

Profile

Vijayashankar Nagaraja Rao (Naavi)



Na.Vijayashankar, more popularly known as Naavi, is a pioneer in the field of Cyber Law and Data Protection law in India. He is also a leading Data Protection consultant and auditor in India.

Naavi is the founder of www.naavi.org (the premier Cyber Law Portal in India) and is currently the Chairman of the Foundation of Data Protection Professionals in India (FDPPI) and Managing Director, Ujvala Consultants Pvt Ltd. FDPPI is a pioneering Data Protection organization of the professionals established as a Section 8 (Not for profit) company.

Naavi is also the Chair Professor of FDPPI's AI Chair dedicated to the development of Jurisprudence in AI led Data Privacy.

Naavi was the author of the first book (1999) and first E-Book (2003) on Cyber Laws in India.



He has also authored other books including E Books, “Cyber Laws, ITA 2000 and beyond”, “Cyber Laws for Engineers”, “Cyber Crimes and ITA 2008”, Personal Data Protection Act of India (PDPA 2020) and more recently “Guardians of Privacy, Comprehensive handbook on DPDPA and DGPSI”, “DGPSI- The Perfect Prescription for DPDPA

compliance”, and Taming the twin Challenges of DPDPA and AI with DGPSI-AI”

Naavi is a visiting faculty in a number of institutions including with IIM Udaipur and specializes in training of professionals like CIOs, CISOs and legal professionals on DPDPA as a law, Implementation and Audit of DPDPA Compliance.

Naavi is a thought leader and has developed exclusive framework for compliance and audit namely “Data Governance and Protection Standard of India” (DGPSI), a standard for data valuation namely “Data Valuation Standard of India”, Method for evaluation of compliance through “Data Trust Score” (DTS), DPDPA Insurability Index etc. Naavi has also presented innovative concepts such as “Naavi’s Theory of Data”, “Theory of Information Security Motivation”, “Intermediary Dispute Resolution Policy”, Theory of Cyber Hypnotism” etc. Presently Naavi is working on defining regulation of “Neuro Rights” and “Artificial Intelligence”.

Naavi is also a certified Independent Director from the Indian Institute of Corporate Affairs and has extensive senior corporate executive experience behind him in Banking, NBFC, Advertising and Marketing and marketing of IT services. He has been Consultant to several Companies in Finance and IT Services besides holding top management positions.



Naavi is a recipient of the “**Dena Bank Award of Excellence in Public Life**” (2007), “**Lifetime Achievement award**” (2022) for his contributions to the development of Cyber Jurisprudence in India and **Life Time Achievement award for Privacy** in 2023 and other industry recognitions.

Naavi is available through e-mail naavi9@gmail.com : More Information about Naavi's activities are also available at www.naavi.org