

FPM 2018

Name : Mayukh Sarkar

Area : Strategic Management

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Work Experience : Assistant Manager at State Bank of India (erstwhile State Bank of Bikaner and Jaipur) (2 years, 5 months and 14 days)

Educational Qualification : PGDM (Finance), IMT Ghaziabad, B. Tech (Power Engineering), National Power Training Institute (E.R.), Durgapur

Publications :

1. Case : Finding Marketing Mix Solutions for Livelihood through Tribal Art in Jharkhand, India
Authors : Mayukh Sarkar, Ranjana Agarwal, Gunjan Malhotra
Published in : ET Cases, Date : 18/05/2017
Link : <http://www.etcases.com/finding-marketing-mix-solutions-for-livelihood-through-tribal-art-in-jharkhand-india.html>
2. Chapter : The Impact of Kisan Call Centres on the Farming Sector (pp. 76-88)
Authors : Mayukh Sarkar, Kartik Chachra, Gowtham Seelam, Anshul Jain, Ankush Jain, Harshit Singh
Book : Promoting Socio – Economic Development through Business Integration
Authors : Shalini Kalia, Bhavna Bhalla, Lipi Das, Neeraj Awasthy
ISBN13 : 9781466682597, ISBN10 : 1466682590, EISBN13 : 9781466682603
Release Date : June, 2015

Additional Certifications :

1. Obtained JAIB and CAIB certifications of the Indian Institute of Banking and Finance (IIBF)

2. Obtained NCFM's Certification in Technical Analysis Module
3. Obtained certification for O – Level Spanish from Alhambra Institute, New Delhi

Projects :

1. "Sustainable Livelihood Options through Training in Handicrafts for Tribals in Jharkhand, Part – II – Finding Marketing Mix Solutions for Handicrafts made by Tribal Cultural Society, Jamshedpur"
under Centre for Rural Innovation and Capacity Building through Knowledge Management, Entrepreneurship and Technology (CRICKET), IMT Ghaziabad and Tribal Cultural Society (promoted by Tata Steel), Jamshedpur, Jharkhand, February 2014 – February 2015
2. "Research and Recommend Improvements on the Operations and Policies of Industrial Hubs in India"
under Manish Mishra, Manager Corporate Relations, IBS, June 2014

Seminars/Workshops Attended :

1. Attended workshop on Cross Functional Decision Making & Business Impact organized by enParadigm Knowledge Solutions in March, 2014
2. Attended a Retail Management Workshop conducted by Mr. Abhinav Sharma, Manager – Retail Marketing & Brand Activation, Adidas Group in September, 2014
3. Attended a seminar on Investor Empowerment organized by Club MarkUp, IMT Ghaziabad in association with Bombay Stock Exchange Investor Protection Fund in November, 2014
4. Participated in National Seminar on "Challenges and Opportunities in Power Generation, Transmission & Distribution System" jointly organized by National Power Training Institute (E.R.) and POSOCO (ERLDC), March 2012
5. Participated in National Seminar on "Grid Connect, Grid Safe and Grid Wise" jointly organized by National Power Training Institute (E.R.) and POSOCO (ERLDC), March 2011
6. Attended workshop on Ethical Hacking & Information Security conducted by Kyrion Digital Securities at NIT Durgapur, August 2010

Extra Curricular Activities :

1. Obtained Senior Diploma in Rabindrasangeet and Hindustani Classical Music from Prayag Sangeet Samiti, Allahabad and Bangiya Sangeet Parishad
2. Won 1st prize in Insta Speak (Extempore) contest in Zephyr`10, the annual techno-cultural fest of National Power Training Institute (E.R.), 2010
3. Won 2nd prize in Debate Competition during Vigilance Awareness Week (31.10.2011 – 04.11.2011) organized by National Power Training Institute (E.R.)
4. Won 3rd prize in Rajbhasha Prashn Manch Pratiyogita organized by National Power Training Institute (E.R.), 2011