

SAYANTAN GHOSH

SUMMARY

Accomplished author and political columnist with expertise in policy writing, research analysis, and digital communication. Proven ability to engage audiences through compelling narratives and insightful commentary, fostering informed discussions on political and environmental issues. Dynamic professional with extensive experience in media strategy and content development. Successfully crafted impactful communication strategies for leading publications and government initiatives, enhancing public engagement and understanding of complex political landscapes.

EXPERIENCE

Author, 01/2024 - Current

Juggernaut Publication and Penguin Random House

- Published first non-fiction book, **The Aam Aadmi Party: The Untold Story of Political Uprising and Its Undoing**, in 2025 under Juggernaut.
- Authored second non-fiction book, **The Battleground Bengal**, with Penguin, set for publication in 2026.
- Engaged in various future projects to expand literary contributions.

Teaching Faculty Member (Part Time), 07/2023 - Current

St Xavier's College (autonomous), Kolkata - Kolkata

- Educated students on theories and schools of thought in mass communication.
- Instructed journalism across print, digital, audio, and video formats.
- Trained students in storytelling, reporting, editing, and writing techniques.
- Taught performing arts and practical theatre skills.
- Delivered lessons on marketing, integrated marketing communications, and advertising principles.
- Explained the role of media in society and its societal impacts.

Political Columnist, 01/2020 - Current

Times Of India, Free Press Journal, Quint, The Hindu, Moneycontrol, Firstpost, Deccan Herald, ABP - Kolkata

- Writes on national politics for more than 15 leading Indian news organisations and digital publications, including *The Times of India*, *The Hindu*, *NDTV*, *ABP Live*, *Moneycontrol*, *Mint*, *The Quint*, *The Free Press Journal*, *Firstpost*, *News18*, *CNBC-TV18*, *Deccan Herald*, *ThePrint*, and *Hindustan Times*.
- Authors the monthly column **Here, There, Everywhere** in *The Free Press Journal*.
- Research and writing interests include Indian politics, with a particular focus on West Bengal politics and the politics of the Aam Aadmi Party.



CONTACT

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SKILLS

- Content development
- Storytelling techniques
- Policy writing
- Media planning
- Research analysis
- Digital communication

- Regularly writes on public policy, governance, and political economy.
- Environmental reporting and commentary form a significant part of his journalistic work.

Program Manager, 06/2022 - 12/2022

Prison Aid and Action Research (PAAR) - Jaipur, Rajasthan

- Conducted analysis of legal documents pertaining to open prisons in Rajasthan.
- Collaborated closely with legal team to structure organizational frameworks.
- Coordinated advisory efforts with Rajasthan Home Department to enhance compliance.
- Expanded operations of Paar into West Bengal, liaising with government officials.

Associate Research Fellow, 06/2019 - 06/2022

Delhi Assembly Research Centre (DARC) - New Delhi, India

- Collaborated with Delhi Chief Minister Arvind Kejriwal and Deputy Chief Minister Manish Sisodia to devise media strategies.
- Executed media advisory tasks to strengthen communication efforts.
- Developed and implemented comprehensive media plans for effective outreach.
- Coordinated political communication for Aam Aadmi Party initiatives within government.
- Formulated strategic recommendations in partnership with Delhi government cabinet ministers, MPs, and MLAs.
- Provided policy advisory on education, environmental issues, and other critical topics.

Political Correspondent, 06/2017 - 06/2019

Millennium Post - New Delhi

Reported on governance and policy for Delhi government initiatives.

Covered Aam Aadmi Party activities and developments.

Analyzed environmental issues impacting local communities.

Provided in-depth coverage of 2019 Lok Sabha elections and outcomes.

EDUCATION AND TRAINING

Ph.D., Mass Communication, 07/2023

Amity University, Kolkata - Kolkata

Postgraduate Diploma, Journalism, 12/2016

Times School Of Journalism - New Delhi

Master of Arts, Journalism And Mass Communication, 08/2015

Jain University (Bangalore) - Bengaluru

Bachelor of Science, Microbiology, 05/2013

St Xavier's College (Autonomous) - Kolkata

Higher Secondary, Science, 2009

St Lawrence High School - Kolkata

Secondary Education (Madhyamik), , 2007

St Lawrence High School - Kolkata

ABOUT MY BOOKS

The Aam Aadmi Party: The Untold Story of a Political Uprising and Its Undoing

Published by Juggernaut Books (2025), this political history traces the Aam Aadmi Party's rise from the anti-corruption movement led by Anna Hazare to its dominance in Delhi and Punjab, and its decline after the 2025 Delhi Assembly election. Drawing on field reporting, archival research and interviews, it examines governance, internal conflict and leadership within the larger story of Indian democracy. *Business Standard*, *The New Indian Express* and *The Asian Age* praised its clarity and balanced narration of the party's journey from idealism to realpolitik.

Battleground Bengal: The Political Future of a Fiercely Contested State

Published by Penguin Random House India, this book examines West Bengal's shifting political landscape - the BJP's rise as challenger to the Trinamool Congress, identity politics, welfare governance and the influence of history and culture on the state's democracy. Built on historical research, electoral data and interviews with political leaders, it looks beyond forecasting to the deeper forces shaping Bengal's future. *The Indian Express* called it an insightful study of power, memory and electoral change, praising its blend of journalistic fieldwork and scholarly analysis.

RESEARCH WORK

Publications

A. Scopus-Indexed Publication

- **Bhat, Romica & Ghosh, Sayantan** (2025). *Changing Dynamics of Political Communication in the Digital Era: A Case Study on India*. In **Digital Media and Political Communication**. IGI Global, USA. ISBN: 978-1-6684-9356-4. DOI: 10.4018/978-1-6684-9356-4.ch002. (Scopus-Indexed Book Chapter).

B. Book Chapters

- **Ghosh, Sayantan**. Use of Instagram as a Tool to Raise Environmental Awareness: A Case Study of Greenpeace India's Use of Instagram (2023-2024). In **Environmental Communication for Sustainable Development**. Edited by Dr. Kaushik Mishra & Padmaja Tamuli. ISBN: 978-93-6081-602-5.
- **Ghosh, Sayantan**. Challenges of Combatting Fake News in India: A Call for Stronger Legal Framework. In **Media Laws and Ethics: Probing the Implication in Present Indian Context**. Edited by Moumita De Das, Laxmi Mishra & Ipsita Banerjee.

Conference Presentations

National Conferences

- **Applications of New Media in Contemporary Political Communication in India**. Presented at the National Conference, **St. Xavier's College, Patna**, 17 February 2024.

- **Digital Renaissance: Role of YouTube in Promoting Indigenous Cultures.** Presented at the National Conference, **Assam University**, 9-10 May 2024.
- **Identifying Key Misinformation Trends During the 2024 Lok Sabha Election in India.** Presented at the National Conference, **Garden City University, Bengaluru**, 8 August 2024.

International Conferences

- **Memos as a Tool of Political Communication.** Presented at the *International Conference on Future Communication: Rethinking Societies, Cultures and Governance*, organised by the Department of Electronic Media and Mass Communication, **Pondicherry University**, in collaboration with the **University of Toulon, France**, 9-10 April 2024.
- **A Study on the Applications of Digital Media Used in Contemporary Political Communication in India.** Presented at the *International Conference on Innovative Paradigms in Communication & Media: Bridging the Global Perspectives*, organised by the Centre for Journalism and Mass Communication, **Visva-Bharati University**, in collaboration with **ICSSR, New Delhi**, 7-9 January 2025.

ACADEMIC WORK

- Served as an External Examiner at the Department of Mass Communication, Amity University Kolkata.
- Conducted numerous workshops on journalism, including a specialised session on identifying and combating fake news at iLEAD, Kolkata.
- Regularly delivers seminars, workshops, and training programmes on journalism, media literacy, political communication, and digital media for think tanks, corporate organisations, business associations, and other stakeholder groups.