Manish Arora *Ph.D*

Curriculum Vitae.

(Brief)

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

Professor -
Department of Applied Arts,
Faculty of Visual Arts,
Banaras Hindu University,
Varanasi - 221005,
Uttar Pradesh, INDIA

+91-9307627818 | 8172808818
amanish@bhu.ac.in
www.aroramanish.in
www.bhu.ac.in/visualarts/appliedarts

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)

Dept. of Applied Arts, Faculty of Visual Arts, Banaras Hindu Univrersity, Varanasi, U.P

2024
Appointed as Professor
on 26th Oct. 2024

2019
Promoted as Associate Professor
on 2nd Nov. 2019

2016
Promoted as Assistant Professor
Selection Grade - *on 2nd Nov. 2016*

2011
Promoted as Assistant Professor
Senior Scale - *on 2nd Nov. 2011*

2007
Appointed as Assistant Professor
On 2nd Nov. 2007

2007
Lecturer in Commercial Art
University College, Kurukshetra University, Kurukshetra.
from 28th July - 31st October 2007

2004-07
Assistant Professor (C) in Applied Art
Govt. College of Art (Panjab University) Chandigarh from 2nd Dec. 2004 to 27th July 2007

2003-04
Advertising Agency Branch Head -
Chandigarh of Lucknow (India) based INS Accredited Advertising Agency M/s, Approach Advertising & Exhibiters 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

FOREIGN VISIT

• USA
• Canada
• Singapore
• Malaysia
• Jordan
• Hong Kong

RESEARCH PROJECT

Funding - 552 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"**	• **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,	Transdisciplinary Research Project, IOE BHU	2023 - 2025	18 Lakhs
2.	**Redesigning the Advertising Methods in Digital Media to Curb Environmental Deterioration**	• **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**	• **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	Ministry of Education, New Delhi under scheme of SPARC - Scheme for Promotion of Academic and Research Collaboration	2019 - 2023	78.71 Lakhs
4.	**Academic Linkage for Artifact, Manufacturing Cluster Development and Excellency**	• **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	• **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"**	• **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	• **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**	• **Manish Arora** (PI)	Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, MHRD, Govt. of	2019 - 2020	4 Lakhs
9.	**Development of Ganga Gallery**	• **Manish Arora** (Co-PI)	Varanasi Project of Indian Institute of Technology (BHU)	2018 - 2019	8 Lakhs

LAB DEVELOPED — 4

- Graphic & Digital Media Lab
- Digital Innovation Gallery
- Design Café - Prototype Lab
- Research Studio

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 Publcation ——— 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 Services
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 — 282
International & National

- Session Chair ——— 7
- Panel Moderator ——— 2
- Panel Expert ——— 6
- Conference Chaired ——— 1
- Seminar/ Conference / Workshop Organised ——— 82
- 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 (International) ——— 9
- Participation Online Webinar (National) ——— 24

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, Hydrabad, Teleangana

- ATLAS SKILL UNNIVERSITY, Mumbai

AWARDS/ HONORS/ RECOGNITION
International & National

26 — **188**

ART & DESIGN (EXHIBITION/ COMPETITION)
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.*

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.

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)*

- Solo Show (International) —————— 4
- Solo Show (National) —————— 8
- Group Show (International) ——— 6
- Group Show (National) —————— 62
- Workshop participated —————— 11 (International)
- Workshop participated —————— 11 (National)
- Art Competition —————————— 18
- Published Art Work ——————— 7
- Art Work Collection ——————— 12
- Judge & Jury Member ————— 49

National

2013 — Developed & Implemented the **Graphic Identity Programme of Brand BHU**

2013 — Developed & Implemented the **Brand Identity of IIT - Indian Institute of Technology, BHU**

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

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, UP

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

2021 — **Logo Design & Book developed & implemented of SUTRA - (Susceptible Undetected Tested (positive) & Removed Approach)** is a mathematical model created to model the progression of Covid 19 by IIT, Kanpur with Rahul Kumar Shaw (Research Scholar).

2019 — **Logo Design selected & implemented for the "100 years of Lucknow University"**, Lucknow, UP with Rahul Kumar Shaw (PG Student).

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 constitutioned 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

Manish Arora *Ph.D*

☎ +91-9307627818
+91-8172808818

✉ amanish@bhu.ac.in

🌐 www.aroramanish.in
www.bhu.ac.in/visualarts/appliedarts

काशी हिन्दू विश्वविद्यालय BANARAS HINDU UNIVERSITY

DEPARTMENT OF APPLIED ARTS
Faculty of Visual Arts

www.bhu.ac.in

www.aroramanish.in