

## **Prof. Diwakar Shukla**

**Professor and Dean  
Faculty of Journalism and Creative Studies  
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Prof Diwakar Shukla has more than two decades of experience in the fields of social and brand communication, New Media Technologies and Corporate Social Responsibility with various premier organizations like World Bank, Netherland Embassy along with over 14 years at world's largest Communication organization -Ogilvy. He brings with him a deep understanding of the behavior and mindsets of communities and consumers, especially across Asian and Indian cultures and the application of the same in the field of Social and Brand Management.

As a former Managing Partner of Ogilvy, he designed and led various award winning campaigns in social marketing, cause marketing, media and CSR, for a global brand portfolio, including Harvard Business School, Hindustan Unilever, USAID, Castrol, Molson Coors, Hong Kong Disneyland, WHO, DuPont, Rolls-Royce Motor Cars, CFA Institute Concern International, and others. Diwakar was also part of the lead team on OgilvyEarth, the sustainability practice of Ogilvy Worldwide and helped it launch in India. He is a winner of numerous accolades including WPP Crème De La Crème Global Award, BP Helios Award, Dalton Pen USA, ABME and PR Week, and others.

Prior to Ogilvy, he worked with the Indo Dutch Bilateral Programme as a Social Scientist, where he facilitated the development of encyclopedic study of women in North India. He has also worked on World Bank and European Union Projects, and with Indian Express, in areas of Communication for Development and Social Marketing and Communication. He has widely trained at various global forums while at the Indo-Dutch Programme, and at Ogilvy, along with CSR sessions at Harvard Business School.

He is also an Advisor with various organizations, NGOs, and projects on issues related to social impact planning, digital advocacy, CSR, brand management and research. A TEDx speaker, he has mentored students as a Guest Faculty at premier management institutions. He also sits on the Board of a couple of well-known NGOs in India. He is also a member of the core team by UNICEF for updating its syllabus on Social & Behavioral Change Communication. He holds a Masters Degree in Economics with a specialization in Development Economics, Public Finance, and International Economics.

Currently, he is the Professor & Dean Faculty of Journalism and Creative Studies. The Faculty is made up of two flag ship schools viz Jagran School of Journalism & Communication and Jagran School of Visual Arts & Design at Jagran Lakecity University. He also leads the Advancement & International Affairs at Jagran Lakecity University, Bhopal. He teaches Communication for Development, Consumer Behaviour, Development Journalism, Advertising and Digital storytelling.