



Dr. Gaurav Shukla – Academic Leader | Administrator | Innovator

An accomplished academician and visionary leader with over 15 years of progressive experience in higher education leadership, institutional governance, academic policy planning, and quality assurance. Currently serving as **Pro Vice Chancellor & Dean Academics at AISECT University, Hazaribagh**, I have previously held pivotal roles such as **Registrar, IQAC Director**, and **Dean Academics** in various universities under the AISECT Group.

My strategic contributions have led to major institutional milestones, including achieving **NAAC A-grade accreditation** to DR C V Raman University, Kota Bilaspur Chhattisgarh, enhancing academic infrastructure, developing industry-aligned curriculum, and organizing impactful national and international academic events. I have also represented Indian academia in global forums in **Australia, Mauritius, Bhutan, Nepal, and Bangladesh**, reinforcing cross-border educational collaboration.

I am driven by a passion to build learner-centric, research-oriented, and socially responsible academic ecosystems through innovation, integrity, and inclusive development.

Core Competencies:

- Academic Governance & Higher Education Leadership
- NAAC Accreditation & IQAC Leadership
- Curriculum Development & Pedagogical Innovation
- Research Strategy & Faculty Development
- Student Engagement & Placement Enhancement
- HR and Administrative Management
- Global Outreach & Strategic Partnerships
- Conference Organization & Community Interface

Qualifications:

- **Ph.D. in Management**, AISECT University, Hazaribagh (2025)
- **MBA**, Punjab Technical University, Jalandhar (2011)



- PGDBM (Marketing & IT), ICTM, Pune (2008)
- B.E. in Electronics & Telecommunications, GGU, Bilaspur (2006)

Patents (Granted):

- **Apparatus for Developing Polyherbal Extract**
Patent Design No. 453675-001, Dated 12.06.2025
- **Human Resource Management Device**
Patent Design No. 453675-001, Dated 12.06.2025

Publications:

- Shukla & Sahu (2023), *The Impact of Luxury Fashion Brand Image, Brand Satisfaction, and Brand Trust on Brand Love*, **South India Journal of Social Sciences**
- Shukla & Shukla (2024), *A Study on Customer Brand-Related Relationship with Reference to Luxury Fashion Brands in India*, **Shodh Shikhar**
- Shukla & Shukla (2024), *Transforming Education: Innovating School Management System under NEP 2020*, **CVRU-CON-2024**
- Shukla, Sahu & Shukla (2025), *The Role of Brand Love in Driving Consumer Engagement and Purchasing Behaviour in the Luxury Fashion Market*, **ICRDICCT'25**
- **Book: Advertising Trends in India (2025)**

Awards & Honors:

- **Chhattisgarh Gaurav Samman** (2019)
- **Aatmiya Samman**, Rashtriya Vyang Mahotsava (2018)
- **Manavadhikar Evam Bhrashtachar Unmoolan Sangathan Award** (2018)
- **Young Achievers Award**, Kaushal Vikaas in Skill Development, conferred by Hon. Dr. Raman Singh
- **Bal Gaurav Award**, for contributions to child rights and safety reporting (2018)
- **Career Progression & Placement Award**, News18 & Govt. of Chhattisgarh
- **Gaurav Award**, India News – Excellence in Education Sector
- **Swachhta Award**, by Union HRD Minister for cleanliness in higher education institutions
- Sports Achievements: **Chhattisgarh Cricket Premier League** – Winner (2017), Runner-Up (2016)



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