



## THE BHAWANIPUR EDUCATION SOCIETY COLLEGE

**ACADEMIC DEPARTMENT: Department of Commerce (Morning)**

### FACULTY ACADEMIC PROFILE/CV

**Full Name of the Faculty Member:** Sankha Acharya

**Designation:** College Whole Time Teacher

**Specialization:** Marketing and Management



### BIOGRAPHICAL SKETCH

**Sankha Acharya** is currently serving as a Guest Lecturer at The Bhawanipur Education Society College since November 2023, where he teaches core subjects such as Management, Marketing Management, Consumer Behaviour, and Sales Management. An experienced professional in the fields of Advertising and Marketing, he brings over a decade of industry expertise to the classroom.

He began his career at Fenesta and went on to launch multiple entrepreneurial ventures, including the award-winning agency *Fame Per Second*. In 2018, he joined *Yellow Bulbs* as Branch Head before briefly stepping back to focus on family following the birth of his child. Since then, he has contributed to building a future-focused SaaS platform and has supported social initiatives through his work with S.A.V.E., an NGO committed to combating ragging.

Prior to transitioning into academia, he was the Account Director at *Madison Digital Kolkata*, part of the acclaimed *Madison World* agency network. In this capacity, he led successful campaigns for clients such as Godrej, Asian Paints, Viacom 18, and CEAT, gaining expertise across diverse consumer categories.

With a solid foundation in career development and marketing strategy, he is deeply committed to shaping future-ready professionals and enriching the academic ecosystem with real-world industry insights.

CONTACT INFORMATION

- **Contact Address (Office):** 5, Lala Lajpat Rai Sarani, Kolkata-700020, West Bengal, India
- **Contact Number (Office):**
- **E-Mail ID (Official):** sankha.acharya@thebges.edu.in
- **Mobile Number:** 0 90072 70097

ACADEMIC QUALIFICATIONS

Abbreviation of the Degree	Name of the College/ University	Class Obtained	Area of Specialization	Year of Passing
Advanced Programmer for Marketing Professionals	IIM-Calcutta	NA	Marketing Management	2024
Master of Business Administration	IISWBM	1 <sup>st</sup> class	Marketing Management	2012
Bachelor of Business Administration (Honors)	Asutosh College	1 <sup>st</sup> class	Marketing Management	2007

POSITION HOLDING (FULL TIME)

College Whole Time Teacher, **Department of Commerce (Morning), The Bhawanipur Education Society College, University of Calcutta**, July 2025-Present

## SUBJECTS TAUGHT

- Principles of Management
- Marketing Management
- Consumer Behaviour
- Sales Management
- International Marketing
- Retail Marketing
- Services Marketing
- Rural Marketing

## RESEARCH INTERESTS

- MSME Growth in the Digital Age
- Indian Consumer Buying Patterns

## JOURNAL PUBLICATIONS

Not Applicable

## PARTICIPATION IN SEMINARS/ WEBINARS /WORKSHOPS /CONFERENCES

- 1) Adguru Josy Paul Unplugged
- 2) Hukumchand Jute Mill visit
- 3) Education Conclave
- 4) International Seminar on Design and Critical Thinking
- 5) Kaun Jitega Spark Tank
- 6) Joint Seminar on Solving The Jigsaw of Financial Intricacies
- 7) Rollick Ice Cream plant premise visit

## VISION STATEMENT

- To bridge the gap between industry and academia by imparting practical, real-world marketing and management insights to the next generation of professionals. I aspire to empower students with the skills, confidence, and ethical grounding needed to thrive in an evolving global economy—while continuing to innovate through entrepreneurial ventures, digital tools, and socially conscious initiatives.

Signature of the Faculty Member

Date: 29<sup>th</sup> July, 2025