

SANDIP NAYAK

M.A Mass Communication and Journalism
Department of Adult Continuing Education and Extension
Jadavpur University
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EDUCATION

Jadavpur University, Kolkata 2021
MA, Mass Communication and Journalism (passed with 1st Class).

Thesis: *Populism and Polarization: How Social Media Crafted Narratives and Influenced Political Sentiments in West Bengal's 2021 Assembly Election.*

Dissertation grade: A+

Advisor: Dr. Shantwan Chattopadhyay.

CGPA: 8.45/10.

Vivekananda College (University of Calcutta), Kolkata, WB 2019
BA, Journalism and Mass Communication (Honours).

Thesis: *Lok Sabha Election 2019 and the New Media Landscape: Social Media as a Catalyst for Political Change in India.*

Advisor: Dr. Akash Shaw.

RESEARCH GRANTS, SELECTED AWARDS & SCHOLARSHIPS

Research Grant from Department of Minority Affairs and Madrasah Education, Government of West Bengal as a Co-Principal Investigator (20 Lakh approx.)	2025
Merit Scholarship and Freeship, Jadavpur University	2019
Dr. Sudhir Gopal Bandopadhyay Memorial Prize	2019

PUBLICATIONS

Nayak, S., & Matin, A. (2026). Extracting the State: caste networks, crony capitalism, and the legal architecture of elite capture. In *Elite Capture in Asia Governance and Public Policy* (1st ed., p. 248). Springer Nature. <https://doi.org/10.1007/978-3-032-22745-4>

Nayak, S., & Ray, A. (2026, June 25). *Annapurna Bhandar and its politics of discontents*. শুদ্ধধর. <https://shuddhashar.com/annapurna-bhandar-and-its-politics-of-discontents/>

Nayak, S. (2026, April 29). *When democracy erases its own citizens*. Links. <https://links.org.au/india-when-democracy-erases-its-own-citizens>

Nayak, S., & Matin, A. (2025). The Manufactured Outsider: Structural Erasure of Indian Muslims. In Eyasin Khan (Eds.), *Minority Politics in India: Identity and Discourses* (1st ed., pp. 22–32). Book Chapter, Kunal Books, New Delhi, India

Nayak, S. (2025, March 31). India: West Bengal's education minister attacks student protest. Green Left. <https://www.greenleft.org.au/2025/1426/world/india-west-bengals-education-minister-attacks-student-protest>

MANUSCRIPTS IN PROGRESS

1. Inscribing Politics: Graffiti, Identity, and Electoral Narratives in Bengal '26.
2. Social History of Mazars in West Bengal. [with Dr. Abdul Matin, Department of International Relations, Jadavpur University and Dept. MA&ME, Govt. of West Bengal]
3. Sufism and Soft power: Strengthening India-Tajikistan Relations through Cultural Connectivity. [with Dr. Abdul Matin, Department of International Relations]

ONGOING PROJECTS

Working on a research project on "Devotional Islam: Exploring Sufi Silsilas (Orders) of Bengal" with the department of International Relations, Jadavpur University.

Working on a research project on the "Education and Language among the Adivasi Community in Odisha, focusing on the Mayurbhanj, Koraput and Kandhamal districts of Odisha, an ethnographic study c.2019-2025

Working on a research paper on "Role of Hyper-Local news channels of West Bengal in disseminating dis [mis] information".

PRESENTATIONS, WORKSHOPS, CONFERENCES, AND TALKS

2026

Presented paper on "Electoral servitude: Citizenship, precarity and the politics of SIR in West Bengal" in the National Conference on "Embodied Justice: memory, Violence and Resilience in India" organized by GITAM (Deemed to be University).

Attended three-day workshop on "Understanding History through the Lens of Archive" conducted by Dr. Mou Banerjee (University of Wisconsin-Madison), Dr. Swati Moitra (University of Calcutta), and Dr. Deepa Khakha (Presidency University) organized by Department of International Relations, Jadavpur University.

2025

Presented a paper on "The Genealogy of Digital Power: AI, Computational Propaganda and cyber-security through the lens of India's 2014 Lok Sabha Elections" in the one-day International Seminar titled "*Rethinking International Affairs in the Age of AI: A Policy Dialogue*" organized by Freie University of Berlin, Hertie School, and Jadavpur University, Kolkata.

Attended a three-day workshop on “Decoding Power Through Ethnography” conducted by Dr. Suman Nath, (A.P.J. Abdul Kalam Govt. College), Snigdhendu Bhattacharya (Journalist), organized by Jadavpur University.

2024

Talk on “Bangladesh: What's behind the uprising” for Green Left Magazine, Australia.

Participated in the Seminar at UPF Barcelona School of Management Co- Sponsored by NATO on “Disinformation Effects on Minority and Minoritized Languages: Diagnosing the Problem, Identifying Solutions, Creating Knowledge Networks” and Presented Paper on “Including Santhali Language in the Fight Against Misinformation and Disinformation”.

Talk on “Rise of Hate Speech Pre and Post Lok Sabha Election 2024” organized by Nexus Horizon and Perspectives. (Webinar)

2023

“The Entangled World: Revisiting Human Ecological Realities in the Subcontinent” organized by The School of Media Communications and Culture, Jadavpur University.

Presented paper on “Aggressive Hindutva in Bengal: Mechanisms, Narratives, and New Trajectories” organized by Department of Mass Communication and Journalism, Jadavpur University.

Presented Paper on “Impact of Social media on Political Conversations” at the three-day national seminar entitled “Rethinking Multidisciplinary”. Jadavpur University

2022

“Songs of Resistance and Slogans during CAA-NRC Movement: An alternative cultural form.”, Jadavpur University.”

Talk on “The Rise of Digital News Portals and the Decline of Local Newspapers: A Case Study of Kolkata”, Jadavpur University.

RESEARCH EXPERIENCES

Jadavpur University, West Bengal, India

Research Fellow (Feb 2025-till date)- Devotional Islam: Exploring Sufi Silsilas (Orders) of Bengal

- Studying the Sufi Landscapes of Bengal.
- Mixed method research study.
- Conducting fieldwork across historical Sufi sites to document architectural, cultural, and oral histories.
- Analyzing archival records, local narratives, and to trace the evolution of Sufi networks in Bengal.

India Hate Lab, Centre for the Study of Organized Hate (CSOH) Washington D.C., USA
Research Analyst (April 2023 – December 2024)

- Identifying hate speech, and conspiracy theories in special focus to India- Speech Analysis.
- Searching hate speech content in social media platforms- Facebook, Instagram and YouTube using OSINT tools and techniques.
- Writing up detailed draft reports, translation and analytical articles, including quotes from recorded videos.
- Conducting in-depth social media research on regional hate, extremism, violence and disinformation trends.

Jawaharlal Nehru University, School of Arts and Aesthetics, Delhi, India.

Research Assistant to Dhananjay Kumar (April 2022 - June 2022) for the project " **ऑर्केस्ट्रा का नाच: बिहार में ऑर्केस्ट्रा के इतिहास, संगीत, नृत्य और कामुकता का अध्ययन** (*Trans: Orchestra Dance: A study of the history, music, dance, and sensuality of orchestra in Bihar*)."

- Assist with piloting video interviews, and logistic preparation tasks.
- District visits to Bihar to oversee the qualitative follow-up interviews with selected respondents.
- Writing up detailed qualitative interviews, transcripts, and reports, including the quotes from recorded interviews.

PROFESSIONAL APPOINTMENTS

Ei Samay (Bengal-based newspaper organisation)
MIS Executive (Part Time)

May 2025-December 2025

- Managed and maintained Management Information System (MIS) reports for editorial, circulation, and business operations.
- Collected, analyzed, and consolidated data from multiple sources to generate daily, weekly, and monthly reports.
- Tracked circulation, readership, and advertisement-related data to support business and editorial teams.
- Provided data-driven insights for audience engagement and publication performance analysis.

Oddiance.in
Content Manager

April 2024-March 2025

- Developed and executed content strategies aligned with brand goals and target audience needs.
- Coordinated with writers, designers, SEO specialists, and marketing teams to plan and deliver content campaigns.
- Tracked content performance using tools like Google Analytics, adjusted strategies based on engagement and traffic metrics.
- Regularly audited and refreshed existing content to keep it relevant, accurate, and search-friendly.

Oddinary Ventures LLP
Head of Public Relations

February 2019- March 2024

- Developing marketing communications plans including strategy, goals, budget and tactics.
- Developing media relations strategy, seeking high-level placements in print, broadcast and online media.
- Leverage existing media relationships and cultivate new contacts within business and industry media.
- Creating content for press releases, byline articles and keynote presentations.
- Managing media inquiries and interview requests.
- Monitor, analyze and communicate PR results on a quarterly basis.

India Art Fair
Exhibition and Visitor Support Relations

May 2022

- Working closely with the art galleries, South Asian Art History and the Artists.
- Ensuring smooth reporting & communication flow across departments and completion of other administrative tasks related to participating galleries and institutions.
- Maintaining relations and networking with the art galleries and the artists worldwide.

Kailash Satyarthi Children Foundation (Child Rights NGO)

August 2018

Public Relations

- Creating content for press releases, byline articles and keynote presentations.
- Managing media inquiries and interview requests.
- Managing partnerships and collaboration projects.

Calcutta Walks

February 2017

Cicerone (Historical and City tour guide)

- Organising Heritage Walks around Kolkata.
- Working closely with the foreign participants for tour around Kolkata.
- Visiting Historical Places, explaining the historical background.
- Assisting with logistics, Interacting and engaging with tourists, Ensuring safety and security.

OTHER INFORMATION

Languages:

English (bilingual); Hindi (bilingual); Bengali (bilingual); Odiya (proficient); Assamese (proficient); Bhojpuri (proficient)

Computer Skills:

MS-Office, SPSS, NVIVO, Adobe Photoshop, Lightroom and Premiere Pro, STATA(Learning)

Other Relevant Skills:

Fieldwork and Survey, Academic Writing, Public Speaking, Research and In-depth Analysis, Digital Archiving, Active listening, Observation and Communication, Expertise Translation.

Last Updated: June 2026