

NIMISH RUSTAGI

contactnimishrustagi@gmail.com @DrNimishRustagi

- A Civil Service Officer of the Indian Information Service (Government of India) with expertise in communications and reputation management, media relations, project management, public service advertising, training and administration.
- A PhD in Consumer Behaviour from HEC Paris, France. Publications in top academic journals. Research presented at leading institutes: INSEAD, London Business School, IIM Ranchi and at top-tier conferences: EMAC Conference (Belgium), ANZMAC Conference (Australia), SCP Conference (USA)
- Adjunct/Guest Faculty at ISC Business School (France), IIMC (New Delhi), IIM Ranchi & others
- Several articles published in CNBCtv18.com, Economic Times, Indian Express, ChannelNewsAsia.

PROFESSIONAL EXPERIENCE

- May 23-Now** **Addl. Director General, Indian Institute of Mass Communication**
- Top leadership position with responsibility for administration and training
 - Helping the DG IIMC in strategic shift to become a university
- Jan 23-Mar 24** **Addl. Director General, Research Unit, Press Information Bureau**
- Headed the specialized unit that produces well researched papers and documents on development initiatives of the government of India
- Aug 21-Dec 22** **Director, Press Information Bureau, Govt of India, New Delhi**
- Director coordinating PIB's communication efforts w.r.t. 50+ Union Ministries, 30+ PIB regional offices
- 2017-2020** **Deputy Press Secretary to the President of India, New Delhi**
- One of the principal speech writers for the President
 - Member of Presidential Delegation on 16 State Visits abroad
 - Media coverage of key events, e.g. PMs Oath, visit of US President
- 2001-2017** **Other Assignments in the Indian Information Service**
(Includes 04-year break to pursue full-time PhD at HEC Paris)
- Associate Professor, IIMC, New Delhi
 - Deputy Director, Directorate of Advertising & Visual Publicity (DAVP)
 - Press Information Bureau officer for MHA & Ministry of Commerce
 - Attaché, Cabinet Secretariat (on Deputation)

SELECT ACCOMPLISHMENTS

- 2024** **Paper accepted in a top tier research journal:**
Journal of Consumer Marketing (JCM), Emerald Publishing

April 2024

- 2019-24** **Articles (16) on diverse themes published in prominent media:**
Indian Express, Economic Times, CNBC, ChannelNewsAsia
- 2019** **Featured in Global Business Magazine on best research in 2019**
Research on consumer behaviour featured in the magazine that covered best research coming out of world's top universities
- 2018** **Paper published in world's top consumer research Journal:**
Journal of Consumer Research (JCR), Oxford University Press
- 2017** **Selected to serve India's President as his Deputy Press Secretary**
Served the President for 03 years; one of the principal speech writers; member of India's delegation on 16 State Visits abroad
- 2017** **Obtained a PhD in Marketing (Consumer Behaviour), HEC Paris**
- 2017** **Chapter published in Routledge's book on consumer behaviour**
- 2015-17** **Research presented at leading institutions**
INSEAD (France), London Business School (UK), Leuven University (Belgium), University of Limerick (Ireland), BI (Norway), and others
- 2012-17** **Awarded HEC Fondation Scholarship (France) for research**
- 2011** **Commendation by Economic Advisor, Ministry of I& B**
For outstanding contribution to the work of a Government of India Committee on ad rates for TV channels
- 2009** **Project with UNEP, Paris, France**
Selected for HEC Paris funded project to advise on communication and social media outreach for OzonAction Branch
- 2009** **Wharton Business School-HEC Project, Saint-Louis, Senegal**
Nominated as Member, HEC Paris & Wharton Business School joint team; Social development project in Saint-Louis, Senegal
- 2008** **Awarded the HEC Merit Scholarship and Ile de France Scholarship for pursuing MBA from HEC Paris (2008-09)**
- 2001** **Selected in the Civil Services through UPSC Examination**

EDUCATION

HEC PARIS, FRANCE

- 2012 - 2017** Ph.D. (Marketing: Consumer Behaviour)
2008 - 2010 MBA

UNIVERSITY OF DELHI

- 1996- 1998** MA (Business Economics)
1992- 1995 B.Com.(Shri Ram College of Commerce)