

Cover Letter

30th June 2024

Dear HR,

I wish to express my interest in working as an Assistant Professor at Assam Royal Global University.

I wish to inform you that as a multi-faceted professional with experience across business journalism, public relations, English Literature, and independent research into indigenous knowledge systems, I am a passionate educator with interest in multi-dimensional and multi-disciplinary characteristic of subjects.

It is welcoming that the NEP 2020 has outlined the need for transcendental approach to conventional disciplines.


I have, through my education and work experiences, been very interested in subjects like Entrepreneurship, Science and Technology, Political Science and Critical Theories, Classical and Indian Literature, Philosophy, and History.

It is indeed great, that Assam Royal Global University has developed a course on Indian Knowledge System, which is of direct relevance to my professional interests and aligns with a synergy to the development of young minds that we can cater to, to develop a holistic, inclusive and sustainable economic ecosystem.

Thanking you.

Best regards,

Dr. Sugandh Singh

 +91-8126540059

 singh.sugandhe@gmail.com



Dr. **SUGANDH SINGH**

MULTI-DISCIPLINARY EDUCATOR

CONTACT

+91-8126540059

singh.sugandh@gmail.com

Jyoti Nagar, Tezpur, Assam

QUALIFICATIONS

- Ph.D. in English Literature
- UGC NET Qualified
- Masters in English Literature
- Graduate in English Literature

SKILLS

- Teaching and Coaching
- Branding and Public Relations
- Effective Writing
- Design Thinking
- Effective Communication
- Highly Organised

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Garhwali, Nepali, Assamese, Punjabi (Basics)
- Bhojpuri (Intermediate)

INTERESTS

- Rural and Urban Economies
- Sustainable Development
- Wildlife Conservation
- Cultural Diversity
- Indigenous Knowledge Systems
- Training and Capacity Building

CAREER OBJECTIVE

Equipped with an extensive background in versatile business and academic environments including leadership roles. Leveraging corporate experiences for an industry-oriented learning approach for students and communities. Looking for new roles that add to my multifarious nature of skills and experiences and result in a synergy for an inclusive development of communities and cultures in a modern economy.

WORK EXPERIENCE

Tezpur University (Central), Assam

AUG 2019 - DEC 2023

Guest Faculty

- Communicative English: B. Tech., MCA, Integrated M. Sc., B. Sc. and B. Ed. Courses
- History of English Literature: Integrated M.A. (English)
- Indian Writing in English: Integrated B.A. B. Ed.
- Alternative English: Integrated M.A. (English)
- Soft-skills workshop: Campus recruitment at Tezpur University
- Entrepreneurship and Start-up mentoring: B.Tech., Tezpur University
- Tezpur University Team Lead at Bodoland International Knowledge Festival 2023, Bodoland University, Kokrajhar

Entrepreneur India Magazine, NCR

JAN 2017 - JUN 2017

Correspondent

- Develop and maintain strong relationships with Entrepreneurs, Investors, Private Partners, Government Agencies, and Market Analysts to Support Start-up ecosystems across domains and industries
- Highly analytical publications on Business, Economy, Policy, Markets, Brands and Institutions
- Networking, Public Relations, interactions, and interviews of relevant Ministers, Secretaries, CEOs, CXOs, and Business Leaders

Dentsu Perfect Relations, New Delhi

AUG 2016 - DEC 2016

Copy Editor

- Business Intelligence and Analytics for Branding
- Image Management for HNIs, Business Leaders, CEOs, Large Corporations, Government Institutions, NGOs and Institutional Agencies
- Curated Events Management for Brand Promotions, Product Launches, Inter-Governmental MoUs, Political Campaigns and Media Outreach Initiatives
- Planning and Execution of content-driven approach for Online and Social Media impact for Corporates, Brands, and Personalities

The Times of India, Chennai

MAY 2012 - AUG 2012

Copy Editor

- Using a highly sophisticated digital tool to converge journalistic inputs from agency feeds and in-house reporting to seamlessly manage and formulate pages and releasing them in real-time for publishing to printing facilities in a time-bound manner for the distribution of newspapers every morning.
- Assorting, editing, and designing pages and content for newspaper publishing

Planman Media, Noida

JAN 2011 - APR 2012

Journalist and Copy Editor

- Ideating and writing highly analytical articles on Business, Economy, Branding, Marketing, Financial Markets, Core Industries, Politics, Policy, and Business Administration in four magazines under the brand umbrella, namely: Business and Economy Magazine, 4Ps Business and Marketing Magazine, The Sunday Indian Magazine and The Human Factor Magazine
- Did a Cover Story on the viability and potential of Solar vs Nuclear Power at a time when India was heavily focusing on Nuclear Energy Power Generation and the Solar Panel manufacturing industry in India was in its nascent stage, anticipating policy support, government subsidies, and funding.
- Interacted with Bill Gates, Melinda Gates, and Warren Buffet on their plans to expand the social outreach of the Gates Foundation in India
- Interviewed a plethora of corporate honchos, CEOs, CXOs, CTOs, industry-relevant ministers, secretaries, industry bodies, and trade associations on the policy front
- Authored regular columns on top International Business Schools and under them, interviewed the top thought leaders in the field of Business Administration
- Authored regular columns on reviews of the best and the worst of advertising and branding campaigns in India every fortnight

FREELANCE PROJECTS

Confederation of Indian Industry (CII)

JAN 2021 - PRESENT

Content Services

- Live Social Media content services for ongoing events and conferences
- Monthly Blog-writing services for ciiblogs.in
- Writing and editing services for internal communication, media, and industry reports publishing

Government of Gujarat

NOV 2023 - DEC
2023

Content Services

- Documentation and Social Media Content Curation for various conferences, and conclaves organised by the Government of Gujarat to promote Start-ups in Higher Educational Institutions in Gujarat

Miscellaneous

INTERMITTENT

Content and Strategy Services

- Ghost writing a book on Ayurveda and Yoga for a highly reputed public figure in Indian polity
- Website content and press releases for corporate clients
- Advertising, promotional, and creative copies for Brands' communication needs
- Branding and marketing strategy for foreign brands entering India
- Strategy formulation and market intelligence through on-ground surveys and targeted studies for market expansion for brands
- Strategy to support funding avenues for NGOs operating in the North Eastern and hill states of India

EDUCATION

Ph. D. in English Literature

NOV 2017 - NOV 2022

HNB Garhwal (Central) University, Uttarakhand

Title: **Foucault's Concept of Disciplinary Power and Resistance in the Writings of Franz Kafka**

UGC NET

JUL 2018

Qualified for Assistant Professor in **English**

Master of Arts: English Literature

JUN 2014 - JUN 2016

SGRR (PG) College, Dehradun

HNB Garhwal (Central) University, Uttarakhand

Dissertation: **Misuse of Power and Position in Kalidasa's *Abhijnanasakuntalam***

Post Graduate Diploma in Management

JUN 2007 - JUN 2009

Indian Institute of Planning and Management, New Delhi

Specialisation: **Marketing and Human Resource Management**

Dropped out: Final Semester

Bachelor of Arts: English Literature (Honours)

JUN 2004 - JUN 2007

Zakir Husain College, New Delhi

University of Delhi

Intermediate School

JUN 2004 - JUN 2007

CSKM Public School, New Delhi

Subjects: **PCB+Biotechnology**

Board: CBSE

Matriculation

JUN 2002

Sacred Heart Convent School, Obra, Sonbhadra, UP

EXTRA-CURRICULAR

Travel and Adventure

- Extensively travelled exclusively on land across 21 Indian states (upwards of 5 lakhs Kms.) for the past 15 years. Extensively trekked on foot in the Upper Himalayan ranges across the nation
- Lived for extended periods in hill regions of Uttarakhand, Himachal Pradesh, Ladakh, Jammu and Kashmir, Spiti, Sikkim, Assam, and Arunachal Pradesh to study the cultural fabric, economic structure, and Traditional Knowledge Systems
- Industry visits to European Countries of France (Champagne), Belgium (Beer), and the Netherlands (Agriculture), including EU Headquarters (Policy)

Guitars and Electronics

- A very interesting thing about most musical instruments straight out of the factory is that they are not really playable until 'set up' properly. Over the years, I have perfected end to end manufacturing, repair and customisation of all parts of a wide variety of electric guitars including electrical circuitry, electromagnets and wood work.

Nature Photography

- An online portfolio/repository is planned in the near future. Pictures mostly comprising of clouds, horizons, landscapes, water bodies, mountains, and flowers.

PROPOSED UNDERTAKINGS

Sustainability

- A proposed study of recording, translating, and publishing folk stories of various tribal communities in North East India with a theme of identifying traditions and principles through Indigenous knowledge systems that can be incorporated into policy-making for the inclusive and sustainable development of the region
- Passionate about identifying natural raw materials, skills around utilising them, and finding market linkages for the development of trade for the communities practicing them traditionally
- Studying different models of conservation of wildlife through a community-based approach to reduce human dependence on forests and thereby reduce human-wildlife conflict. (Promoting tourism, local manufacturing, alternative raw materials, and scaling up)
- Organic agriculture, food processing at source, and innovative approach to brand, position, and market such products for integration in global E-commerce
- Identifying strategic CSR investment avenues in the Hill Economy for companies looking to donate to create a positive impact