

# Prof. Diwakar Shukla

Dean,  
Faculty of Journalism and Creative Studies,  
Head, Advancement & International Affairs,  
Jagran Lakecity University



Prof Diwakar Shukla is the Dean of Faculty of Journalism and Creative Studies at Jagran Lakecity University. He also Heads the 'Advancement & International Relations Department' and is a member of the Leadership Board at the University. He has more than two decades of experience in the fields of Communication with various premier organizations like Ogilvy, World Bank, IndianExpress along with projects from the EU & Dutch Bilateral Programme. As a former Managing Partner at Ogilvy, he designed and led various award-winning campaigns in social marketing, cause marketing, media, and CSR, for a global brand portfolio, including HBS, Hindustan Unilever, USAID, Castrol, Hong Kong Disneyland, WHO, DuPont, Rolls-Royce Motor Cars.

He is a member of the core team by UNICEF for updating its syllabus on Social & Behavioral Change in Communication. He is a TEDx speaker, and mentored students as a visiting faculty at premier management institutions. He is a member of various media industry forums and also sits on the board of a couple of Indian NGOs.

He is a winner of numerous accolades including the WPP Crème De La Crème Global Award, BP Helios Award, Dalton Pen USA, ABME and PR Week. He holds a masters degree in Economics with a specialization in 'Development Economics and International Economics' and was trained at various global forums including CSR classes at Harvard Business School.