

# Curriculum Vitae



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

Professor  
Department of Applied Arts  
Faculty of Visual Arts  
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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 - 22 years, 5 months (as on 31st March, 2026)

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

**2024**

**Appointed as Head of the Dept.**  
on 25th Nov. 2024

**2024**

**Appointed as Professor (Direct)**  
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 & Exhibitors Pvt. Ltd. From July 2003 to Nov. 2004.



## RESEARCH PAPER

**50+**  
**Research Papers**  
*Published & Under Process in International National Journals*

**50+**

- 1** Published in Scopus
- 2** Springer Proceedings
- 6** UGC Care Listed Published
- 21** UGC Listed
- 13** Others

## FOREIGN VISIT

- USA
- Canada
- Singapore
- Malaysia
- Jordan
- Hong Kong
- Netherlands
- Sri Lanka
- Mauritius





S.No.	Title of Research	PI and Co-PI	Funding Agency	Period	Sanction Fund (In Lakh)
1.	<b>Sustaining Traditional Craft Economies in India: A Comparative Socio-Economic Study of Wooden Toy Clusters in Varanasi and Thanjavur through the 4M Framework</b>	<ul style="list-style-type: none"> <li>• <b>Shanti Swaroop Sinha</b> (PI) History of Visual Arts &amp; Design, Faculty of Visual Arts, BHU</li> <li>• <b>Manish Arora</b> (Co-PI)</li> <li>• <b>Ajay Kumar Shah</b> (Co-PI), Assistant Professor, Department of Political Science, Swami Sharddhanand College, Delhi</li> <li>• <b>Sabareesh P. A</b> (Co-PI), Assistant Professor, Centre for Comparative Politics and Political Theory, School of International Studies, New Delhi</li> </ul>	<p>Indian Council of Social Science Research - ICSSR</p> <p>Research Programme for Major/Minor Research Projects 2025-26</p>	2026-2028	16.75 Lakhs
2.	<b>"Determining the key psychological, sociological and cultural considerations to enhance the attentiveness towards digital advertisement"</b>	<ul style="list-style-type: none"> <li>• <b>Manish Arora</b> (PI)</li> <li>• <b>Professor Shweta Prasad</b> (Co-PI) Department of Sociology, Faculty of Social Science, BHU;</li> <li>• <b>Professor Yogesh Arya</b> (Co-PI), Department of Psychology, Faculty of Social Science, BHU,</li> <li>• <b>Dr. Anshul Verma</b> (Co-PI), Assistant Professor, Dept. of Computer Science,</li> </ul>	Transdisciplinary Research Project, IOE BHU	2023 - 2025	18 Lakhs
3.	<b>Redesigning the Advertising Methods in Digital Media to Curb Environmental Deterioration</b>	<ul style="list-style-type: none"> <li>• <b>Manish Arora</b> (PI)</li> <li>• <b>Dr. Prashant Srivastava</b> (Co-PI) Institute of Environment and Sustainable Development, BHU</li> </ul>	ICSSR - Indian Council of Social Science Research under the scheme of IMPRESS - Impactful Policy Research in Social Science	2019 - 2023	15.75 Lakhs
4.	<b>History of Social Design in India and USA with special reference to Infographics, Advertising, Human Centered Design and Marketing</b>	<ul style="list-style-type: none"> <li>• <b>Manish Arora</b> (PI) Co-PI:</li> <li>• <b>Dr. Shanti Swaroop Sinha</b>, History of Visual Arts and Design, Faculty of Visual Arts, BHU;</li> <li>• <b>Nitin Dutt</b>, Dept. of Plastic Arts, Faculty of Visual Arts, BHU;</li> <li>• <b>Prof. Ben Van Dyke</b>, Dept. of Art, Art History &amp; Design, Michigan State University, USA;</li> <li>• <b>Lee Davis</b>, Co-Director, Dept. of Social Design, Maryland Institute</li> </ul>	Ministry of Education, New Delhi under scheme of SPARC - Scheme for Promotion of Academic and Research Collaboration	2019 - 2023	78.71 Lakhs
5.	<b>Academic Linkage for Artifact, Manufacturing Cluster Development and Excellency</b>	<ul style="list-style-type: none"> <li>• <b>Manish Arora</b> (PI)</li> </ul>	Faculty Incentive Grant, Institute of Eminence Scheme, BHU	2021 - 2023	6 Lakhs
6.	<b>"UP Pro Poor Tourism Development Plan for Artisans of Varanasi"</b> by UP Tourism, Govt. of UP, INDIA	<ul style="list-style-type: none"> <li>• <b>Manish Arora</b> (PI)</li> </ul>	World Bank	2023 - 2024	60 Lakhs
7.	<b>"An Analysis of Premises, Potential and Prospects of The Aspirational District Programme: Focus on Policy Implementation"</b>	<ul style="list-style-type: none"> <li>• <b>Nisha Pandey</b> (PI)</li> <li>• <b>Manish Arora</b> (Co-PI)</li> </ul>	Mahatma Gandhi National Council of Rural Education Department of Higher Education, Ministry of Education, Govt. of India.	2019 - 2023	5.5 Lakhs
8.	<b>DESIGN INNOVATION CENTER (DIC) BHU :</b> 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"> <li>• <b>Manish Arora</b> Coordinator DIC BHU</li> </ul>	Ministry of Education, Govt. of India.	2015 - till now	1000 Lakhs (Overall)  BHU Share: 350 Lakhs
9.	<b>New Paradigms for Visual Arts</b>	<ul style="list-style-type: none"> <li>• <b>Manish Arora</b> (PI)</li> </ul>	Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, MHRD, Govt. of	2019 - 2020	4 Lakhs
10.	<b>Development of Ganga Gallery</b>	<ul style="list-style-type: none"> <li>• <b>Manish Arora</b> (Co-PI)</li> </ul>	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 \_\_\_\_\_ 51
- 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 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...)



## PROGRAM DEVELOPED

- Kalakshar
- Design Picnic
- Typoyatra
- Typopicnic
- Obscura
- Topo-Photo

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## SEMINAR/ WORKSHOP/ CONFERENCE International & National



- Session Chair \_\_\_\_\_ 11
- Panel Moderator \_\_\_\_\_ 4
- Panel Expert \_\_\_\_\_ 9
- Conference Chaired \_\_\_\_\_ 4
- Seminar/ Conference/ Lectures \_\_\_\_\_ 100+  
/ Workshop Organised
- Invited Lecture \_\_\_\_\_ 51  
(International & National)
- Webinar Resource Person \_\_\_\_\_ 11
- Paper Presented \_\_\_\_\_ 62  
(International & National)
- Participation (International, \_\_\_\_\_ 77  
National & Online Webinars)

## RESEARCH GUIDANCE



16

Ph.d. Research Scholars  
are enrolled under my supervision

8

Ph.D Awarded

8

Ph.D presently Running under  
supervision (1 International)

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MFA Dissertation  
under my supervision with  
following specialization:

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

1

Supervised 1 Fulbright  
Scholar from USA

- From 2018 - 2019

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Course Curriculum  
Developed/ Board of  
Studies Member

- From 2010 till date  
National Education Policy - NEP  
Banaras Hindu University
- Dept. of Applied Arts



## MAJOR ADMINISTRATIVE SERVICES

- 2024 Head - Dept. of Applied Arts, Faculty of Visual Arts, BHU
- 2015 Coordinator - Design Innovation Center-BHU (DIC)
- 2023 Convener - Obscura the Photography Art Club, BHU
- 2019 Convener - MoE IC IICs - *Ministry of Education's International Cell, Institution's Innovative Council*, BHU
- 2022 Steering Committee Member - International Collaboration - International Centre, BHU
- 2023 Warden, NIBH, New International Boys Hostel, BHU.
- 2023 Proctorial Board Member, BHU
- 2012 Student Adviser Faculty of Visual Arts, BHU
- 2013
- 2023 Member, Annual Report Preparation Committee, BHU
- 2022 SPOC - Smart India Hackathon 2022
- 2023 Coordinator under University G20 Online & Offline Quiz Competition, BHU
- 2019 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
- 2026
- 2019 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
- till date

## COLLABORATION



### International Collaboration

- BTB ART Group - Netherlands
- 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
- D'source - IDC, IIT Bombay, Mumbai
- WOXSSEN, Hyderabad, Telangana
- ATLAS SKILL UNNIVERSITY, Mumbai
- Srishti Manipal Institute of Art, Design and Technology



## 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.*

**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)*

### National

**2025** – “**Tilak Dwar**” - **Monumental gateway in Ayodhya for Deepotsav 2025** Designed by Prof. Manish Arora and senior research scholar Rahul Kumar Shaw from the Dept. of Applied Arts, BHU

**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).

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## ART & DESIGN (EXHIBITION/ COMPETITION)

International & National

- Solo Show (International) ————— 4
- Solo Show (National) ————— 8
- Group Show (International) ————— 6
- Group Show (National) ————— 73
- Workshop participated ————— 17 (International)
- Workshop participated ————— 12 (National)
- Art Competition ————— 18
- Published Art Work ————— 7
- Art Work Collection ————— 12
- Judge & Jury Member ————— 49

**2014** – **World Guinness Record** Poster on “Betis Bachaon Beti Padhao” for 32nd UP State Lalit Kala Akademi Annual Art Exhibition, Lucknow, UP

**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





## VISION & PLAN

- 1 The pedagogy of Applied Arts must evolve continuously in response to rapid technological and industry transformations, particularly with the integration of Artificial Intelligence (AI), digital media, and emerging design tools. Establishing a Corporate Alignment (CA) framework will connect the department with global industry leaders for curriculum co-creation, AI-driven design practices, masterclasses, faculty upskilling, research collaborations, and enhanced placement opportunities.
- 2 Applied Arts holds immense potential to contribute to the Sustainable Development Goals (SDGs) through AI-assisted design interventions, data-driven communication, and socially responsive campaigns. Students and faculty will be encouraged to undertake impact-driven projects and global research dissemination.
- 3 The department will promote Inclusivity and Universal Design, integrating accessible digital platforms, AI-enabled learning tools, and adaptive infrastructure to ensure equitable access to knowledge and resources.
- 4 Ethical design practices and responsible innovation will be embedded within the academic framework, ensuring that emerging technologies like AI are applied with critical awareness, cultural sensitivity, and social responsibility.
- 5 Strategic planning will focus on achieving self-sustainability through design consultancy services, digital branding, AI-driven creative solutions, and industry-funded projects.



## CONNECT WITH ME

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काशी हिन्दू  
विश्वविद्यालय



BANARAS HINDU  
UNIVERSITY



DEPARTMENT OF APPLIED ARTS  
*Faculty of Visual Arts*