

CURRICULAM VITAE (Short)

MANISH ARORA, Ph.D.

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Citizenship : Indian

Language : English, Hindi and Bhojpuri

Date of Birth : 02/03/1973

Philosophy : Art is everything; Art is nothing (*Art*)
Everything is good in this world (*Life*)

Major Achievements : Projects (19)

SPARC - I am doing a project History of Social Design in India and USA with special reference to Info-graphics, Advertising, Human-Centered Design and Marketing sanctioned by MHRD, New Delhi under scheme of SPARC - Scheme for Promotion of Academic and Research Collaboration with Department of Art, Art History and Design, College of Arts & Letters, Michigan State University, USA and Center for Social Design, Maryland Institute College of Art - MICA, Baltimore, MD, USA from 2019-2021

IMPRESS—Convening project entitled “ Redesigning the Advertising Methods in Digital Media to Curb Environmental Deterioration” under Media, Culture and Society domain. Project sanctioned by ICSR – Indian Council of Social Science Research under the scheme of IMPRESS - Impactful Policy Research In Social Science for two years in 2019-2021

PMMMNMTT- Convening project entitled "New Paradigms for Visual Arts Education Standard in India". Project sanctioned by Faculty of Education, BHU under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, MHRD, Govt. of India.

Design Innovation Center (DIC) BHU - Currently coordinating MHRD's project DIC BHU under scheme of National Design Innovation Network since 2015 under Hub and Spoke model with IIT (BHU); MNIIT; IIIT and University of Allahabad from Prayagraj for practicing Design and Innovation academic support to students and teachers for production of Design and Innovation based product in social interest from 2015 and organised more than 1000 innovative academic activities including development of two courses and establishment of 3 labs etc.

Developed and implemented ‘**Graphic Identity Programme of BHU and IIT BHU**’ including Seal/ Emblem (*Redesign and edit work*), Bilingual Logotype, Logo, Symbol, and Signage System etc. in 2012-2013 (*It's happened first time in the history of 97 year old BHU*)

Interest Area : Research

Art & Science of Graphic Communication; Innovation in Design; Visual Identity for Educational Institutions; Communication Impact on Society (*Public Health*); Cultural Communication; Communication versus Typography & Photography;

Education:

- 2014 : PDF - Raman Post-Doctoral Fellow in Health Communication Design, Johns Hopkins University, Baltimore, MD, United States of America.
- 2004 : Ph.D. in Applied Arts, Faculty of Visual Arts (FoVA), Banaras Hindu University
- 1996 : M.F.A (*Master of Fine Arts*) in Applied Arts from FoVA, BHU
- 1994 : B.F.A. (*Bachelor of Fine Arts*) in Applied Arts FoVA, BHU
- 1998 : N.E.T. in Visual Arts from UGC - University Grants Commission, New Delhi

Research Experience: 6 year 4 months

- 1997 : **Research Scholar** in “Advertising Merchandising Programme” at Department of Applied Arts, FoVA, BHU

Employment History : Total experience 14 year 10 months as on 30th April, 2020

Professional service (1 year 5 month) and Teaching (13 year 9 months)

Academics

- 2007 : **Assistant professor** in Department of Applied Arts, Faculty of Visual Arts, Banaras Hindu University, Varanasi, U.P. From 2nd November 2007 to Present
- 2011 : Promoted as an Assistant Professor (*Stage II*) on 2nd November, 2011
- 2017 : Supervisor of Fulbright Scholar Ms. Augustina Droze from USA

Major Duties and Achievements during the current Job :

- 2018-20: **Convener - Institutions Innovation Council, MHRD Innovation Cell**
More than 100 innovations related activities have been conducted so far.
- 2013 : **Raman Post-Doctoral Fellowship** for Indian Scholars in USA at Johns Hopkins University, Baltimore, MD under Singh-Obama 21st century knowledge initiative from University Grants Commission, New Delhi, India in 2013-14
- 2011-13: **Honorary Research Associate** for two Major Projects
 1. Visual Identity of Bhojpuri Study Center and
 2. Digital Library at Bhojpuri Study Center, Faculty of Arts, BHU, Varanasi from February, 2011 to February, 2013.
- 2010 : **Visiting Scholar**, Asian Studies Program and Department of Visual Studies, University at Buffalo, Buffalo, NY 14260, USA in 2010

Past Employment : 3

- 2007 : **Lecturer (Regular)** in Commercial Art, University College, Kurukshetra University, Kurukshetra
- 2004-07 : **Assistant Professor (C)** in Applied Art, Government College of Art (Panjab University) Chandigarh
- 2003 : **Advertising Agency Branch Head - Chandigarh** of Lucknow (*India*) based INS accredited advertising agency M/s, Approach Advertising & Exhibitors Pvt. Ltd.

New Study Courses development : 6

- 2019-20 : Certificate course in Design Innovation at BHU
- 2019-20 : Certificate Course of Interactive Web and mobile application development at BHU
- 2019-20 : Fashion Design & Event Management and Modern Office Management & Secretarial Practices at DDU Kaushal Kendra, RGSC, Barkacha, BHU
- 2010 : Semester System base course Visual Arts (Applied Arts) Under Graduation (BFA), Post-Graduation (MFA) and Ph.D. (Course Work) at BHU

Seminar/conference/workshop/lectures Organized : International/ National (10)

- 2020 : “Organizing Secretary” for one day symposium entitled “Shifting Paradigms for Visual Arts Education India for Better Future” at BHU BHU.
- 2019 : “Organizing Secretary” for International Seminar Cum Workshop entitled “Kalakshar-2019 : Design Innovation through Socio-Cultural Diversity from Art & Technology” at BHU
- 2019 : “Organizing Secretary” for Design Innovation Centre Marketing Workshop entitled “*Nav Vipran Niti*” at BHU
- 2018 : “Organizing Secretary” for “DESIGN PICNIC - Innovation in Visual Communication” at BHU
- 2017 : “Organizing Secretary” for All India DICs (*Design Innovation Centre*) Meetup at BHU

Awards/ Recognitions : (11)

- 2019 : MHRD Innovation Cell, Institutions Innovation Council IIC Logo completion and logo selected under top 3.
- 2019 : STRIDE - Scheme for trans disciplinary research for India’s developing economy Logo selected by UGC and BHU
- 2016 : Guinness world Records events- The largest photo awareness campaign consists of 302 individual posters, organized by Jagadish Pillai (India)

Publications : Author/ Co-Author/ Editor/ Director - 75

(4 books, 3 book chapter, 5 seminar abstracts and proceedings, 2 e-publications, websites, 3 editorial members, 7 book cover, 2 article, 7 interviews, 3 book chapters, 30 research papers, 7 book covers and 2 articles)

- Books : *Commoners Life at the Ganges*, ISBN No. 978-81-9419-662-4; *KASHI: The Uncommon Perspective*, ISBN No. 978-81-9419-665-5; *1998s Look of India A journey though living pictures*, ISBN 978-81-9419-663-1; *A cultural Fiesta at Sangam during Kumbh*, ISBN 978-81-9419-664-8 published by Luminous Books, Varanasi
- 2019 : Proceeding and Abstract of ‘Kalakshar - Design Innovation through Socio-Cultural Diversity from Art & Technology’ at BHU
- 2015 : Abstract of ‘*Kalakshar - Design Innovation in Calligraphy and Languages*’ at BHU
- 2016-20 : www.diciitbhu.com; www.kalaksharbhu.in; www.designpicnic.in; www.rsmbhu2016.in; www.aroramanish.in
- 2008-18 : Interview about ‘Visual Arts’; ‘Career in Advertising’; ‘Career in Visual Arts’; ‘Art in Photography’; ‘Design your Career through Design’ by IGNOU FM - Gyanwani
- 2017 : Book Chapter : *Arora, Manish*; Unit 2- ‘Evolution of Graphic Design in India’; Unit 5 ‘Function of Graphic design’; Unit 3 - ‘Functioning of Advertising’ for Certificate in Visual Arts- Applied Art (CVAA) by Department of Fine Arts, Indira Gandhi Open University, New Delhi 2013-14

Research Paper published in Journal : (30 - Main Author 18; Co author 12)

Arora, Manish; Impact of Advertising on Indian Society to Improve Awareness with Special Reference to Social Advertisement in Interdisciplinary Journal of Contemporary Research, Vol. 6, No. 1, January, 2019 ISSN : 2393-8358 (UGC Journal No. 48416, Impact Factor no. 2.314, www.ijcrjournal.com)

Gupta, Peeyush, Kumar; Arora, Manish; 'Necessity of Sustainable Practice and Approach in Advertising Design' by Interdisciplinary Journal of Contemporary Research, Vol. 5, No.1, January, 2018, ISSN : 2393-8358 (UGC Journal No. 48416, Impact Factor no. 2.314, www.ijcrjournal.com)

Kumar, Ajay; Arora, Manish; Innovators in Sports and their Success as Celebrity with Special Reference to Cricket and Athletics in Shodh Drishti- An International Peer Reviewed Refereed Research Journal Published by SRIJAN SAMITI PUBLICATION, Varanasi, Vol. 8, No. 5 Year - 8 July, 2017 ISSN 0976-6650 (UGC Journal No. 49321, Impact Factor 2.591, www.shodhdrishtijournal.com)

Arora, Manish; Kumar Ajay; Cultural References of Indian Legends and their Image Search in Modern Indian Celebrity in Research Highlight (An International Multidisciplinary Research Journal)Published by Future Fact Society, Varanasi, July-Sept.2016, Vol. IV, Issue -1 ISSN 2350-0611 (UGC Journal No.48441, Impact Factor 3.235, www.futurefactsociety.com)

Arora, Manish; Kumar, Ajay; Globalization and Foreign Celebrity Endorsement in for Indian Brands in Samajiki Sandarsh- (Multidisciplinary International Referred Research Journal) Published by Future Fact Society, Varanasi, Jan.-Mar. 2016, Vol. III, Issue-4, Pg. N. 167-171. ISSN 2348-0076 www.futurefactsociety.com

Invited Lectures-International: 4

- 2014 : *'Graphic Design for Health Communication - A journey of Public Health Communication Design from City of Light (Varanasi-India) to Charm City (Baltimore-USA)'* Johns Hopkins University, Baltimore, MD, USA
- 2013 : *'Expert from the Indian Graphic Design Perspective'* for "Gates Foundation-Record for Life Project 2013" by MICA - Maryland Institute College of Art, Baltimore MD

Invited Lectures - National : 14

- 2019 : "Achievements and Challenges of DIC BHU" at Panel Discussion on 2nd All India DIC Meetup, SPA, New Delhi
- 2019 : 'Success story of the Social Innovation and product designing on Technology Day at Punjab University
- 2019: 'Environment-Industry Interface-A need analysis' by Environment and Sustainable Development, BHU.
- 2019: 'Innovation Opportunity for Students in the University System' at University of Allahabad.
- 2018 : Two lecture delivered in Refresher Course entitled 'New Aspects of Applied Arts' and 'New Aspects in terms of Design Innovation' at University of Allahabad.
- 2018 : Symbiosis Institute of Design, Pune on "Challenges of Brand Identity aspects in Governments Institutes" in the National Seminar "CHHAP"

International Seminars/ Conferences/ Symposium/ Forum (Research Paper Presented): 21

- 2019 : *'Designing & Fabrication of a Novel Bilirubin Interference removal device for Clinical Laboratories'* in ICCIG 4 The Fourth International Conference on Creativity and Innovation at /for /from /with Grassroots" at Indian Institute of Management, Ahmadabad with Dr. Kamlesh Manohar Palandurkar, IMS, BHU
- 2018 : *'The Advertising Communication with the help of regional narratives in Celebrity-Endorsed Indian Advertising: General Observation' and 'Impact of Cultural*

Diversity in the Implementation of Sustainability in Advertising Design (with Special reference to the Indian subcontinent)' in International Conference of Performing And Visual Arts (ICPVA 2018), Cultural Centre, University of Malaya, Kuala Lumpur, Malaysia

2017 : *'Sustainable Advertising : A Changing Trend of Designing Concept in Indian'* at International Seminar on Aspect of Contemporary Arts Organised by Department of Fine Arts, Faculty of Music and fine Arts, Dr. Shakuntala Misra National Rehabilitation University, Mohaan Road, Lucknow

National Seminars/ Conferences/ Symposium/ Forum (Research Paper Presented): 12

2019 : *'Vigyapan me lokgyan ka samavesh avam navin prayog'* at International Seminar on 'Bhartiya Lok Gyan - Punarvata avam punah prayog' by Bharat Adhyan Kendra, Banaras Hindu University

2019 : *'Kashi Ki Ksth Kala Ka Aetihasic Adhyan'* in Two day National Seminar Kashi Ek Saswat Nagar: Aetihasic Paripreksh Me at ICHR, Govt. Women College, D.L.W. Varanasi

2018: *'Sustainable Advertising Design: A Term of Social Aspect Integration in Product Endorsement'*, in National Conference on the Treatment of social and environmental issues through art at The IIS University, Jaipur, Rajastha

2015 : *'Impact of advertising on Indian society to improve awareness in reference to social advertisement'* in XXXVIII Indian Social Science Congress under theme of Knowledge System, Scientific Temper and Indian People by Indian Academy of Social Science at Andhra University, Vishakhapatnam, Andhra Pradesh

International Seminars/ Conferences/ Symposium/ Forum (Participated): 28

2020 : TYPODAY 2020 at Amman, Jordan by Industrial Design Center, IIT Bombay

2015 -19: KYOORIUS Design Yatra with Zee Network at Goa

2018 : International Design Research Symposium, Insight at NID, Ahmadabad.

2018 : "India Launch of Global Innovation Index 2018" by CII, New Delhi

National Seminars/ Conferences/ Symposium/ Forum (Participated) : 5

2019 : Participated in "Kochi Design Week" at Kochi.

2019 : "2nd All India DIC Meetup 2019" by Design Innovation Centre, SPA, New Delhi

2014 : '27th National Convention 2014' by Federation of Indian Photography in Varanasi

International Art Exhibitions (SOLO) : 4

2014 : Portfolio Based Solo Exhibition of *'FESTIVAL OF SAINTS'; 'IDENTITY DESIGN'; 'MOOVING CULTURE'* at Johns Hopkins University, Baltimore, MD, USA

2010 : PAINTING *'SEARCH'* at Center for the Arts, University at Buffalo, Buffalo, NY USA

National Art Exhibitions (SOLO): 8

2008-20 : *Mooving Focus; Namah; Dark Space; Cultural Harmony; Life @Ganga and Transparency of Kabir* at BHU & Varanasi

2009 : *'FILMS'* at Film & Television Institute of India, Pune

International Art Exhibitions (Group Show, Art Exhibition Competition) : 5

2020 : *'Unorthodox Painting & Innovative Typography'* with Ben Ven Dyke from USA

2015-16 : *'Photography Competition - Ray of Hope'* by D. S. Research Centre, Varanasi

2015 : 4th JPS International Saloon of Photography by Jodhana Photography Society, Jodhpur, Rajasthan.

National Art Exhibitions (Group Show, Art Exhibitions, Art Competitions): 54

- 2020 : 4th Annual Art Exhibition - Ram Chhatpar Shilp Nyas India at Varanasi
2019 : Prayagraj 2019 Kumbh Mela Art and Photography Exhibition by UP State Lalit Kala Akedemi, Lucknow
2018 : Creative Art Works by Natraj Art and Culture Centre, Nagpur, Maharashtra
2012-15: '5th ; 4th; 2nd ; All India Art Digital Art Exhibition' by AIFACS, New Delhi
2009-19 : Poster, Painting, Drawing & Photography category at UP State Lalit Kala Akademi Annual Art Exhibition, Lucknow, UP
2010-11 : '83rd & 84th All India Art Exhibition' by AIFACS, New Delhi
2009-11 : 9th & '11th Northern Region Art Exhibition by Camlin' at Art Gallery, UP State Lalit Kala Academy, Lucknow, UP in PAINTING Category

International Workshops: 14

- 2015 : 'Paints for Ganga' on World River Day by Camlin Kokuyo at Varanasi
2013 : 'GATES FOUNDATION-RECORD FOR LIFE PROJECT 2013' MICA, MD, USA
2011 : 'The Banyan Tree - Art + Encounters' and presented Video Installation work - 'DIFFERENT SPIRITUALITY' organized by The Banyan Project - Germany at BHU

National Workshop: 9

- 2015 : 'DIC - Design Innovation Brainstorming workshop' by MHRD at IIT Delhi
2014 : 'DIC - Design Innovation Centre workshop' by MHRD at IISc, Bangaluru
2009 : 'Communication through Drama' at BHU
: Invited Artist in 'National Painting Workshop' (Kala Rang-Kala Sang) at Gwalior

Administrative and Service Roles across the Home Institutions: University Services (BHU):

More than 55 following responsibilities taken for university services - Academic Council member, Conveners, Nodel Person, Co-conveners, coordinators, co-coordinators, SPOC, Organizing Secretary and Members in different academic activities of the University

Faculty Services : Faculty of Visual Arts (FoVA) : *More than 69 following responsibilities taken for faculty services - Conveners of more than 30 different academic administrative committees from 2007 to till date in the faculty services; Members of more than 40 different academic administrative committees from 2007 to till date in the faculty services*

Departmental Service : Department of Applied Arts (DoAA) : *More than 29 following responsibilities taken for departmental services - Conveners, Co-conveners, coordinators, co-coordinators, SPOC, Organizing Secretary and Members in different academic activities of the Department*

Art work Collections: More than 15 art works collections at USA, CANADA and in India

Ph.D. Thesis of Research Scholars : 6

Three awarded, One submitted, One pre submitted and one under supervision

- 2017 : Mr. Peeyush Kumar Gupta, (Pre - Submitted) : 'Sustainable Advertising design in Indian FMCG advertising design of 21stCentury: An Analytical Study'

- 2017 : Mr. Randhir Singh, (Enrolled) : *'Impact of Info-graphic Design through visual communication design in reference to Indian railway'*
- 2013 : Mr. Ajay Kumar (Submitted) : *'Celebrity Endorsement in Social T.V. Commercials in INDIA :2000 – 2012'*
- 2010 : Ms. Tripti Srivastava (Awarded 2018) : *'Kahani Chitro ki Sampyasanayata aur Samaj (Geeta Press me chitrit Shri RamJeewan ke Sandarbh me)'*
- 2009 : Mr. Bijendra Singh (Awarded 2018) : *'Indian T.V. Commercial with Children -1990-2010) in English*
- 2009 : Ms. Deepika Yadav (Awarded 2016) : *"Samkaleen Bharatiya Vigyapan kala avem Stri Bimb (Uttar Bharat KePariprekshye mein Hindi Bhasi Chetra 2000-2010) in Hindi*

M.F.A. Dissertation under supervision at Banaras Hindu University : 106

92 dissertations submitted in MFA under semester system, 14 under year based system

Professional

LinkedIn : <https://www.linkedin.com/in/manish-arora-7b112326/>
Behance : <https://www.behance.net/manisharora>
Flicker : <https://www.flickr.com/photos/manisharorabhu/>

Research

Research Gate : https://www.researchgate.net/profile/Manish_Arora11
Google Scholar : <https://scholar.google.co.in/citations?user=CHTZQCEAAAAJ&hl=en>
Orcid : <https://orcid.org/my-orcid/manisharora>
Academia : <https://banaras.academia.edu/ManishArora>

Public

Facebook : <https://www.facebook.com/manish.arora.528316>
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Date : _____ Signature
Place : _____

This is brief curriculum vitae including only major details, if you required detailed CV, I'll provide you.