

Dr. Shilpi Jha

Associate Professor

Bennett University

Dr. Shilpi Jha is an academician, media trainer and writer. She has been associated with the news media and academia for two decades now. She started her career with the TV Today group as a correspondent, having the privilege of being part of the launch team of both Aaj Tak and India Today TV. She has also worked as International Broadcaster with Voice of America at their Washington headquarters. She has earned her doctorate in Media Economics, studying the revenue streams and market differentiation challenges of Indian news channels. Her current work of interest involves media markets and fact checking. She is a Google trainer for news verification and has been conducting trainings at newsrooms and media institutes to teach tools for news verification and spread awareness about the menace of fake news on social media. She is a columnist with several newspapers and portals and an avid blogger. Currently she is working as Associate Professor with Bennett University, Greater Noida. Prior to this she has taught at GD Goenka University, IP University, Makhanlal Chaturvedi University and Manav Rachna International University to name a few.