

Kunal Mandal

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Who am I?

Passionate infovore. Creative experimenter. Collaborative changemaker. Believes in the journey, not destination. Started career as an industrial engineer, moved on to become serial entrepreneur. Have been enabling brand growth & people engagement through gamification. However currently focusing on making education more fun for kids through intelligent use of technology and helping interesting people do interesting things.

What I have been up to?

Espi Group (Stealth startup)

Co-founder

April, 2022 – Present

Clean energy company that focuses on producing green hydrogen from biomass

Citybytes India, Bengaluru

Co-founder & Welcomer

December, 2016 – Present

Citybytes is an online companion and aggregator platform that helps travellers seamlessly discover & book inspiring experiences offered by passionate local experts in various Indian cities. The platform is currently offering around 30 meaningful and enriching experiences in 5 destinations across India and continuously expanding.

Gyaanspace, Bengaluru

Co-founder & Chief Knowledge Architect

March, 2016 – Present

Gyaanspace is an endeavor of a bunch of growth-minded infovores who believe in making knowledge interesting for people and brands to help them grow. We are a knowledge services company primarily focused on providing gamified employee engagement solutions to corporates, edutainment solutions to schools and motivational mentoring solutions for college students. We also specialize in live quiz shows which aim at engaging a niche audience on targeted topics. In the past, we have worked with TV shows like KBC, NDTV Tech Grandmasters etc., quiz apps like QuizUp and online youtube shows like ESPN cricIQ (India's first google hangout quiz).

Big Synergy Media Limited, New Delhi

Content Strategist, March 2011 – 2013

Freelance consultant August 2014 - present

Clients: Encyclopædia Britannica (India) Private Limited, Sony Entertainment Television India, NDTV Good Times, Asianet, STAR Vijay, Suvarna TV, Mahua Bangla, STAR Jalsa, Hindustan Times

Responsibilities:

- 1) Primary content generation, primary content editing, technical problem solving, handling Show content delivery, Host interaction, Question producing and real-time content delivery management for various television shows including Kaun Banega Crorepati in six languages (Hindi, Bengali, Malayalam, Tamil, Telugu and Kannada), Tech Grand Masters, India Poochega Sabse Shaana Kaun? Etc.
- 2) Research and data-crunching for a unique statistics show – the Vital Stats of India
- 3) Designing of interactive live game shows for various clients including Encyclopaedia Britannica, HT Pace, WWF etc.
- 4) Formulating company's foray into digital space and creating engaging platform and campaigns for the same.

The Bengal Post, Kolkata

Freelance Puzzle Designer

December, 2010 – January 2012

Development and design of a page which consists of mathematical, visual and other varieties of puzzles and a quiz column as a part of the outreach initiative to school students for Post Class-A weekly school supplement by a local daily 'The Bengal Post'.

Others:

Stage show host, Background Engineer, Show concept designer, Software support expert on various projects for different corporate and academic clients - mainly involving knowledge properties targeting different sets of audiences.

My Achievements and Initiatives:

- Have been part of the youth delegation in various international events such as World Festival of Youth and Students in Russia (2017), Global Festival Action on SDGs at Bonn (2018), International Youth Festival in Belgrade (2018) etc. Have also been chosen by Robert Swan to be the Indian flag bearer at the 2041 ClimateForce – a global expedition to Antarctica.
- Commonwealth100 Open Source Leader 2019
- IYLA Fellow 2019
- StartingBloc Fellow 2019
- Al Gore Climate Reality Leader 2019
- Levi's 'Change your World' fellowship winner 2011: Idea was to create a Knowledge management portal that helps school student communicate and create a web community built around their passion
- Co-Founder, Kolkatar Katha: A non-profit initiative from a bunch of students, who thrive on the concept of shared discovery came together to re visit corners of Calcutta and create a community to make people look at their city from a different angle. We organize heritage walks across Calcutta and the collection goes to different NGOs.
- President, Jadavpur University Quiz Forum and Debating Society: Created a sustainable knowledge community to learn and share the passion of quizzing and to promote it as a form of entertainment.

- **Silver Medal, National Youth Festival 2009, Department of Youth Affairs and Sports, Govt. of India:** Represented Jadavpur University in as the captain of quiz and debate team. Won silver twice in the same competition at regional and national level
- **Head, Core team-Sanskriti and Srijan 2009 and 2010:** Sanskriti and Srijan is respectively the annual cultural and techno-management festival of Jadavpur University, Largest in eastern India. Was in-charge of designing and conceptualizing the events and responsible for marketing and sponsorship of both the fests. Handled five different dynamic teams and created a sustainable eco system between both the fests.
- **Others:** Won accolades in many national level quiz contests, part of many other social initiatives

My Education:

- **Wharton Business School, University of Pennsylvania**
Diploma in Gamification
Certificate earned on May 28, 2013
- **Indian Institute of Technology, Kharagpur**
Master of Industrial Engineering & Technology
February, 2010 – January, 2011 (Dropout)
- **Jadavpur University, Kolkata**
Bachelor of Engineering in Production Engineering & Technology
July, 2006 – January, 2010; Secured 8.75 CGPA
- **Bidhannagar Govt. High School, Kolkata**
West Bengal Board of Higher Secondary Education (WBHSE)
2006; Secured 87.6%
- **Bidhannagar Govt. High School, Kolkata**
West Bengal board of Secondary Education (WBSE)
2004; Secured 87.6%
- **Other certifications**
Art & Activity: Interactive Strategies for Engaging with Art by The Museum of Modern Art on Coursera. Certificate earned on August 11, 2014
The Music of the Beatles by University of Rochester on Coursera. Certificate earned on August 31, 2014

My References:

- **Siddhartha Basu, Chairman & Managing Director, Big Synergy Media LTD.**
- **Joy Bhattacharjya, Project Director, FIFA U-17 World Cup**
- **Debkumar Mitra, CEO, Education & Knowledge Services, Gray Matters**
- **Sajeda Momin, Feature Editor, The Bengal Post**
- **Anik Banerjea, Chief Business Creator, Ripple Fragrances Private Ltd.**