

# NAME

NATIONAL ACADEMY OF  
MEDIA & EVENTS



AN INSTITUTE OF EVENT MANAGEMENT,  
MEDIA & DESIGN



# ABOUT NAME

National Academy of Media & Events 'NAME' is one of the finest institutes that offers Industry-focused education to produce trained, world-class professionals for the evolving Event Management, Media and Design Industry.

Started in 2014 in the heart of the 'City of Joy', 'NAME' evolved from the rising need for a career-focused Event Management Institute in India. Our founder and Associates, some of the best minds from the Event, Design and Education Industry recognized the rapidly changing event Industry dynamics and the need for young innovative minds with an integrated global perspective.

We provide specialized Professional Diploma courses in Event Management, Media & Design. Our aim is to create meaningful education programs and provide contemporary industry exposure to our students. We form alliances with experts across the country to enhance standards in training and take structured initiatives to shape, nurture and produce the best talents for the Industry.

Going by the name of our brand 'NAME' which refers to the identity of an industry, we believe that everyone should carve their own identity on the basis of their potentialities. And as an institution, our main objective is to aid every student in developing their aptitude so that talents can be harnessed at best in this competitive industry.

Our idea achieved new momentum and 'NAME' reached a important milestone in 2017 with the launch of our flagship social initiative 'Pehchaan'. The idea of the project stemmed out from the name of the Brand and was taken forward as a mega initiative by our event management students. Embarked as a grass-root talent show, the event highlighted the objective of giving an identity to lesser- privileged children by showcasing their talents through a stage show. We are incredibly proud of our students & motivated by the success of the endeavor. Our aim is to continue to grow the initiative with the students every year.

In 2018, NAME took another leap forward by expanding nationally and open its first Centre in Mumbai, the hub of entertainment.



To set new standard of excellence in  
Education for the Event, Media & Communications Industry,  
encouraging the intellectual & diversified development of young aspirant.  
To serve the current & future leaders, managers and professionals in this industry.



To be a world class academy of specialized learning in Events, Media & Communication  
that develops the intellectual; creative & entrepreneurial abilities of students.  
To help them carve their own identity in the competitive field of work.



- **EVENT DESIGN AND MANAGEMENT**
  - Professional Diploma in Event Design and Management 12 MONTHS
  - Certification in Wedding Planning & Decor 6 MONTHS
- **COMMERCIAL PHOTOGRAPHY**
  - Professional Diploma in Commercial Photography with specialization 6 MONTHS
  - Certification in Commercial Photography 3 MONTHS
- **ADVERTISING AND BRANDING**
  - Professional Diploma in Advertising, Branding and Digital Marketing 12 MONTHS
  - Certification in Digital Marketing & Social Media 6 MONTHS
- **FILM MAKING, T.V AND WEB SERIES MAKING**
  - Professional Diploma in Film Making with specialization 12 MONTHS
  - Certification in Indie Film Making 3 MONTHS
- **ACTING**
  - Diploma in Acting For Screen and Stage 6 MONTHS
  - Certification in Acting For Screen and Stage For Kids
- **ONLINE PROGRAMS**
- **NAME WORKSHOPS**



## PROFESSIONAL DIPLOMA IN EVENT DESIGN & MANAGEMENT

### COURSE HIGHLIGHTS:

Eligibility	: Age Min. 16 yrs. Or Class 12 appeared
Stream	: Any Stream
Course Duration	: 12 Months (FULL TIME/PART TIME)
Classes	: 2 hrs./Class , 3 Days/Week
Total Sessions	: Min.. 100 Classes or 200 hrs.
Practical Training	: Through others & own events
Internship Placement	: Through certification & selection

### SUBJECT CONTENTS:

- EVENT MANAGEMENT INDUSTRY
- EVENT TYPES & DEPARTMENTS
- WEDDING PLANNING & CASE STUDY
- CORPORATE & M.I.C.E. EVENTS & CASE STUDY
- SPORTS EVENTS & CASE STUDY
- SPECIAL EVENTS & IP CASE STUDY
- FUNDRAISING & CSR EVENTS
- GIGS & FESTIVALS
- AWARDS & TV SHOWS
- BUSINESS COMMUNICATION
- CONCEPT PLANNING
- BUDGET & COSTING
- DESIGNS & COLLATERALS
- ADVERTISING & BRANDING
- PUBLIC RELATIONS & CRISIS MANAGEMENT
- DIGITAL MARKETING
- SOCIAL MEDIA CAMPAIGNS
- BUSINESS DEVELOPMENT & SPONSORSHIP
- CELEBRITY & ARTIST MANAGEMENT
- PRODUCTION & TECHNICALS
- EVENT DÉCOR
- LOGISTIC PLANNING & MANAGEMENT
- PERMISSIONS & LICENSING
- IP CREATION
- ORGANISING OWN EVENTS
- ENTREPRENEURSHIP & INTRAPRENEURSHIP
- EXAMS & CERTIFICATION
- GROOMING SESSION
- NTERNSHIP PLACEMENT

### Who can Join this course :

- Anyone who wants to become an Event Planner or Event Entrepreneur.
- Anyone who loves to be a part of the Media & Entertainment Industry.
- Anyone who wants to join an Industry like Hotel, Hospitality, Travel, Tourism, Advertising, Wedding, Films, TV Channel, Radio, Digital Agency, Government Project, NGO or Events Department of any Corporate house.
- Anyone who Think Creatively, Anticipate & Handle Crisis, Manage People, Organise Things properly and Passionately and Smartly Work Hard, can join this course and land up with a good Job or own business after completing the course with a Diploma Certification.

**COURSE FEE- INR 1,52,700/-  
(INCLUSIVE OF TAXES)**

## CERTIFICATION IN WEDDING PLANNING & DECOR

### COURSE HIGHLIGHTS:

Eligibility	: Age Min. 16 yrs. Or Class 12 appeared
Stream	: Any Stream
Language	: English & Hindi or Vernacular
Course Duration	: 6 Months (Full Time/Part Time)
Classes	: 2 hrs./Class , 3 Days/Week
Total Sessions	: Approx. 60 classes/ 100 hrs
Practical Training	: Through others & own events
Internship	: Through certification & selection

### SUBJECT CONTENTS:

- EVENT MANAGEMENT INDUSTRY
- EVENT TYPES & DEPARTMENTS
- WEDDING PLANNING & CASE STUDIES
- CONCEPT PLANNING
- BUDGET & COSTING
- DESIGNS & COLLATERALS
- CELEBRITY & ARTIST MANAGEMENT
- PRODUCTION & TECHNICALS
- WEDDING DÉCOR & DESIGNS
- LOGISTIC PLANNING & MANAGEMENT
- PERMISSIONS & LICENSING
- DESTINATION WEDDINGS
- BIRTHDAY PLANNING
- ANNIVERSARY PLANNING
- BUSINESS COMMUNICATION
- EXAMS & CERTIFICATIONS
- INTERNSHIP

### Who can Join this course :

- Anyone who Think Creatively, Anticipate & Handle Crisis, Manage People, Organize Things properly and Passionately and Smartly Work Hard, can join this course and land up with a good Job or own business after completing the course with a Certification.

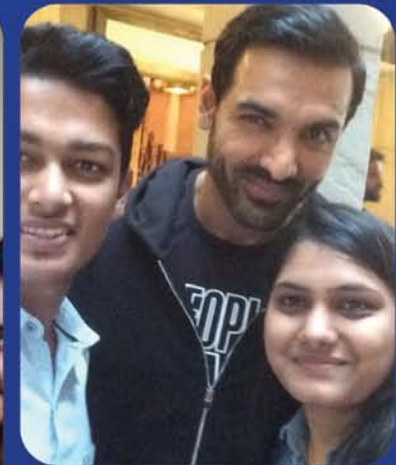
**COURSE FEE- INR 76,500/-  
(INCLUSIVE OF TAXES)**



# EVENT DESIGN AND MANAGEMENT

## PRACTICAL TRAINING

**NAME**  
NATIONAL ACADEMY OF  
MEDIA & EVENTS





## PROFESSIONAL DIPLOMA IN ADVERTISING, BRANDING AND DIGITAL MARKETING

### COURSE HIGHLIGHTS:

Eligibility : Age Min. 18 yrs. Or Class 12 appeared  
 Course Duration : 12 Months  
 Classes : 3 Days/Week /2 hrs. each  
 Internship & Placement : Through certification & selection

### SUBJECT CONTENTS:

- MARKETING PRINCIPLES AND CONCEPTS
- MARKETING MIX AND DEMAND
- MARKETING RESEARCH
- CREATIVE DEVELOPMENT PROCESS
- PRODUCT AND CORPORATE BRANDING
- BRAND MANAGEMENT
- CONSUMER BEHAVIOUR
- INTEGRATED MARKETING COMMUNICATION
- ADVERTISING AGENCY
- PUBLIC RELATIONS
- PUBLIC RELATIONS STRATEGIES AND CAMPAIGNS
- PRESS CONFERENCES AND PRESENTATION
- INSTAGRAM CAMPAIGN
- TWITTER ADS
- LINKEDIN CAMPAIGN
- YOUTUBE VIDEO & ADS
- EMAIL MARKETING CAMPAIGN
- WHATSAPP & MESSAGING CAMPAIGN
- MEDIA PLANNING
- IMAGE BUILDING AND BRAND MANAGEMENT
- BUSINESS COMMUNICATION
- COPY & CONTENT WRITING
- DESIGNING
- PRODUCTION PROCESS OF AD FILMS
- DIGITAL MARKETING & CONCEPT
- IMPORTANCE OF WEBSITE & LANDING PAGE
- SEO CAMPAIGN
- SEM OR GOOGLE ADWORDS
- SOCIAL MEDIA CAMPAIGN
- FACEBOOK ADS & ANALYTICS
- BLOG CAMPAIGN FOR TRAFFIC GENERATION
- E-COMMERCE
- AFFILIATE MARKETING
- WEBSITE HOSTING
- WEBSITE DESIGNING & DEVELOPMENT
- INTERNSHIP & JOB PREPARATION

### Who can Join this course :

- A student who holds a keen interest in creating advertisements like print ad, video ads, typography, public relations, event management and building relations with different media organizations.
- A student who has keen interest in Digital Marketing, seo, social media, google ad, social media campaign, affiliate marketing, website handling.
- A student who wants to gain expertise in advertising and brand communication.
- A student who has the communication skills and ability to multitask
- A student who wants to be a copywriter, media buying director, client services manager, creative director, account executive, media planner, market research executive.

**COURSE FEE- INR 120,000/-  
( INCLUSIVE OF TAXES)**

## CERTIFICATION IN DIGITAL MARKETING & SOCIAL MEDIA

### COURSE HIGHLIGHTS:

Eligibility : Age Min. 18 yrs. Or Class 12 appeared  
 Course Duration : 6 MONTHS  
 Classes : 3 Days/Week /2 hrs. each  
 Internship & Placement : Through certification & selection

### SUBJECT CONTENTS:

- MARKETING CONCEPT
- MARKETING MIX
- CONSUMER BEHAVIOUR
- COPY & CONTENT WRITING
- DESIGNING
- DIGITAL MARKETING & CONCEPT
- IMPORTANCE OF WEBSITE & LANDING PAGE
- LEAD 7 TRAFFIC GENERATION CAMPAIGNS
- GOOGLE ANALYTICS
- SEO CAMPAIGN
- SEM OR GOOGLE ADWORDS
- SOCIAL MEDIA CAMPAIGN
- FACEBOOK ADS & ANALYTICS
- INSTAGRAM CAMPAIGN
- TWITTER ADS
- LINKEDIN CAMPAIGN
- YOUTUBE VIDEO & ADS
- EMAIL MARKETING CAMPAIGN
- WHATSAPP CAMPAIGN
- BLOG CAMPAIGN FOR TRAFFIC GENERATION
- AFFILIATE MARKETING
- INTERNSHIP & JOB PREPARATION

### Who can Join this course :

- A student who has the ability of creativity and presentation.
- A student who wants to be a copywriter, digital marketer, seo, sem.
- A student who has keen interest in social media, google ad, social media campaign, affiliate marketing, website handling, blogging.

**COURSE FEE- INR 65,000/-  
( INCLUSIVE OF TAXES)**





# ADVERTISING AND BRANDING

## PICTURES

**NAME**  
ACADEMY OF  
COMMUNICATION





# PROFESSIONAL DIPLOMA IN COMMERCIAL PHOTOGRAPHY



## COURSE HIGHLIGHTS:

Eligibility : Age Min. 18 yrs. Or Class 12 appeared

Stream : Any Stream

Course Duration : 6 months

Classes : 3 Days/Week /2-3 hrs. each

Internship Placement : Through certification & selection

## SUBJECT CONTENTS:

### PHASE 1 ( 1 MONTH ) HISTORY OF PHOTOGRAPHY

- HISTORY AND EVOLUTION OF PHOTOGRAPHY
- THE CAMERA IN DETAIL
- PRINCIPLES OF LIGHTS
- CHEMISTRY OF PHOTOGRAPHY
- BASIC PHOTOGRAPHY TECHNIQUES

### PHASE 3 ( 2 MONTHS ) PHOTO EDITING

- CHOOSING THE RIGHT EQUIPMENT FOR THE JOB
- LIGHTROOM
- THE COMMERCE OF PHOTOGRAPHY

### PHASE 2 ( 2 MONTHS ) THE VARIOUS GENRES

- ADVANCED PHOTOGRAPHY TECHNIQUES
- DIGITAL PHOTOGRAPHY
- DIFFERENT GENRES OF PHOTOGRAPHY:
- INDUSTRIAL ADVERTISING
- NEWS
- PHOTOJOURNALISM
- FASHION
- TRAVEL & WILD LIFE

### PHASE 4 ( 1 MONTH ) INDUSTRY EXPOSURE

- WORK EXPERIENCE WITH ANY ONE CLIENT

## Who can Join this course :

- A student who wants to get into blooming field in various media agencies
- A student who wants to start their own private photo studio to offer portrait clicking and creating portfolios of potential clients.
- A student who wants to be a photojournalist, wildlife, portrait, feature, fine art, event or a specific photographer.

**COURSE FEE- INR 65,000/-  
(EXCLUSIVE OF TAXES)**

# CERTIFICATION IN WEDDING, EVENTS & FASHION PHOTOGRAPHY

## COURSE HIGHLIGHTS:

Eligibility : Age Min. 18 yrs. Or Class 12 appeared

Stream : Any Stream

Course Duration : 3 months

Classes : 2 Days/Week /2-3 hrs. each

Internship Placement : Through certification & selection

## SUBJECT CONTENTS:

### PHASE 1 ( 1 MONTH ) HISTORY OF PHOTOGRAPHY

- THE CAMERA IN DETAIL
- PRINCIPLES OF LIGHT
- INTRODUCTION OF FLASH PHOTOGRAPHY
- VARIOUS TYPES OF FLASH
- STUDIO LIGHTING EQUIPMENT
- VARIOUS MODIFIERS AND ITS USE

### PHASE 2 ( 2 MONTHS ) THREE PRACTICAL SESSION ( IN A PROFESSIONAL STUDIO SETUP ) - 8HRS PER DAY

- BASIC POST PROCESSING
- CAMERA RAW PROCESSOR
- SKIN RETOUCHING TECHNIQUES
- ALBUM DESIGNING TECHNIQUES

### PHASE 3 ( 1 MONTH ) INDUSTRY EXPOSURE

- THE COMMERCE OF PHOTOGRAPHY
- CHOOSING THE RIGHT EQUIPMENT FOR THE JOB
- WORK EXPERIENCE WITH ONE CLIENT

## Who can Join this course :

- A student who is interested in wedding photography and also in other Events like corporate, outdoor live event and so on.
- A student who is interested in pre - wedding portraits, small events like birthday, ceremonies, engagement etc.
- A student who also want to start their own freelance practice for event and Wedding photography .

**COURSE FEE- INR 40,000/-  
(EXCLUSIVE OF TAXES)**

# CERTIFICATION IN CREATIVE PHOTOGRAPHY

## COURSE HIGHLIGHTS:

Eligibility : Age Min. 18 yrs. Or Class 12 appeared

Stream : Any Stream

Course Duration : 3 months

Classes : 6:30p.m - 8:30p.m ( 2 days in a week )

## Who can Join this course :

- A student who is interested in Wildlife, Travel, Landscape, Street or Macro photography
- An office goer who has a hobby can also join this course
- A student who wants to do freelancing

## SUBJECT CONTENTS:

### PHASE 1 : ADVANCED DIGITAL PHOTOGRAPHY ( 1 & HALF MONTHS )

- HISTORY AND EVOLUTION OF PHOTOGRAPHY
- THE CAMERA IN DETAIL
- DIGITAL CAMERA
- MIRRORLESS CAMERA
- VARIOUS CAMERA MODE
- FOCUSING SYSTEM AND ITS USE
- METERING SYSTEM AND ITS USE
- BASIC PHOTOGRAPHY TECHNIQUES
- VARIOUS COMPOSITION RULES

### PHASE 2 : ADVANCED PHOTOGRAPHY TECHNIQUES ( 1 & HALF MONTHS )

- DIFFERENT GENRES OF PHOTOGRAPHY
- TRAVEL & LANDSCAPE
- STREET PHOTOGRAPHY
- WILDLIFE & MACRO PHOTOGRAPHY
- BASIC POST PROCESSING TECHNIQUES
- TWO PHOTOWALK IN KOLKATA

**COURSE FEE- INR 40,000/-  
(EXCLUSIVE OF TAXES)**



# PHOTOGRAPHY

## PICTURES

**NAME**  
ACADEMY OF  
PHOTOGRAPHY





## PROFESSIONAL DIPLOMA IN ACTING FOR SCREEN & STAGE

### COURSE HIGHLIGHTS:

Eligibility	: Above 14 yrs. + Interview
Course Duration	: 4 Months - Weekdays 6 Months Weekend
Classes	: 6-8 hours/Week
Internship & Placement	: Through certification & audition

### SUBJECT CONTENTS:

- OPENING UP
- DISCOVERING YOURSELF
- IMPROVISATION
- IMAGINATION
- SUBJECTIVE STUDY
- RHYTHM & BREATHING
- PHYSICAL EXERCISE
- DANCE
- VOICE MODULATION
- SCENE STUDY
- ACTION TECHNIQUE
- SENSE MEMORY
- DICTION & SPEECH
- REPETITION
- DUBBING
- MONOLOGUE
- SPOT MONOLOGUE
- AUDITION TECHNIQUE
- MAKEUP & STYLING
- GIBBERISH
- STREET PLAY
- STAGE COMBAT
- SHORT FILM MOVEMENT
- CAMERA AESTHETICS

### COURSE INCLUDES:

Portfolio with Still & a Show-real | One Street Play/Stage Play | One Short Film Audition & Casting Support | Faculties from the Film & Theatre Industry Celebrity faculties from the Film Industry | Staying & Accommodation Support Life Time Alumni Support

### TECHNIQUES YOU LEARN (Any One)

Method Technique | Alexander Technique | Meisner Technique | Stephen Technique | Eric

### Who can Join this course :

- A student who wants to be an actor for stage & films.
- A student who has a keen interest in creative act, who wants to be in performing arts, theater act, acting on screen.
- A student who wants to build their career in the field of film, documentary and music videos.

COURSE FEE- INR 65,000/-  
(INCLUSIVE OF TAXES)

## CERTIFICATION IN ACTING FOR SCREEN & STAGE FOR KIDS

### COURSE HIGHLIGHTS:

Eligibility	: Below 16 yrs. + Interview
Course Duration	: Saturdays or Sundays
Classes	: 3-4 Hours/Day
Internship & Placement	: Through certification & audition

### SUBJECT CONTENTS:

- OPENING UP
- DISCOVERING YOURSELF
- IMPROVISATION
- IMAGINATION
- SUBJECTIVE STUDY
- RHYTHM & BREATHING
- PHYSICAL EXERCISE
- DANCE
- VOICE MODULATION
- SCENE STUDY
- ACTION TECHNIQUE
- SENSE MEMORY
- DICTION & SPEECH
- REPETITION
- DUBBING
- MONOLOGUE
- SPOT MONOLOGUE
- AUDITION TECHNIQUE
- MAKE UP & STYLING
- GIBBERISH
- STREET PLAY
- STAGE COMBAT
- SHORT FILM MOVEMENT
- CAMERA AESTHETICS

### COURSE INCLUDES:

Portfolio with Still & a Show-real (extra cost) | Stage Play (after 6 months)| One Short Film (after 6 months) | Audition & Casting Support (as per improvisation)| | Faculties from the Film & Theatre Industry | Celebrity faculties from the Film Industry (extra cost)

### Who can Join this course :

- A student who wants to build their career in the field of short film, who wants to be an actor.
- A student who wants to be in stage or street play.

COURSE FEE- INR 4000/- Month  
(INCLUSIVE OF TAXES)





# PROFESSIONAL DIPLOMA IN FILM, TELEVISION & WEB SERIES MAKING

## COURSE HIGHLIGHTS:

Eligibility	: Class 12 appeared/Passed or 18 Years Old + Interview
Course Duration	: 1 Year, Weekdays or Weekends
Classes	: 6-8 Hours/ Week
Internship & Placement	: Through Certification & Projects

## SUBJECT CONTENTS:

- HISTORY OF CINEMA
- UNDERSTANDING TELEVISION
- PROJECT: WATCHING WORLD CINEMA AND INDIAN CINEMA
- PRE-PRODUCTION (IDEATION TO SCRIPT IN CINEMA & TELEVISION)
- PRODUCTION (THE SHOOT)
- PROJECT: MAKING A SHORT FILM OR WEB SERIES UNDER THE MENTORING OF FILM MAKERS WORKING IN THE INDUSTRY.
- POST PRODUCTION/EDITING
- COMPLETION OF THE COURSE FILM AND MARKING FOR INTERNATIONAL FESTIVALS
- SPECIALIZATION IN SCRIPT/SCREENWRITING, DIRECTION, PRODUCTION & EDITING
- MAKING ONE'S OWN FILM AND PROMOTION BY NAME ACADEMY OF FILM & TELEVISION

## COURSE INCLUDES:

Portfolio with Still & a Show-real (extra cost) | Stage Play (after 6 months) | One Short Film (after 6 months) | Production support with equipment (as per improvisation) | Faculties from the Film | Celebrity faculties from the Film Industry

## Who can Join this course :

- A student who wants to set a new platform in the cinema world .
- A student who wants to be a producer, director, cinematographer.
- A student can also be in film studio, advertising agencies , production houses etc.

COURSE FEE- INR 2,50,000/-  
(INCLUSIVE OF TAXES)

# CERTIFICATION IN INDIE FILM MAKING

## COURSE HIGHLIGHTS:

Eligibility	: Passed or 16 Years Old + Interview
Course Duration	: 4 Months, Weekend
Classes	: 6-8 Hours/ Week

## SUBJECT CONTENTS:

- PRE-PRODUCTION (IDEATION TO SCRIPT)
- PRODUCTION (THE SHOOT)
- PROJECT: MAKING A SHORT FILM OR WEB SERIES UNDER THE MENTORING OF FILM MAKERS WORKING IN THE INDUSTRY.
- POST PRODUCTION/EDITING
- COMPLETION OF THE COURSE FILM AND MARKING FOR INTERNATIONAL FESTIVALS
- MAKING ONE'S OWN FILM AND PROMOTION BY NAME ACADEMY OF FILM & TELEVISION

## COURSE INCLUDES:

Portfolio with Still & a Show-real (extra cost) | Stage Play (after 6 months) | One Short Film (after 6 months) | Production support with equipment (as per improvisation) | Faculties from the Film | Celebrity faculties from the Film Industry

## Who can Join this course :

- Student who wants to set a new platform in the cinema world .
- Student can also be in film studio, production houses etc

COURSE FEE- INR 60,000/-  
(INCLUSIVE OF TAXES)



# FILM MAKING - FILM, TELEVISION & WEB SERIES



# ACTING AND FILM MAKING

PICTURES

**NAME**  
ACADEMY OF FILM  
& TELEVISION





# COURSE METHODOLOGY



BACKUP  
VIDEO CLASSES



INDUSTRY EXPERTS  
MASTER CLASSES



LIVE  
CLASSES



SOCIAL  
DISTANCING



COVID SEFTY  
MEASUREMENTS



EVENT  
TRAINING



SOFT SKILLS &  
PERSONALITY DEVEL -  
OPMENT TRAINING



DIGITAL  
MARKETING  
TRAINING



CAMPUS  
EXAM



SOCIAL  
DISTANCING &  
EVENTS  
PRACTICAL



INTERNSHIP &  
PLACEMENT  
WORKSHOP



IN-HOUSE  
EVENT

## SPECIALISED LEARNING

We provide specialise courses with focused knowledge to constructively channelizes and prepare young talents for one of the fastest growing industry in the country

## INDUSTRY ALLIANCES

Our courses have been with involvement from experts of the industry. Our training model is based on Industry-Institute Partnerships which ensure lectures are taught and delivered through an experience transfer approach by professionals who are abreast with the evolving industry and provide practical lessons to students.

## REAL WORLD EXPOSURE

During the course, students are exposed to some of the magnificent popular events and projects in the city. Participating in such events and projects and doing internships with reputed companies provides them valuable first-hand learning experience.

## CURATE & LEARN

We encourage and offer a platform for our students to organise their own event and projects. This allows them to get a complete perspective of the process of curretting a concept and to finally bring it to life. This experience not just prepares students for great placement opportunities but also nurtures their entrepreneurial abilities.

## PERSONALITY DEVELOPMENT

"In Our Creative Factory, We make You Industry Ready" is the mantra that sets the approach of NAME's Education system!

Our course structure entails intensive communication & soft skills training that prepare students to deal with everyday work challenges.

We lay strong focus on nurturing their creative potential. Through theatre and various other unique workshops, students imbibe life-skills and learn ways to think new & innovative, which is most important to be on the cutting edge with industry demands.

# OUR DIFFERENCE



# OUR FACULTIES



**Mr. ADITYA SETH**  
IMC, Filmmaker &  
Academic Consultant



**Mr. ARGHYA  
CHATTERJEE**  
Photography Expert



**Mr. AMIT DATTA**  
Former Chief Photographer  
The Telegraph



**Mr. AMARESH SINGH**  
Co-founder, NAME &  
Founder, Karyakram



**Mr. BISWAJIT MATILAL**  
VP- Communication,  
Birla Corporation



**Mr. CHETAN VOHRA**  
Director Weddingline  
Events



**Mr. CHITVAN  
JAIPURIA**  
Wedding Events,  
Owner - CJ's Events



**Mr. DILIP SHAH**  
Dean - The Bhawanipore  
Education Society  
College



**Mr. DEBANJAN  
DAS**  
Advertising And  
Fashion Photographer



**Mr. EERESH KAVI**  
Assistant General Manager  
Operations, Neoniche  
Integrated Solutions Pvt. Ltd



**Mr. KINJAL  
BHATTACHARYA**  
Founder, E365  
Entertainment



**Mr. KARAN BHATIA**  
Artist Management,  
BTOS Talent Management



**Mr. LALIT  
GATTANI**  
Founder, Showcraft  
Events.



**Ms. LOPAMUDRA  
TALUKDAR**  
Photography Expert



**Ms. LOPAMUNDRA  
MONDAL**  
Fashion Designer,  
First Runner - up Mrs India  
IAB 2018



**Mr. MELVYN  
PINTO**  
Advertising Consultant



**Ms. NIVEDITA  
BHATTACHARYA**  
Life Coach & Psychotherapist  
Founder, Personal & EITC



**Ms. NIDHI  
PODDAR**  
Founder, Emeral Events



**Ms. NIKITA  
CHAMARIA**  
Event management,  
Blue Waves Event  
Company



**Ms. PEPSI  
KALWANI**  
Owner - U.D.Events



**Mr. PRAMOD  
LUNAWAT**  
Millennium Accolades  
PromotionS Pvt. Ltd.



**Ms. PUJA  
SHARMA**  
PR Expert



**Mr. RUDRADEEP  
BANERJEE**  
Sports Events,  
Partner Second Innings Sports  
and Entertainment



**Mr. RAJIV LODHA**  
Owner - Launchers  
Par & Events



**Mr. RAJU SHARMA**  
Corporate Events,  
Owners - Cosmos Events



**Mr. SAAHIL**  
Television shows,  
UFO, The Kapil  
Sharma Show



**Ms. SAIRA SHAH  
HALIM**  
Communication  
Specialist



**Mr. SHIV KARIRA**  
UD Event



**Mr. SAURABH  
SACHDEVA**  
Actor & Acting  
Coach



**Mr. SARANJIT SINGH**  
Founder & Director,  
The Solutionist



**Mr. SUBHAM KUMAR  
CHATTERJEE**  
Senior Creative  
Manager



**Ms. TANAZ  
BASRUR**  
CEO - Trinity Entertainment  
& Strategic Consultants



**Mr. TANVEEN KHAN**  
Fashion Events,  
Director - AKSEMC



**Ms. USHOSHI  
SENGUPTA**  
Grooming Expert, Miss  
Universe India 2010  
Founder - Platfest



**Mr. VINOD  
BHANDARI**  
Owner - Winning Edge



**Ms. VARSHA  
TIBRIWAL**  
Wedding Events, Assistant  
Manager, Tssifira Luxury  
Weddings and Events



# STUDENTS PLACEMENT



**SUKANYA KHAN**  
INNER CIRCLE ADVERTISING  
INDIA PVT LTD



**ARMAAN DHAR**  
ZING EVENTS



**ASHISH THAKUR**  
ESSENCE MEDIA



**SUJATA SINGH  
CHOUHAN**  
GOLD JACQUARD EVENT



**KAJAL VERMA**  
DREAM CATCHER  
EVENTS



**KAMAL SAHA**  
V CIRCLE EVENTS



**KARTIKA SANCHITA**  
KA MERAKI EVENTS



**SULAGNA  
MUKHOPADHYAY**  
WUNDERMAN THOMPSON



**MEHEK SALUJA**  
CJ'S EVENTS



**MOHAN SAHA**  
WED STUDIO  
OWNER



**MOHIT AGARWAL**  
MOHIT EVENTS (START-UP)  
Event Manager



**MUSKAN  
SULTANIA**  
RITVAN EVENTS



**SURAJIT MITRA**  
VOICE WORX



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# AWARDS AND RECOGNITION





12 GOODLIFE  
**WHATSUP**

**t2**

THE TELEGRAPH MONDAY 3 FEBRUARY 2020

## A POWERHOUSE OF TALENT AT THE THIRD EDITION OF PEHCHAAN, WITH t2

A bunch of budding talents took the Kala Mandir stage at the grand finale of **Pehchaan Season 3**, in association with **t2**, recently. The aspiring artists from the underprivileged sections of the society entertained and hoed! The talent hunt featured a line-up of performances divided into categories like Group A (solo dance; 9-14 years), Group B (solo dancing; 14-21 years), Group C (singing, rapping and beatboxing; 8-21 years) and Group D (group dance and acting; 8-21 years) and art and craft. The evening saw a spillover of talent that were etched on the heart and the mind, rekindling the zest and zeal of the dreams that we aspire to live in life.

"Pehchaan is an endeavour for our students. It's an emotional journey that began with the students of NAME (National Academy of Media & Events) who trained 100 students from the underprivileged sections of the society within three months. We did not know that the event will shape up so successfully and will add value to so many lives, so it is overwhelming for us," said B.K. Muntri, co-founder, NAME. Anand Singh, co-founder, NAME and Sneha Maloo, brand head, NAME.



The grand finale began on an auspicious note, with the traditional *Ganesh vandana* performed by participants of Group D. While it is said that well begun is half done, with good beginnings to the cultural extravaganza, we sure could anticipate the sweet ending to the night.

Participants Dev Ghosh and Jyoti Singh from Group D had the audience awestruck with their fluid movements on the theme 'contemporary'.

The category Dance Battle set the stage on fire with participants Bhumi Shaw, Priyanka Mondal and Reetika Barua (in picture) battling it out through their moves on the theme 'pop-fusion'.

Think pitch-black night, cries of wolves, dark misty forests, foggy graveyards, spine-chilling screams with a phantom figure dancing amok in the midst of them all. Jit Mondal's performance from Group A, on the theme 'horror', scared the audience out of their wits.

Tuned to the instrumental theme music from *Kal Ho Naa Ho*, the evocative performance by Talsi Das from Group B based on the theme 'anti-drugs' depicted the trials and tribulations of a college student caught in the snare of drugs. Her graceful and nuanced movements said it all.



(l-r) Vishal Kharwar, Subhendu Singh and Rishi Das — the self-tutored participants from Group C — brought their unique individual styles to the form, entralling the audience with their talent as multi-vocalism took centre stage.



(l-r) Anand Singh, co-founder of NAME, Vineeta Majithia and Sangeeta Bhattacharya, founders of Sangvi dance institute, shared a moment on the stage.

"Best wishes to everyone who are yet to perform and to those who have already done it, they have done a great job," said Sangeeta. "The evening is amazing! We are astonished to see everyone dancing so nicely," said Vineeta. While Sangeeta and Vineeta were the dance judges, Varsha Sethi from Amrit Varsha Academy was the judge for singing. Jaideep Singh was the judge for acting and DJ Trixx was the rapping judge.

Text: Hia Datta (2 intern)  
Pictures: Koushik Saha

## A new identity for children on stage

CHANDREYEE GHOSH

July 24: The green room of GD Birla Sabhagar buzzed with excitement as young performers got ready to take the stage for Pehchaan, in association with t2, on July 7.

Latika Paswan, a Class X student of Loreto Day School, Bowbazar, was seen discussing her dance moves with friends. "We are a team of 18 and we will present a contemporary number. Coordination is most important," she said, every bit the pro.

A few months ago, Latika and her friends couldn't have dreamt of performing before such a huge audience, not as confident. The new-found confidence is thanks to an initiative of the National Academy of Media and Events (NAME), an event management academy, and supported by the Rotary Club of Calcutta Visionaries.

"The thought of performing on such a big stage is frightening as well as exciting. We got to learn so much," gushed Moon Moon Das of NGO Thoughtshop Foundation before putting finishing touches to her make-up.

It was a special day for 100-odd children from slums, shelter homes and NGOs as they got a taste of adulation for the first time.

"Some of us have performed before, but being live on stage in such a large-scale event is a first for most of us. I enjoyed the teamwork," said Aditi Das, 15, of Rainbow Home at Loreto Day School, Elliot Road. She and her group charmed the audience with a series of popular Bollywood numbers — *Give me some sunshine*, *Bum bum bole* and *Badal pe paan hain*. Their performance left the audience shouting for an encore.



Children dance to numbers from *Dangal* and *Sultan* and (right) stage a play. Pictures by Chandreyee Ghosh

—The Telegraph—  
**YOUNG metro**

The contemporary dance numbers were as much appreciated as a classical Kathak rendition that kicked off the event. Interspersed between all the music was a play *Beauty and Grace*, that told a story of two sisters with a dash of humour.

"We wanted to give a platform to grassroots children whose talents often go unnoticed. In the green room, so many wanted to know if there was enough audience to watch them. It's the encouragement that would egg them on to follow their passion," said Sneha Maloo, the brand head of NAME.

## ন্যাশনাল একাডেমি মিডিয়া অ্যান্ড ইভেন্টস - এর উদ্যোগে বি টু সি প্রদর্শনী ও সম্মেলন শহরে

১ Songori December 18, 2019

বর্তী পরিবেশ, কলকাতা: আন্তর্জাতিক ইভেন্ট ডিজাইনার এক্সপো- প্রবর্তিত (কলকাতা সমগ্র ভারতবর্ষের ইভেন্ট) বিষয়ে গুরুত্বপূর্ণতার জন্য ত্রাণ তত্ত্বাবধানে উদ্যোগে প্রদর্শনী সম্মেলন শহরে উপস্থিত হয়ে জমা দেওয়া হবে বিজ্ঞান শিল্পের শিক্ষার্থীদের ৩০ টিরও বেশি সম্মেলন এবং টেক শী ইভেন্ট শিল্পের প্রসারিত করা।



শিল্পের পাওয়ার প্রেক্ষাপটের সাথে যুক্ত হয়ে বার এক্সপোজার বৃদ্ধি এবং প্রাচীরের জন্য আরও পরিচিত করে তোলা সিদ্ধান্ত গ্রহণকারীরা, তাদের কার্যক্রম হিসাবে পাশাপাশি বিশাল বাজার প্রবেশ।

গোপন সম্পর্ক। আন্তর্জাতিক ইভেন্ট ডিজাইনার এক্সপো, আদ্যাক্ষে সহায়তা করবে দেতা এবং বিশ্বস্ত সরবরাহকারী হিসাবে অবস্থান বা প্রাচীরের চ্যল করবে আগামী বছরগুলির জন্য।

## NAME & EEMA organise EDEX

EOI CORRESPONDENT

KOLKATA, DEC 18/-/ International Event Designer Expo is the idea of the experiential exhibition meant only for the event & wedding planners from all over India and abroad. They will be showcasing their innovative ideas and concepts to the targeted attendees during the days of exhibition. There will be more than 30 conferences and talk show by the famous Industry's speakers covering the relevancy of Event Industry.

They will be associated with the power players of the industry, by increasing the exposure and making



the brand more familiar for the decision-makers, who have huge budgets for the corporate as well as

private affair. International Event Designer Expo, will help you to position as a leader and a trusted provider that clients will choose for the years to come.

Seminars and talk shows were arranged with some reputed personalities in the Industry like Sabbas Joseph (Director of Wizcraft), Deepak Chowdhury (Director of Eventops), Resma Sangvi (MD & Co-Founder of Pinkathon), Ushoshi Sengupta, (Miss India Universe), Ujjwal Kumar Chowdhury (Media Expert), Vivek Singh (Jr. MD of Procam International), Lalit Gautam, Vinod Bhandari, Nidhi Poddar and Pramod Lunawat.

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**PEHCHAAN**  
an initiative by students of NAME

**Kolkata's First Grass-root Talent Show**

Kolkata! Please come forward and extend your support!

**Date:** 7th July • **Time:** 6pm to 8.30pm  
**Venue:** G.D. Birla Sabhagar

Free Entry. Limited Seats Available. RSVP: 7979898815 / 7979906402

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## TESTIMONIALS

**N**ational Academy of Media and Events is doing a really good work with underprivileged children. They are organizing an event for them and around them to give them a platform to express their talent. I feel it is really a wonderful thing that the institute and I hope all the people would support this initiative and help in bringing the beautiful talents that these kids have.

-Bickram Ghosh (*Grammy Nominated Percussionist*)

**T**he team from NAME has a big role to play in our event 'India Speed Week'. Through a skeleton group before the event and the whole group during the event, The Institution actively participated with us, at every stage. I salute to the entire group of students, its faculty & managers in pulling this off briefly and successfully for us and with us. I look forward to NAME's enthusiastic participation in the future as well.

-Amit Kumar Modi (*Founder, India Speed Week*)

**T**he Event Industry In East India is growing & an event academy in Kolkata was essential to give complete training to young aspirants, as per the industry requirements. I had a wonderful interaction with NAME students. They are full of energy & have eagerness to learn. We would be happy to see them working for our events in Bombay.

-Mr. Deepak Choudhury (*Founder Event Capital & Author of an Event Management Book, Staged*)

**S**tudents of NAME are hard working and well-trained. They worked well with our team. We are looking forward to engage more with the students and the institute.

-Haarish Prabhu (*VP- marketing, DNA Network, Bangalore*)

**I** have found NAME as a learning institute with significant emphasis on practical exposure for students and their hands-on learning. The ambience is highly suitable for career pursuits in events and media."

-Biswajit Matilal (*VP, Corporate Communication, Birla Corporation Limited*)

**W**hen I joined the Event management course at NAME, I learned a lot of things about event and event industry both theoretically and practically which had helped me a lot on the ground job in the event industry. The faculty members are very interactive and co-operative. I had a great experience in NAME where I got a chance to learn more about professionalism.

Thank you NAME for giving me the right platform.

-Simran Sharma (*NAME-Event Management, Batch-2019-2020*)

**N**AME - National Academy of Media & Events just went away. From decking up for classes to decking up the venue for the events, I have learnt so much from the institute. It is a home far away from home. From the management to the faculty, everybody seems a family scolding you at your mistakes, correcting you and appreciating you when you excel. Event industry seems glamorous outside but all that glitters is not gold and I bet I wouldn't have completed this journey without NAME! I can't believe this journey is ending, but I know I am taking a huge part with me which will stay forever in my heart and soul.

-Muskan Mantri (*NAME-Event Management, Batch-12, Founder- The Web Studio*)



# LIFE AT NAME

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