

Manjit Sarkar

MBA, FDPM (IIM Khozikode)

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Key Areas: Tourism Management , Eco Tourism, Marketing Management, Service Marketing, Branding & Advertisement Management, Consumer Behaviour, Management Training, Social Welfare Projects and Consulting

Professional Experience:

- Total 19 years of experience in the field of management education, consultancy and tourism industry.

Professional Qualification:

- Full Time **Master of Business Administration** specialization in **Tourism**, from University of Burdwan, West Bengal, in 2005, with First Clas.
- Cleared UGC- NET
- **Faculty Development Programme in Management** from **Indian Institute of Management, Kozhikode (IIMK)**
- Industrial Management training from **Asiad Holidays (P) Ltd.**, an Inbound Tourism organisation in New Delhi

Academic Qualification

- Bachelor of Science with Mathematics, from University of Calcutta

Current Status (since 2008):

- Assistant Proffesor at **Indian Institute of Social Welfare & Business Management (IISWBM)** – the First Business School of India.
- Academic Department currently attached to the MBA. Coordinator of MBA Evening Programme for **Industry Executives**.
- **Member of a Board of studies of MBA** Programme of IISWBM, Calcutta University
- Visiting faculty to **Department of Business Management, Vidyasagar University, Mednipur**
- Guest tourism faculty to **Bengal National Chamber of Commerce & Industry (BNCCI)** promoted '**Enterprise Development Institute**' (EDI) as a non-profit Training Institute in 1999 for strengthening entrepreneurship development activities in West Bengal) with financial assistance from the Govt. of India and Govt. of West Bengal.

Previous Academic Experience (since 2006):

- Faculty and Programme Coordinator of the **Post Graduate Diploma in Travel and Tourism Industry Management** jointly run by **IITM Gwalior** and **IISWBM**.
- Visiting faculty to **Kuoni Academy**, the best travel and tourism training centre in Kolkata.
- Guest Faculty to **Zonal Training Institute (East Zone)** of **Employees State Insurance Corporation** for Ministerial Staff (UDC).

Consulting Experience:

- Engaged (2008-11) in Institutional Monitoring as an **Evaluator** and **Facilitator** for the Council for Advancement of People's Action And Rural Technology (**CAPART**) aided projects for **Department of Rural Development, Government of India**.
- Involved in several **West Bengal Government projects** funded by **WBNURLM** and Gram Panchayat - Prepare question paper / Coordination / Paper checking / Case preparation / exam conducting etc.
- **Consultant** to '**North Bengal Tours and Travels**' a leading domestic Tour Operators, approved by India Tourism and handling agent of India Tourism Development Corporation (**ITDC**), (2008 – 2015). One of the Core team members that was instrumental in transforming the organization from a loss making concern to a profit making venture.

Industrial Experience (2005 – 2006):

- **Executive Operations, Discovery Tours and Travels**, leading outbound tour operators in Kolkata
 - Visit Madhya Pradesh, as an expert to prepare their tourism policy

Management Development Programme Experience:

- Trainer of Tourism Products to the Top level Management representatives from renowned Travel & Tourism Organisations of Kolkata organised by different **Tourism Board like Malaysia, South Africa, France, Fiji & Thailand**.
- Trainer of **STAR Alliance** Product to the Management representatives from renowned Travel & Tourism Organisations of Kolkata organised by **STAR Alliance**.

Faculty Development Programme Experience:

- Assistant Programme Coordinator of FDP (Research Competencies in HRD and OD) organised by **IISWBM & AHRD**, Ahmedabad jointly for faculties of different Management Institutes and Managers from various Industries.

Conference Organized / Attended

- One of the key member of Organizing Committee of **3rd Annual International Conference on Management and Social Welfare (Decisions in Management & Social Sciences for Sustainable Development)**, held at **IISWBM**, Kolkata December 14-15, 2009
- Participate in 1st International Conference on Marketing, '**MARCON – 2010**' held at **Indian Institute of Management, Calcutta**, December 27-29, 2010.

Academic Area taught in various Tourism Managemnet programmes:

- Academic Area taught in various programmes: Tourism Concepts and Impacts, Tourism Products of India, International Geography in Tourism; Cultural Heriatge of India; Tour Package Operations Management; Travel Agency and Tour Operator management; Tourism Planning and Policy; Marketing of products and services; Basic of Hotel Manaegment, Event Management, Service Marketing, Air Fare calculation and Ticketing; Maaeagment Information System in Tourism; Computerised Reservation System (Galileo).

Academic Area taught in various Managemnet programmes:

- Marketing Management, Service Marketing, Branding & Advertisment Management, Consumer Behaviour, Product Management & Marketing of products and services, Digital Marketing.

Administrative Experience:

- **Coordinator - AICTE Accreditation** Committee for Post Graduate Diploma in Business management Programme of IISWBM
- Coordinated & Completed Travel & Tourism admission brochure, PGDBM, EPGPM , SCM and MBA (evening) admission brochure for IISWBM.

Other Professional Qualifications:

- Certificate in Museum Studies from **Indian Museum**, Kolkata
- **Galileo** Level I and II certified on **Computerised Reservation System**
- Diploma in **Information Technology** Applications

Personal Information:

Date of Birth: November 18, 1979

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