

Brij Bakshi is a senior creative communication and Television Production Professional and a former Additional Director General, Doordarshan. With a long and illustrious professional background spanning over 30 years in the world of creative communication positions with varied responsibilities and experience, he is currently a Visiting Professor at The Cluster Innovation Center, Delhi University. He has many achievements of distinction in the domain of Electronic Media and Communication in areas including operations, commercial and business development, programme formats, public service broadcasting, sports production and organizational management. He possesses an indomitable spirit of contributing to education in these areas with new modules, subjects, innovative concepts along with lending perfection in imparting knowledge and refining the skills of Students.

Apart from producing more than 1000 Multi camera Live events of National and International importance as Director Delhi Doordarshan from 2009-2013, he has also played a lead role in the television production of a large number of International Sporting events which include the Sydney Olympics 2000, Athens Olympics 2004, London Olympics 2012, Melbourne Commonwealth Games 2006, Cricket World Cup 1999 in U.K. and in 2003 in South Africa.

Brij Bakshi has been felicitated with prestigious honours such as the 'Knowledge and Technology Award' by the Government of Delhi and the 'Outstanding Electronic Media Person' by the Government of Rajasthan. In 2012, he was awarded the 'Ganesh Shankar Vidyarthi Puraskar' by the President of India for his creative contribution to Hindi Programming.