

B.SC & M.SC IN





MEDIA SCIENCE


 4 Year UG degree program
(B.Sc. in Media Science)

 2 Year PG degree program
(M.Sc. in Media Science)

 Journalism, film,
graphics &
digital media

 In-house studios
& production
house

 AI-integrated
learning &
AI film lab

 100% Placement
assistance

 4th Best Media
School in India
(KPMG)

**LEARN MEDIA
THE WAY
THE INDUSTRY WORKS**





Welcome to

iLEAD

iLEAD is a premier, industry-driven institution in Kolkata offering professional UG and PG programs across media, management, design, technology, allied health, and tourism. Programs are shaped by active professionals, real workflows, and practical evaluation.

Founded in 2010 by Mr. Pradip Chopra, iLEAD balances academic depth with hands-on training, studio practice, human intelligence, AI tools, and continuous industry exposure to prepare students for the careers of tomorrow.

At iLEAD, students focus on craft, discipline, individuality, and employability.



PRADIP CHOPRA
Chairman, **iLEAD**

"Our students don't just leave with degrees, they leave with a sense of purpose, a spirit of entrepreneurship, and a passion to make a difference. That is what employers see, and that is what sets them apart."

"We foster a spirit of entrepreneurship and transformation at iLEAD. Our students are not just job-seekers, they are change-makers equipped to create opportunities and lead impactful careers."



PRAGYA CHOPRA
Executive Director, **iLEAD**

Why Choose Us

- » Industry-aligned curriculum
- » Studio-based, experiential learning
- » Faculty with real media experience
- » In-house studios & labs
- » iLEAD Films: Internal production house
- » Access India's first AI Film Lab
- » Earn While You Learn opportunities
- » Work on live shoots from day one
- » Access to 1,20,000+ books and 5,000+ digital AV resources
- » Field visits, live projects & real production exposure
- » Dedicated placement support
- » Draupnir Capital Incubation Centre for entrepreneurial ideas

"Students Graduate with Experience, not Just Credentials."

Awards & Recognitions

- » Best Media & Mass Communication Institute (Gurukul Awards 2023)
- » 4th Best Media School (KPMG)
- » 2nd Best Emerging Media Institute (Edutainment Awards 2014)
- » Excellence in Academia (HRD India Awards 2023)
- » Best Co-Curricular Activity College (Gurukul Awards)
- » Silver Award for Leadership in Graphic & Animation Design (Edutainment Awards 2024)
- » College of the Year (T2 Festopolis)
- » Best Entrepreneurship Development Program Institute (Sankalp Education Awards)



Global Connect

With collaborations and MOUs across 16+ international universities, iLEAD connects students to a global academic network.



Stanford | Seed

iLEAD is certified under the **Stanford Seed Transformation Program**, a globally respected initiative by **Stanford University** focused on entrepreneurship, enterprise growth, and institutional leadership.

The program influences how iLEAD designs academic systems, builds leadership frameworks, and supports entrepreneurship across disciplines. This certification reflects iLEAD’s commitment to disciplined leadership, responsible innovation, and institutions built to last.



Industry & Institutional Partnerships

Through collaboration with the National Film Development Corporation (NFDC), students engage with recognised film and media platforms, while partnerships with The Asiatic Society involve projects that combine cultural heritage with contemporary media practice.



Program Details

B.Sc. in Media Science	Overview	M.Sc. in Media Science
4 Years	DURATION	2 Years
Journalism, Film & Digital Media	FOCUS AREAS	Mass Media, Journalism, Film & Graphics
MAKAUT	AFFILIATION	MAKAUT
Aptitude Test & Personal Interview	ADMISSION	Aptitude Test & Personal Interview
Merit-based	SCHOLARSHIPS	Merit-based
100% Placement Support	PLACEMENTS	100% Placement Support

Eligibility

B.Sc. in Media Science	M.Sc. in Media Science
50% or above in 10+2 (English compulsory).	Graduation or post-graduation in any discipline.
Provisional admission for students awaiting results.	Provisional admission for final year students
Admission through CET, GD & PI.	Admission through CET, GD & PI.

**Subject to MAKAUT Approval*

How to Apply

For Admission Queries:

Apply Online at ilead.net.in

Visit the Campus for In-person Assistance.

Call +91 9163122222

Applications are reviewed through a structured process.

Scholarships

Merit-based scholarships are available for eligible students. For details and guidance, contact +91 9163122222.

Education Loan Partner

Financial support available through:



Why Media Matters

From films and OTT platforms to newsrooms, brands, social media, and digital campaigns, media shapes how the world thinks, feels, and decides. With the media industry projected to reach nearly ₹3.1 lakh crore by 2027, the demand today is for trained professionals who understand media beyond individual tools or formats. That reality calls for education that builds range first, and depth next. iLEAD offers a clear progression, from learning to leading.

What You Learn

Media Science is designed as an umbrella discipline that brings journalism, filmmaking, digital media, advertising, public relations, and communication into a single, integrated curriculum. Students explore different forms of media before identifying strengths and choosing a focused direction.

iLEAD'S B.Sc. & M.Sc in Media Science covers how media functions as a system across journalism, film, broadcast, digital platforms, and brand communication, preparing them for careers that evolve over time.



- » Comparative Media Studies
- » Photography & Videography
- » Journalism (Print, TV & Digital)
- » Digital Media & Content Creation
- » Radio & Broadcast Media
- » Advertising and Public Relations
- » Management Principles & Media Business
- » Filmmaking & Film Studies
- » Digital & Social Media Marketing
- » Event Management

Students Gain the Clarity to Choose a Specialisation While Building Skills that Transfer Across Media Formats.



Experience Is the Curriculum

Training unfolds through workshops, seminars, masterclasses, live projects, and industry interactions. Students interact directly with industry leaders, step into industry environments, and experience how creative and media roles function beyond classrooms and studios.

Students gain hands-on experience through:

- » Active participation in live media projects
- » Producing and directing films recognised at award platforms
- » Presenting work at national and international film festivals

These experiences add context & confidence, helping students see how ideas translate into practice.

Career Pathways

iLEAD graduates work across varied media roles:

- » Filmmaker / Assistant Director
- » Journalist / News Producer
- » Photographer / Cinematographer
- » Video Editor / Post-Production Artist
- » Content Strategist / Editor / Writer
- » Social Media & Digital Media Professional
- » Screenplay Writer
- » PR, Advertising & Media Communications
- » Executive Producer
- » Social Media Manager



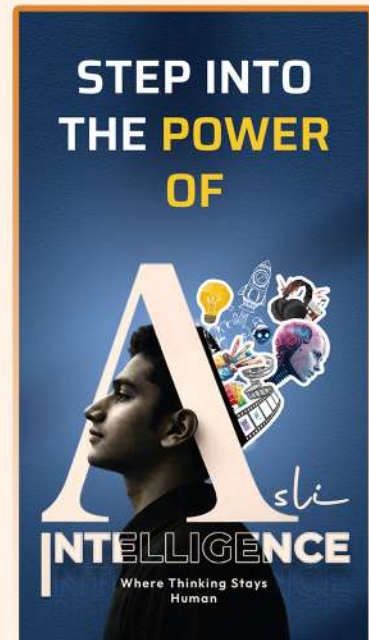
Discover

Ai Intelligence

At iLEAD, AI is embedded across classrooms, design studios, and our exclusive AI Film Lab as part of real production workflows. From early ideation to planning, visual development, and execution, AI supports the process under close faculty guidance.

Students use AI to:

- » Deepen research and sharpen perspective
- » Test & refine ideas before committing time and resources
- » Visualise concepts during planning and development
- » Improve execution across media formats and platforms



Exclusive Exposure With iLEAD Films & Studio

iLEAD is among the few media institutes in India with its own in-house production studio. Through iLEAD Films, students work as part of real production crews across feature films, documentaries, AD films, and branded content.

Training spans the entire lifecycle of a project, from conception to screening, inside active production environments. Students gain hands-on experience in:

- » Pitching ideas and proposals to clients
- » Planning and managing productions
- » Working within budgets, timelines, and crews
- » Post-production and release
- » Positioning and promoting finished work

A Brand New AI-Driven OTT Platform

iLEAD is developing India's first AI-powered OTT platform, designed to showcase student-created films, documentaries and historical content.

The platform gives students exposure to long-form storytelling, digital distribution, and audience engagement, completing the journey from creation to public release. This innovative platform will enable students to gain real-world experience in how modern cinema is imagined, produced, and shared.

India's First AI Film Lab

Our AI Film Lab is designed to train students in how AI integrates into contemporary filmmaking, without compromising creative control, authorship, or cinematic intent.

From concept development and visual planning to production and post-production, students learn to create narrative-driven visuals using AI across the filmmaking pipeline, gaining hands-on experience with AI-driven film workflows.



From iLEAD to Global Film Festivals

iLEAD student films travel beyond classrooms, screened and recognised at some of the world's most respected film festivals.



Life at iLEAD

iLEAD is a ragging-free environment where juniors, seniors, and faculty mentors work in close, supportive relationships. Students are encouraged to collaborate and grow together, creating a culture where everyone feels safe to participate, speak up, and belong.

Beyond academics, campus life stays vibrant through events, festivals, workshops, competitions, and interdisciplinary collaborations. These experiences help students discover confidence, find their voice, and step onto their own stage, regardless of background or prior exposure.

Here, students explore interests, refine talents, and often Discover their Ikigai, the intersection of passion, skill, and purpose. With strong peer and mentor support, iLEAD students pushed boundaries and earned over **250 awards** across inter-college and industry-recognised platforms last year.

Lived & Told

Student perspectives on learning, mentorship, and growth at iLEAD.

Shivam Makhija

"I came in unsure and shy. iLEAD gave me the confidence, exposure, and hands-on learning that shaped who I am today."

B.Sc. in Media Science and Filmmaking

Aiema Tauheed

"By giving us control over our creative work, iLEAD helps us grow as individuals and leaders."

B.Sc. in Media Science

Soumita Das

"At iLEAD, I finally received the hands-on, practical training I couldn't get during my bachelor's degree."

M.Sc. in Media Science

Shubham Pal

"iLEAD gave me clarity, confidence, and a clear direction for my career in media."

M.Sc. in Media Science



Placements

At iLEAD, placements are not treated as an end-of-course event. They are built into how students are trained from the first year.

Preparation begins early through studio-led learning, live projects, internships, and industry exposure. Placement guidance and interview preparation run alongside academics.

Where iLEADers Work

- » Film and television production studios
- » OTT platforms and broadcast networks
- » Advertising and branded content studios
- » Digital media and production companies
- » Corporate media and in-house content teams

Salary Snapshot

Average entry-level package: ₹5 LPA onwards

Highest entry-level package: Up to ₹8-10 LPA

Packages are indicative of recent placement outcomes.

Key Partners



Shining Stars



Shreeja Jaiswal
B.Sc in Media Science (2021 - 2024)
Tara TV



Rohan Sen
B.Sc in Media Science (2017 - 2020)
Indian Film Director



Ritiya Roy
B.Sc in Media Science (2020 - 2023)
ABP News



Bikash Kr. Jha
B.Sc in Media Science (2018 - 2021)
ZEE Media



Rudrani Hazra
M.Sc in Media Science (2021 - 2022)
Pursuing Higher Studies of
University of Greenwich of UK



Yuvraj Bagchi
B.Sc in Media Science (2019 - 2022)
Schbang

Entrepreneurship Incubation

Through the Draupnir Capital Incubation Centre, iLEAD supports and funds student-led startups with mentorship, resources, and access to capital. Backed by Draupnir Capital and the State Bank of India, the iLEAD-exclusive centre strengthens early-stage startups with financial & institutional backing.



IF MEDIA IS YOUR PATH,
ILEAD IS WHERE
YOU BEGIN
BECAUSE REAL CAREERS NEED REAL PREPARATION



 ilead-institute-of-leadership-entrepreneurship-development
 @ileadkol  iLEADIndia  ileadkolkata

113J, Matheswartola Road,
Topsia, Kolkata,
West Bengal, 700046



 www.ilead.net.in

 +91 9163122222

