction to departments and officials • Rules and Regulations • Using basic applications for office work. For ex- MS Word, MS Excel, MS Powerpoint, Google Workspace etc. 	Acquainting the apprentice with the work culture and facilities at work place
Module II	Classroom lectures cum on project training (6 months)	Finance <ul style="list-style-type: none"> • Accounting • Auditing • Direct and Indirect Tax 	Acquainting the trainees with practical procedures. Respective experts from particular fields

Our Vision is to become the most respected name in education, globally

Campus: 113 J, Matheshwartola Road, Kolkata 700 146, West Bengal, India, Ph: +91.33.4018 2000/02

Fax: +91.33.4018 2016

		<p>including GST, IT etc</p> <p>Marketing</p> <ul style="list-style-type: none"> • Digital Marketing • Creative Writing • Public Relations • Social Media • Market Research etc 	would train the candidates through classroom lectures and project work related to the particular field for better understanding of the subject.
Module III	Classroom lectures cum on project training (5 months)	<p>HR</p> <ul style="list-style-type: none"> • Recruiting • Employee Benefits • Employee Compensation • Maintenance of Record etc <p>Logistics</p> <ul style="list-style-type: none"> • Supply Chain • Information System in SCM • Customer Service • Distribution System 	Acquainting the trainees with practical procedures. Respective experts from particular fields would train the candidates through classroom lectures and project work related to the particular field for better understanding of the subject.
Module IV	Communication and Presentation Skills (3 Weeks)	<p>Written Communications</p> <p>Active Listening</p> <p>Creating an effective presentation</p> <p>Body Language etc</p>	Improving the communication and presentation skills of the trainees