

Curriculum Vitae.

(Brief)

Manish Arora *Ph.D*



MANISH ARORA *Ph.D*
Raman Post-Doctoral Fellow (USA)

Assistant Professor -
Selection Grade
Department of Applied Arts,
Faculty of Visual Arts,
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Uttar Pradesh, INDIA

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ACADEMIC BACKGROUND

Academic Details

- 2014 : PDF - Raman Post-Doctoral Fellow in Health Communication Design, Johns Hopkins University, Baltimore, United States of America.
(Which is First from the field of Fine Arts in India)
- 2004 : Ph.D. in Applied Arts, Faculty of Visual Arts (FoVA), BHU
- 1996 : M.F.A (Master of Fine Arts) in Applied Arts, 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 Years, 4 Months

- 1997 : Research Scholar in Department of Applied Arts, FoVA, BHU. Conducted an in-depth research on "Advertising Merchandising Programme" and documented in the form of a thesis from 1997-2003. 11 Oct 2004 (Awarded)



EMPLOYMENT

Total experience - 21 years, 3 months, 15 days (as on 15th October, 2024)

2007

Assistant Professor

in Dept. of Applied Arts, Faculty of Visual Arts, BHU, Varanasi, U.P -
From 2nd Nov. 2007 till date

2007

Lecturer in Commercial Art

University College, Kurukshetra University, Kurukshetra.
from 28th July - 31st October 2007

2011

Promoted as Assistant Professor

Senior Scale
on 2nd Nov. 2011

2004-07

Assistant Professor (C) in Applied Art

Govt. College of Art (Panjab University) Chandigarh from 2nd Dec. 2004 to 27th July 2007

2016

Promoted as Assistant Professor

Selection Grade
on 2nd Nov. 2016

2003-04

Advertising Agency Branch Head -

Chandigarh of Lucknow (India) based INS Accredited Advertising Agency M/s, Approach Advertising & Exhibitors Pvt. Ltd. From July 2003 to Nov. 2004.



RESEARCH PAPER

40



40

Research Papers
*Published & Under
Process in International
National Journals*



6 UGC Care Listed
Published



21 UGC
Listed



13 Others



RESEARCH PROJECT

Funding - 485.25 Lakhs

S.No.	Title of Research	PI and Co-PI	Funding Agency	Period	Sanction Fund (In Lakh)
1.	"Determining the key psychological, sociological and cultural considerations to enhance the attentiveness towards digital advertisement"	<ul style="list-style-type: none">• Manish Arora (PI)• Professor Shweta Prasad (Co-PI) Department of Sociology, Faculty of Social Science, BHU;• Professor Yogesh Arya (Co-PI), Department of Psychology, Faculty of Social Science, BHU;• Dr. Anshul Verma (Co-PI), Assistant Professor, Dept. of Computer Science, Institute of Science, BHU	Transdisciplinary Research Project, IOE BHU	2023 - 2025	18 Lakhs
2.	Redesigning the Advertising Methods in Digital Media to Curb Environmental Deterioration	<ul style="list-style-type: none">• Manish Arora (PI)• Dr. Prashant Srivastava (Co-PI) Institute of Environment and Sustainable Development, BHU	ICSSR - Indian Council of Social Science Research under the scheme of IMPRESS - Impactful Policy Research in Social Science	2019 - 2023	15.75 Lakhs
3.	History of Social Design in India and USA with special reference to Infographics, Advertising, Human Centered Design and Marketing	<ul style="list-style-type: none">• Manish Arora (PI) Co-PI:• Dr. Shanti Swaroop Sinha, History of Visual Arts and Design, Faculty of Visual Arts, BHU;• Nitin Dutt, Dept. of Plastic Arts, Faculty of Visual Arts, BHU;• Prof. Ben Van Dyke, Dept. of Art, Art History & Design, Michigan State University, USA;• Lee Davis, Co-Director, Dept. of Social Design, Maryland Institute College of Art - MICA, Baltimore, USA	Ministry of Education, New Delhi under scheme of SPARC - Scheme for Promotion of Academic and Research Collaboration	2019 - 2023	78 Lakhs
4.	Academic Linkage for Artifact, Manufacturing Cluster Development and Excellency	<ul style="list-style-type: none">• Manish Arora (PI)	Faculty Incentive Grant, Institute of Eminence Scheme, BHU	2021 - 2023	6 Lakhs
5.	"UP Pro Poor Tourism Development Plan for Artisans of Varanasi" by UP Tourism, Govt. of UP, INDIA and funded by World Bank for the year 2023-24. Rs. 35.30 Lakh (completed)	<ul style="list-style-type: none">• Manish Arora (PI)	World Bank	2023 - 2024	35.30 Lakhs
6.	"An Analysis of Premises, Potential and Prospects of The Aspirational District Programme: Focus on Policy Implementation"	<ul style="list-style-type: none">• Nisha Pandey (PI)• Manish Arora (Co-PI)	Mahatma Gandhi National Council of Rural Education Department of Higher Education, Ministry of Education, Govt. of India.	2019 - 2023	5.5 Lakhs
7.	DESIGN INNOVATION CENTER (DIC) BHU : under the scheme National Initiative for Design Innovation under Hub and Spoke model with IIT (BHU); MNIIT; IIIT and UoA from Prayagraj	<ul style="list-style-type: none">• Manish Arora Coordinator DIC BHU	Ministry of Education, Govt. of India.	2015 - till now	1000 Lakhs (Overall) BHU Share: 350 Lakhs
8.	New Paradigms for Visual Arts	<ul style="list-style-type: none">• Manish Arora (PI)	Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, MHRD, Govt. of India	2019 - 2020	4 Lakhs
9.	Development of Ganga Gallery	<ul style="list-style-type: none">• Manish Arora (Co-PI)	Varanasi Project of Indian Institute of Technology (BHU)	2018 - 2019	8 Lakhs



PUBLICATION 58

- Research Paper _____ 40
- Book Chapter _____ 4
- Chapter in Proceeding _____ 6
- Books Published _____ 3
- Book Design _____ 5
- Book Cover Design _____ 7
- Policy Documents _____ 5
- E Publication _____ 1
- Website _____ 5
- Documentary _____ 4
- Article _____ 3
- Editorial Board _____ 3



ACADEMIC ADMINISTRATIVE SERVICES 397

95 University Services (BHU)
(22 Convener, 3 Nodal Person, 2 SPOC and 68 Members in different committees)

195 Faculty Services
(Faculty of Visual Arts, BHU):
(81 as Convener/Co-Convener and 114 as Members)

58 Departmental Service
Department of Applied Arts (DoAA):
(21 Convener, Coordinator and 7 as Members in different Committees)

49 Professional Roles
Outside the Home Institutions
Convener/ Coordinator/ Member/
Honourable Secretary/ Honourable
Treasurer/ Committee Member/
External Examiner etc...)

SEMINAR/ WORKSHOP/ CONFERENCE

International & National



- Session Chair _____ 7
- Panel Moderator _____ 2
- Panel Expert _____ 6
- Conference Chaired _____ 1
- Seminar/ Conference _____ 82
/ Workshop Organised
- Invited Lecture (International) _____ 6
- Invited Lecture (National) _____ 31
- Webinar Resource Person _____ 11
- Paper Presented (International) _____ 34
- Paper Presented (National) _____ 25
- Participation (International) _____ 34
- Participation (National) _____ 10
- Participation Online Webinar _____ 9
(International)
- Participation Online _____ 24
Webinar (National)



RESEARCH GUIDANCE

11 Ph.d. Research Scholars
are enrolled under my supervision

6 Ph.D Awarded

5 Ph.D presently Running under
supervision (1 International)

148 MFA Dissertation
under my supervision with
following specialization:

- Illustration
- Visualization & Campaign
Planning
- Integrated Marketing
Communication Design

1 Supervised 1 Fulbright
Scholar from USA
• From 2018 - 2019

23 Course Curriculum
Developed/ Board of
Studies Member
• From 2010 till date



MAJOR ADMINISTRATIVE SERVICES

2023

Convener - Obscura the Photography Art Club, BHU

2019
till date

Convener - MoE IC IICs - *Ministry of Education's International Cell, Institution's Innovative Council*, BHU

2022
2023

Steering Committee Member - International Collaboration - International Centre, BHU

2022
2023

Warden, NIBH, New International Boys Hostel, BHU.

2023

Proctorial Board Member, BHU

2012
2013

Student Adviser Faculty of Visual Arts, BHU

2023

Member, Annual Report Preparation Committee, BHU

2022

SPOC - Smart India Hackathon 2022

2023

Coordinator under University G20 Online & Offline Quiz Competition, BHU

2019
2022

Convener – NISP BHU Papered draft and approved by Executive Council BHU of NISP – National Innovation Startup Policy for Teachers and Students, by Ministry of Education

2019
till date

Sub Committee & Technical Committee member of CDC – Central Discovery Center, BHU for the establishment of Digital Media Center including Audio Video and Graphic Design Unit. Prepared overall concept and tender documents

COLLABORATION



International Collaboration

- Department of Art, Art History & Design, College of Arts & Letters, Michigan State University, USA
- Center for Social Design, Maryland Institute College of Art - MICA, Baltimore, MD, USA
- Dept. of Photography, Plymouth College of Arts, London UK
- Johns Hopkins University, Baltimore, Maryland
- University at Buffalo

National Collaboration

- Ministry of Education, NDIN - National Design Innovation Network, Open Design School, ICSSR - Indian Council of Social Science Research, SPARC - Scheme for Promotion of Academic and Research Collaboration, PMMMNMTT - Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching
- NIESBUD, Ministry of Skill and Development, Govt. of India,
- AICTE Innovation Cell, New Delhi
Niti Ayog, New Delhi
- IDC, IIT Bombay, Mumbai
- WOXEN, Hyderabad, Teleangana
- ATLAS SKILL UNNIVERSITY, Mumbai



AWARDS/ HONORS/ RECOGNITION

26

International & National

International

2010

“Awarded as Visiting Scholar” under Exchange Programme in between BHU and University at Buffalo, NY, USA 2010 - which was First in BHU and in the field of Visual Arts.

PDF - Raman Post-Doctoral Fellow in Health Communication Design, Johns Hopkins University, Baltimore, United States of America. (Which is First from the field of Fine Arts in India)

2014

2013

Gates Foundation - Maryland Institute College of Art and Johns Hopkins University from Indian context in Global Project of Social Design ‘Records for Life’ by Bill and Melinda Gates Foundation, USA. After team efforts one team reached in Final category.

National

2013

Developed & Implemented the **Graphic Identity Programme of Brand BHU**

2022

Awarded with Rahul Kumar Shaw (Research Scholar) for the **Logo Design Competition (Under top 3 and Rs. 50,000.00 cash prize)** for Ayodhya Development Authority, Uttar Pradesh

2013

Developed & Implemented the **Brand Identity of IIT - Indian Institute of Technology, BHU**

2021

Logo Design and Book developed and implemented of SUTRA - (Susceptible Undetected Tested (positive) and Removed Approach) is a mathematical model created to model the progression of Covid 19 by Indian Institute of Technology (IIT), Kanpur with Rahul Kumar Shaw (Research Scholar).

2014

Developed **Internal signage system and installed at Trauma Centre BHU** under Pradhan Mantri Swasthya Suraksha Yojana, Govt. of India with CPWD-Central Public Works Department

2019

Logo Design selected and implemented for the “100 years of Lucknow University”, Lucknow, UP with Rahul Kumar Shaw (Post Graduate Student).

2016

Participated in the **“Guinness World Records events - The largest photo awareness campaign”** consists of 302 individual posters, organized by Jagadish Pillai (India) in September, 2020

2024

Awarded with Rahul Kumar Shaw for **Abstract Art & Design Competition (First Prize Rs. 2,00,000.00 cash prize)** for Ayodhya Development Authority, Uttar Pradesh



VISION & PLAN

- 1 Pedagogy needs to be upgraded on regular interval as per the industrial requirements..for which an corporate alignment (CA) would be an effective initiative. A pool of industrial representatives accross the globe will get on borad under the CA for curriculum development, Master classes, ability enhancement, faculty training, research collaboration, capstone (graduation project) and placement.
- 2 Applied art has a great potential to address SDG at larger scale; such intervention will get into place for focus campaign projects (students), research by faculty to present at an open forum in any corner of the world.
- 3 Inclusivity and Universal design approach can become part of department's ecosystem for easy access of infrastructure, knowledge and other resources for students and faculty.
- 4 Ethics and Social responsibility is one of the desired initiative for opration and monitor the academic and non-academic practices. A borad can be constituted by inviting external members.
- 5 The departmental planning needs to get re-strategised to identify the potential self-financial sustainability. We may propose to offer an advertising consultancy or other services on monterial basis.
- 6 Innovation will be in centre of all expected to outcome not only to maintain the quality but also to get commercialization after IPR protection. This will also help us to get a better visibility among other institutes.



CONNECT WITH ME

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