

# PROF. MANISH ARORA

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## *Academic Profile — A Complete Record*

Professor & Head, Dept. of Applied Arts · Faculty of Visual Arts · BHU · amanish@bhu.ac.in

<b>27+</b> Years Total Experience <i>Teaching + Practice</i>	<b>19+</b> Years at BHU <i>2007 – present</i>	<b>183+</b> MFA Students <i>Major Supervisor</i>	<b>11</b> PhD Scholars <i>6 Awarded</i>
<b>43+</b> Research Papers <i>1 Scopus   7 UGC Care</i>	<b>20</b> Research Projects <i>PI + Co-PI</i>	<b>59</b> Academic Programmes <i>Degrees · FDPs · Courses</i>	<b>268+</b> Admin Roles <i>University · Faculty · Dept.</i>

## SECTION 1 — ACADEMIC QUALIFICATIONS & CREDENTIALS

*Formal degrees, fellowships, and examinations*

### 1.1 Formal Degrees & Post-Doctoral Fellowship

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2013–14	<b>UGC Raman Post-Doctoral Fellowship</b> <i>Johns Hopkins University, Bloomberg School of Public Health, Baltimore, MD, USA</i> Research area: Health Communication Design. First Fine Arts faculty in India to receive this fellowship. 300th Raman Fellowship awarded by UGC.
2004	<b>Ph.D. in Applied Arts</b> <i>Faculty of Visual Arts, Banaras Hindu University, Varanasi</i> Thesis: 'Advertising Merchandising Programme'. Research duration: 1997–2003 (6 years 4 months). Supervisor: [Faculty, FoVA, BHU]
1996	<b>M.F.A. (Master of Fine Arts) in Applied Arts</b> <i>Faculty of Visual Arts, Banaras Hindu University, Varanasi</i> Specialisation: Applied Arts / Visual Communication Design
1994	<b>B.F.A. (Bachelor of Fine Arts) in Applied Arts</b> <i>Faculty of Visual Arts, Banaras Hindu University, Varanasi</i> Foundation programme + specialisation in Applied Arts / Advertising Design
1998	<b>NET — National Eligibility Test in Visual Arts</b> <i>University Grants Commission (UGC), New Delhi</i> Qualified NET in Visual Arts — eligibility for lectureship and JRF

### 1.2 Professional Certificate Courses

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1997	<b>6-Month Certificate Course in Advanced Graphics Software</b> <i>Mass Media &amp; Information Technology, Varanasi, U.P.</i> Advanced graphic design software training
1996	<b>6-Month Certificate Course in DTP and Graphic Design Software</b> <i>Commercial Training Center, Varanasi (Reg. by UP Govt., Reg. No. 1324/V-18669/185)</i> Desktop Publishing, pre-press and graphic design software

### 1.3 Research Scholarship

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1997–2003	<b>Research Scholar — BHU Research Scholarship in Applied Arts</b>
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*Department of Applied Arts, Faculty of Visual Arts, BHU*

Conducted in-depth doctoral research on 'Advertising Merchandising Programme'. Duration: 6 years 4 months. Documented as a thesis.

## SECTION 2 — TEACHING CAREER

*Complete employment history and courses taught*

### 2.1 Current Position

<b>Position</b>	Professor & Head, Department of Applied Arts
<b>Institution</b>	Faculty of Visual Arts, Banaras Hindu University, Varanasi – 221005
<b>Since</b>	2nd November 2007 (continuous)
<b>Current Role</b>	Professor + Head of Department (HoD)
<b>Teaching Experience</b>	19 years 10 months (as on October 2024)
<b>Total Experience</b>	21 years 3 months (Teaching + Professional)

### 2.2 Career Progression at BHU

<b>2nd Nov 2007</b>	<b>Appointed as Assistant Professor</b> <i>Department of Applied Arts, Faculty of Visual Arts, BHU</i> Pay Scale as per 5th Pay Commission norms at time of appointment
<b>2nd Nov 2011</b>	<b>Promoted to Assistant Professor (Stage II)</b> <i>As per UGC Career Advancement Scheme (CAS)</i> Pay Scale: 6th Pay Commission, Grade Pay ₹ 7000
<b>2016</b>	<b>Associate Professor / Further Promotion</b> <i>Department of Applied Arts, Faculty of Visual Arts, BHU</i> Promotion as per UGC CAS norms and API scoring
<b>Current</b>	<b>Professor &amp; Head of Department</b> <i>Department of Applied Arts, Faculty of Visual Arts, BHU</i> Highest academic position at BHU. Simultaneously serving as HoD, DIC Coordinator, NISP Coordinator, IIC Convener

### 2.3 Past Academic Employment

<b>28 Jul–31 Oct 2007</b>	<b>Lecturer in Commercial Art</b> <i>University College, Kurukshetra University, Kurukshetra, Haryana</i> Course taught: B.A. (Commercial Art). Also served as NSS Programme Officer.
<b>2 Dec 2004– 27 Jul 2007</b>	<b>Assistant Professor (C) in Applied Art</b> <i>Government College of Art, Chandigarh (Panjab University)</i>

Courses taught: Master in Fine Arts (MFA) — Major Supervisor for 10 students for Project/Dissertation-based assignments including Practical and Technical Theory regular classes. Also served as Chairman of Advisory Council (MFA) 2005–07.

**2010** **Visiting Scholar**  
*University at Buffalo, State University of New York, Buffalo, NY, USA*  
 Exchange Programme under BHU–UB MoU. FIRST from BHU and from Visual Arts field in India. Taught graduate studio; presented research at Asia@noon seminar; held solo painting exhibition.

**2013–14** **Raman Post-Doctoral Fellow**  
*Bloomberg School of Public Health, Johns Hopkins University, Baltimore, USA*  
 Health Communication Design research. Three solo exhibitions. Expert input to Gates Foundation 'Records for Life' project (MICA Baltimore). FIRST Fine Arts faculty in India to receive Raman PDF.

## 2.4 International Teaching Experience Summary

Institution	Country	Year	Nature
Johns Hopkins University, Baltimore	USA	2013–14	Raman Post-Doctoral Fellow — Health Communication Design
University at Buffalo, New York	USA	2010	Visiting Scholar — Graduate studio teaching + research presentation
Supervisor: Augustina Droze, Fulbright Scholar (New York)	USA	2016–17	Supervising US Fulbright Scholar for mural projects in Varanasi + Nagpur

## SECTION 3 — COURSES TAUGHT

*Complete list of courses at BHU and other institutions*

### 3.1 BFA Programme — Banaras Hindu University

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**System:** Year-based (2007–2012), Semester-based I to VIII (2010 onwards), NEP 2020 (October 2024 onwards)

#### Foundation Courses

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- Foundation Design
- Basic Lettering
- Design Reproduction
- Materials & Methods

#### Typography & Calligraphy

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- Typography (Advanced Lettering and Type Systems)
- Calligraphy (Classical Forms)
- Creative Calligraphy (Experimental Letterforms)

#### Graphic Design & Visual Communication

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- Graphic Design (Principles and Practice)
- Graphic Design & Communication Design (Advanced)
- Photography (Still, Conceptual, Applied)

#### Advertising Design Specialisation

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- Press Advertisement Design — Newspaper Advertisements
- Press Advertisement Design — Magazine Advertisements
- Poster Design (Social, Commercial, Cultural)
- Stationery Design (Corporate Identity Systems)
- Storyboarding for TV Commercials
- Direct Mail Design
- Point of Purchase Advertising (POP Design)

### 3.2 MFA Programme — Banaras Hindu University

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**System:** Semester-based — MFA I to IV Semester

**Role:** Major Supervisor for Project-based assignments with Dissertation (all semesters)

**Total Students Supervised:** 183+ students (MFA Major Supervisor from 2007 to present)

### 3.3 Ph.D. Programme — Banaras Hindu University

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**Role:** Major Supervisor for Ph.D. Research Scholars in Applied Arts

**Total Scholars: 11 Research Scholars** (Major Supervisor from September 2009)

**Ph.D. Awarded: 6 scholars have been awarded Ph.D.**

**Ph.D. Coursework:** Conducted Ph.D. Coursework 2016–2024

**External Ph.D. Work:** External Member for Ph.D. viva voce in Dept. of Painting and Dept. of Plastic Arts, FoVA, BHU (2014–2024). External Evaluator at MIT School of Fine Arts & Applied Arts (2025).

### 3.4 Professional & Certificate Courses — BHU

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2008–2024	<b>One-Year Part-Time Self-Finance Course in Advertising Design</b> <i>Department of Applied Arts, Faculty of Visual Arts, BHU</i> Annual professional development course for working professionals — advertising design theory and practice.
2019–2024	<b>Six-Month Part-Time Certificate Course in Design Innovation</b> <i>Design Innovation Centre (DIC), Dept. of Applied Arts, FoVA, BHU</i> Design thinking, innovation methodology, project development. Under MoE NIDI scheme.
2019–2024	<b>Two-Month Certificate Course — Interactive Web &amp; Mobile Application Development</b> <i>Design Innovation Centre (DIC), Dept. of Applied Arts, FoVA, BHU</i> Practical course in web and mobile design and development. Under MoE NIDI scheme.

### 3.5 Courses Taught at Other Institutions

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2004–2007	<b>MFA (Master of Fine Arts) in Applied Art</b> <i>Government College of Art, Chandigarh (Panjab University)</i> Major Supervisor for 10 students for Project/Dissertation. Regular practical and theory classes. Chairman, Advisory Council (MFA) 2005–07.
2007	<b>B.A. (Commercial Art)</b> <i>University College, Kurukshetra University, Kurukshetra</i> Taught undergraduate Commercial Art. NSS Programme Officer.

## SECTION 4 — STUDENT SUPERVISION RECORD

*PhD scholars, MFA students, Fulbright scholar, international supervision*

### 4.1 Ph.D. Research Scholars (Major Supervisor)

Prof. Arora has served as Major Supervisor for 11 PhD Research Scholars in Applied Arts at Banaras Hindu University since September 2009. Six scholars have been awarded their doctoral degrees. The remaining scholars are at various stages of completion.

S.No.	Scholar Name	Title / Area	Status
1	Dr. Ajay Kumar	Celebrity Endorsement in Indian Advertising	Ph.D. Awarded
2	Dr. Peeyush Kumar Gupta	Sustainable Advertising Design & Digital Carbon Footprint	Ph.D. Awarded
3	Dr. Brijendra Singh	Typography and Visual Communication — Varanasi	Ph.D. Awarded
4	Dr. Randhir Singh	Infographic Design and Visual Communication	Ph.D. Awarded
5	Dr. Jyoti Saini	Visual Arts in Fashion Design — Indian Context	Ph.D. Awarded
6	Dr. Shivangi Gupta	Gender Representation in Indian Advertising	Ph.D. Awarded
7	Shristi Prajapati	Traditional Craft — Wooden Toys, Varanasi	Thesis Under Submission
8	Rahul Kumar Shaw	Ayodhya Visual Identity & Smart City Design	Research Ongoing
9	Tanisha Wadhwan	Textile and Visual Art Intersection	Research Ongoing
10	[Scholar 10]	Applied Arts / Design Research	Research Ongoing
11	[Scholar 11]	Applied Arts / Design Research	Research Ongoing

### 4.2 MFA Supervision Record

<b>Institution</b>	Faculty of Visual Arts, BHU
<b>Programme</b>	Master of Fine Arts (MFA) — I to IV Semester
<b>Role</b>	Major Supervisor — Project-based assignments with Dissertation
<b>Total Students</b>	183+ students supervised (2007 to present)
<b>At Chandigarh</b>	10 students supervised (2004–2007) — Government College of Art
<b>Nature of Work</b>	Studio project-based assignments, critical writing, dissertation guidance

### 4.3 Special Supervision — International Scholar

2016–17	<b>Supervisor — Fulbright Scholar Augustina Droze</b> <i>Augustina Droze Studio Inc., New York City, USA</i>
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	<p>Supervised American Fulbright Scholar for two Mural Projects on themes of gender and class equality: (1) Assi Ghat, Varanasi — outdoor mural. (2) Varanasi International Airport — public art installation. Also involved a project in Nagpur city. Prof. Arora facilitated the cultural immersion and site-specific research necessary for an international artist to create meaningful public art in Varanasi.</p>
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## SECTION 5 — ACADEMIC AWARDS & DISTINCTIONS

*National firsts, fellowships, scholarships, recognitions*

### 5.1 National Firsts — Historic Academic Distinctions

#### 2013–14 UGC Raman Post-Doctoral Fellowship — FIRST IN INDIA (Fine Arts)

Awarded the UGC Raman Post-Doctoral Fellowship for Health Communication Design research at Johns Hopkins University, Baltimore. This was the 300th Raman Fellowship awarded by UGC and the FIRST EVER to be awarded to a faculty member from the field of Fine Arts in India.

#### 2010 Visiting Scholar, University at Buffalo — FIRST IN BHU & VISUAL ARTS

Awarded the Visiting Scholar designation under the BHU–University at Buffalo (USA) Exchange Programme. First person from BHU and first from the Visual Arts field in India to receive this distinction.

#### 2011–13 Honorary International Research Associate — FIRST IN APPLIED ARTS

Awarded Honorary International Research Associate status by Bhojpuri Study Centre, Banaras Hindu University. First person from the Applied Arts field to receive this designation.

#### 2024 First Scopus Paper in FoVA BHU History (76 years)

Published the first Scopus-indexed research paper in the 76-year history of the Faculty of Visual Arts, BHU (IJESD, Inderscience, DOI: 10.1504/IJESD.2026.10076273). This historic achievement was supported by ICSSR IMPRESS funding.

### 5.2 Research & Academic Awards

2014

#### Awarded 300th UGC Raman Post-Doctoral Fellowship

*University Grants Commission, New Delhi — Johns Hopkins University, USA*

First Fine Arts faculty in India. Research in Health Communication Design, 2013–14.

2010

#### Awarded Visiting Scholar — University at Buffalo, NY, USA

*Under BHU–UB Exchange Programme*

First from BHU and first from Visual Arts field.

1997

#### Awarded BHU Research Scholarship in Applied Arts

*Banaras Hindu University, Varanasi*

Research Scholarship for doctoral programme in Applied Arts (1997–2003).

### 5.3 Design & Competition Awards (Academic Context)

2024

#### Top 3 — Abstract Art Design Competition, Ayodhya Development Authority

*Govt. of Uttar Pradesh | ₹ 2,00,000 cash prize*

With research scholar Rahul Kumar Shaw. Design officially implemented by Ayodhya Development Authority.

2022	<p><b>Top 3 — Logo Design Competition, Ayodhya Development Authority</b>  <i>Govt. of Uttar Pradesh   ₹ 50,000 cash prize</i>          With research scholar Rahul Kumar Shaw. Logo officially implemented.</p>
2019	<p><b>BHU IIC — 5-Star Performer (top-ranked)</b>  <i>MoE Innovation Cell, Institutions Innovation Council</i>          Under Prof. Arora's coordination as IIC Convener.</p>
2020	<p><b>BHU IIC — 4-Star Performer   ARIIA 11th–25th Rank</b>  <i>MoE Innovation Cell   ARIIA — Atal Ranking for Institutions Innovation Achievements</i>          BHU graded A-Level under national ranking. Prof. Arora served as Nodal Person.</p>
2013–14	<p><b>Mentor, Gates Foundation 'Records for Life' Global Project</b>  <i>IDEO.ORG + MICA Baltimore + Johns Hopkins University, USA</i>          Expert from Indian Graphic Design Perspective. One team reached the final category.</p>
2012	<p><b>1st Prize — All India Photography Exhibition 'Mother Divine'</b>  <i>HT City / Lucknow Camera Club</i>          National-level photography award.</p>
1993	<p><b>Gold Medal — Poster Designing, Annual Art Exhibition</b>  <i>Faculty of Visual Arts, BHU</i>          University-level gold medal during undergraduate studies.</p>

## SECTION 6 — BOARD OF STUDIES & CURRICULUM DEVELOPMENT

*23 curriculum roles across national universities and institutions*

### 6.1 External Board of Studies Memberships

2026	Advisory Council Member	Prem Jain Memorial Trust
2025–Present	External Member, Board of Studies	School of Fine Arts, Sri Sri University, Cuttack, Odisha
2025–Present	External Member, Board of Studies	Chandigarh University, Chandigarh
2025–Present	Board of Studies Member	Dept. of Performing and Fine Arts, Central University of Punjab
2024 (Feb+Jun)	External Expert Member, Board of Studies	School of Design (SoD), Galgotia University, Greater Noida
2024	Board of Studies Member, Institute of Design	University of Chandigarh (6 March 2024)
2022–2026	External Expert Member, Board of Studies	Visual Communication Dept., School of Arts & Design, Woxsen University, Hyderabad
2022	Curriculum Committee Member — Entrepreneurship	NIESBUD, Noida (Ministry of Small Business Development and Entrepreneurship)
2019	Board of Education Member	U.P. Design Institute, Lucknow
2019	Board of Studies Member	Modern Office Management & Secretarial Practices, DDU RGSC, BHU, Mirzapur
2019	Board of Studies Member	Fashion Design & Event Management, DDU RGSC, BHU, Mirzapur
2011	Board of Studies Member	Raja Man Singh Tomar Music & Arts University, Gwalior — BFA Applied Arts, BA Applied Arts, MFA Applied Arts, Certificate, Diploma, BFA Animation
2010	Board of Studies — Developed Semester System	Applied Arts UG (BFA), PG (MFA) and Ph.D., Department of Applied Arts, Faculty of Visual Arts, BHU

### 6.2 Key Curriculum Contributions

- **Developed Semester-based BFA, MFA and Ph.D. curriculum for Dept. of Applied Arts, FoVA, BHU (2010) — foundational curriculum reform**
- **Developed NEP 2020 curriculum framework for Department of Applied Arts, BHU (implemented October 2024)**
- Developed Six-Month Certificate Course in Design Innovation at DIC BHU (2019)
- Developed Two-Month Certificate Course in Interactive Web & Mobile Application Development at DIC BHU (2019)
- Developed One-Year Part-Time Self-Finance Course in Advertising Design (2008)

- Curriculum Committee Member for Entrepreneurship — NIESBUD, Ministry of Small Business Development (2022)
- Developed Quality Policy Guideline for Department of Applied Arts, BHU (2019–21)

## SECTION 7 — PROFESSIONAL DEVELOPMENT

29 programmes — FDPs, refresher courses, orientation, workshops

### 7.1 Long-Duration Programmes (30 Days)

2021	<b>Innovation Ambassador Training — Advanced Level</b> <i>MoE Innovation Cell &amp; AICTE, New Delhi   30 days (30 June – 30 July 2021)</i> Completed Advanced Level Innovation Ambassador training under MoE's Innovation Cell.
2021	<b>Innovation Ambassador Training (Basic)</b> <i>MoE Innovation Cell &amp; AICTE, New Delhi   16 February 2021</i> Basic Innovation Ambassador certification.
2014	<b>International Online Course — Human-Centered Design for Social Innovation</b> <i>+Acumen and IDEO.ORG, New York, USA   7 weeks (2 April – 20 May 2014)</i> International course on design for social impact.
2014	<b>International Online Course — Making Sense of Social Impact</b> <i>+Acumen, New York, USA   4 weeks (12 May – 11 June 2014)</i> Impact measurement and analysis for social programmes.
2009	<b>34th Film Appreciation Course</b> <i>National Film Archive of India + Film &amp; Television Institute of India, Pune   4 weeks</i> Advanced film appreciation and analysis course for professionals and academicians.
2009	<b>Workshop on Communication through Drama</b> <i>Dept. of Journalism &amp; Mass Communication, Faculty of Arts, BHU   1 month (3 Aug – 3 Sep 2009)</i> Drama-based communication methodology for educators.
2008	<b>Orientation Course — 49</b> <i>UGC University Staff College, BHU   4 weeks</i> UGC mandatory orientation course for teachers.

### 7.2 Medium-Duration Programmes (21 Days)

2017	<b>3rd Refresher Course in Human Rights and Social Inclusion — Interdisciplinary</b> <i>UGC Human Resource Centre, Banaras Hindu University   21 days (5–25 September 2017)</i> UGC Refresher Course — interdisciplinary human rights and social inclusion.
2015	<b>Pramadvimarsh — Akhil Bhartiya Karyashala</b> <i>Sanskrit Vidya Dharma Vigyan Sankay, BHU   21 days (20 August – 9 September 2015)</i> National-level academic workshop.

2010	<b>1st Refresher Course in Liberal Arts (Visual and Performing Arts)</b> <i>UGC University Staff College, BHU   21 days (11–31 December 2010)</i> UGC Refresher Course — Visual and Performing Arts.
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### 7.3 One-Week & Short Programmes (7 Days)

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- FDP — 'Green Entrepreneurship for Atam Nirbhar Bharat' | NITTTR, Bhopal under AICTE ATAL Academy | 14–18 June 2021
- FDP — 'Quality Assurance in HEIs: Revised NAAC Framework' | IQAC, Mahila Mahavidyalaya, BHU | 18–23 October 2021
- FDP — 'Pedagogical Process in Architecture' | SPA Vijayawada under AICTE ATAL Academy | 12–16 July 2021
- FDP — 'Science, Social Science and Humanities: Quest for Interdisciplinary Understanding' | 6–12 August 2021
- FDP — 'Redefining scope in Art, Design, Fashion & Animation' | Amity University, Kolkata | 25–29 July 2022
- Short Term Course on Graphic Design | Dept. of Design, IIT Guwahati | 6–10 February 2012
- In-depth Study Course on 'Art of Khajuraho' | Jnana Pravaha Centre for Cultural Studies, Varanasi | 6–12 November 2008
- Human Values and Skills for Academic Excellence | Malaviya Centre for Ethics & Human Values, BHU | 18–24 August 2008

### 7.4 AICTE-ATAL & Online Programmes (2020–21)

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- Orientation and Adoption of NISP at HEI level | MoE Innovation Cell | 7–21 August 2020 (15 days)
- FDP — 'Design Thinking for Societal Entrepreneurship' | Shri Vithal ERCE Pandharpur under AICTE ATAL | 5–9 July 2021
- National IP Literacy Week (KAPILA Programme) | MoE | 15–23 October 2020
- 6-Day STTP on Human Values, Ethics and Behavioural Sciences | AICTE | 20–25 July 2020 (KIIT College of Engineering)
- 5-Day Workshop on Research Tools | ICARS, New Delhi | 29 June – 3 July 2020

### 7.5 Specialised Design & Industry Programmes

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- **CE & QIP Course 'ExpoInfo Design' — Information Design Workshop | IDC, IIT Bombay | 20–22 November 2014**
- **CE & QIP Course 'ExpoPDi' — Product Design and Innovation | IDC, IIT Bombay | 25–27 September 2014**
- **CE & QIP Course 'ExpoCD' — Communication Design | IDC, IIT Bombay | 21–23 August 2014**
- Orientation Programme 'Designing Business Models' | National Institute of Design (NID), Ahmedabad | 27–31 August 2018
- Workshop on 'Writing Research Proposal' | Dept. of Journalism, BHU | 26–29 October 2009
- National Workshop 'Public Relation and Journalism' | Mahatma Gandhi Kashi Vidyapith, Varanasi | 29 Jan – 4 Feb 2011

## SECTION 8 — ACADEMIC ADMINISTRATIVE SERVICE

268+ roles at University, Faculty, and Department levels

### 8.1 University-Level Roles (Selected Major Roles)

2015–Present	<b>Coordinator, Design Innovation Centre (DIC) BHU</b> <i>National Design Innovation Network (NDIN), Ministry of Education</i> Central coordinator since inception. ₹ 1000 Lakhs network (₹ 350 Lakhs BHU share). 1443+ activities, 245 projects, 49 papers. 4-Star and 5-Star IIC performer.
Current	<b>NISP Coordinator, BHU</b> <i>National Innovation Startup Policy, Ministry of Education</i> Drafted and implemented NISP for BHU, approved by BHU Executive Council.
Current	<b>Convener, MoE IC IIC BHU</b> <i>Ministry of Education Innovation Cell — Institutions Innovation Council</i> Organised 300+ activities for 10,000+ students. BHU ranked 11th–25th nationally under ARIIA 2020. 4-Star + 5-Star performer.
Current	<b>SPOC — Smart India Hackathon</b> <i>MoE / AICTE   2019, 2020, 2022, 2025</i> Single Point of Contact for Smart India Hackathon. Student team won ₹ 1,00,000 prize (2019).
2019–22	<b>Member, Academic Council, BHU</b> <i>Banaras Hindu University Academic Council</i> Attended and participated in Academic Council meetings.
2023	<b>Member, Central Admission Committee, BHU</b> <i>Banaras Hindu University</i> Central admission processes.
2022–23	<b>Warden, New International Boys Hostel, BHU</b> <i>Banaras Hindu University</i> Residential welfare and administration for international students.
2014	<b>Nodal Person — Visit of Hon. Prime Minister Narendra Modi</b> <i>Banaras Hindu University   October &amp; December 2014</i> Coordinated BHU's arrangements for two Prime Ministerial visits.
2025	<b>Adjunct Faculty, Bhojpuri Adhyan Kendra</b> <i>Banaras Hindu University</i> Academic role bridging Applied Arts and Bhojpuri cultural studies.

2025	<b>Item Writer — UPSC, New Delhi / Prayagraj</b> <i>Union Public Service Commission</i> Commissioned as question/item writer for national civil service examination.
2025	<b>Paper Reviewer — UPPSC (Lok Sewa Ayog), Prayagraj</b> <i>Uttar Pradesh Public Service Commission</i> Academic reviewer for state civil services examination papers.
2015–16 to 2022	<b>Member, Invitation &amp; Print Committees — BHU Convocations</b> <i>99th, 100th, 101st, 102nd Convocations, Banaras Hindu University</i> Responsible for design, print, and invitation materials for four consecutive BHU convocations.

## 8.2 National Academic Advisory Roles

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- **Scientific Committee Member — ICDHS-14 (International Conference on Design History and Design Studies), IIT Delhi, 2024–25**
- **Steering Committee Member — Design Innovation Centre, Central University of Kashmir, 2025**
- Panel Advisor — ICCI'25 (International Conference on Creativity & Innovation), Chandigarh University, 2024–25
- **Jury Member — National Green Earth Challenge 2026, India International Centre (IIC), New Delhi, 2026**
- Jury Member — National Kala Utsav 2024, NCERT, Bhopal
- **Jury Member — Asia Art Futures Award 2023, Hong Kong Baptist University, Hong Kong**
- Master Trainer — Rashtriya Karmayogi, Large Scale Jan Seva Programme, 2025
- Reviewer — ICDHS-14 International Conference Papers, IIT Delhi, 2025
- External Evaluator — Ph.D. Viva Voce, MIT School of Fine Arts & Applied Arts, 2025

## 8.3 Faculty-Level Service (Selected, 195 Total Roles)

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- **Convener — Faculty IQAC (NAAC) and Faculty IoE Committee (2021–24)**
- Co-Convener — Ph.D. Course Work Committee, Dept. of Applied Arts (2021–24)
- **Faculty Coordinator, NAAC Assessment and Accreditation, FoVA, BHU (2019–21)**
- Member Secretary — Faculty Purchase Committee (2024–26)
- **Convener — Placement Cell, Faculty of Visual Arts (multiple years: 2012–18)**
- **Member Secretary — NEP 2020 Core Committee, Faculty of Visual Arts, BHU (2020)**
- Convener — Decoration/Invitation Committee, 102nd Convocation, FoVA (2022)
- Member — Faculty Affairs Committee (2019)
- Member — HEFA (Higher Education Funding Agency), MHRD, New Delhi (2018)
- Convener — Anti-Ragging Committee, Faculty of Visual Arts (multiple years)
- External Subject Expert, Departmental Research Committee, Dept. of Plastic Arts (2019–24)
- External Member for Ph.D. — Dept. of Painting and Dept. of Plastic Arts, FoVA, BHU (2014–24)

## 8.4 Department-Level Service (Selected, 58 Total Roles)

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- Coordinator — Departmental International Admission Committee (2024)
- Co-Coordinator — Applied Arts National Education Policy (2024)
- Convener — MFA Admission and Hostel Allotment Committee (2023)
- **Departmental Coordinator, Quality Assurance Cell — Prepared Departmental Quality Policy Guideline (2019–21)**
- **Convener — Seminar/Lecture-Demonstration/Special Lecture/Visiting Fellow Committee (multiple years)**
- **Convener — Faculty Development Committee (2021–24)**
- Convener — Faculty Prospectus Review Committee (2021–24)
- Convener — Annual Report Committee (multiple years, 2012–24)
- Convener — Faculty Placement Cell (multiple years, 2012–24)
- Convener — Grievance Committee for Foreign National Students (2021–24)
- Convener — Kala Mela (Annual Art Festival), Dept. of Applied Arts (multiple years)
- **Convener — Obscura Photography Art Club, BHU (2022, 2025–26)**
- Member DRC — Departmental Research Committee (2008–12)

## SECTION 9 — ACADEMIC PLATFORMS & PROGRAMMES FOUNDED

*Signature academic events and platforms established*

### 9.1 Typoyatra — International Multilingual Typography Festival

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Founded by Prof. Arora as India's premier multilingual typography conference, Typoyatra has become a landmark event in the Indian design calendar. The festival brings together typographers, calligraphers, type designers, and design educators from across India and internationally.

- **Typoyatra 2023 (formerly TYPODAY): 3-day International Conference on Sacred Typography, 26–28 October 2023, Dept. of Applied Arts, FoVA + Institute of Agriculture Science, BHU**
- **Typoyatra International 2026 — 'From Script to Statement': March 26–28, 2026, Varanasi — global participation**
- Previous editions: TYPODAY 2021 (Virtual — Session Chair); earlier Kalakshar editions (2013–2019)

### 9.2 Kalakshar — National Design Innovation Festival (2013–2019)

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India's first calligraphy and design innovation festival, hosted at BHU. Kalakshar was founded by Prof. Arora and ran for six editions between 2013 and 2019, establishing BHU's Department of Applied Arts as a nationally significant design thinking hub. Published proceedings and abstracts (Editor: Prof. Arora).

- **Kalakshar 2019: 'Design Innovation through Socio-Cultural Diversity from Art & Technology' — International Seminar cum Workshop, 14–16 February 2019, Dept. of Applied Arts, FoVA, BHU**
- Six editions total (2013, 2015, 2017, 2019). Published conference proceedings under Editorship of Prof. Arora.

### 9.3 Design Innovation Centre (DIC) BHU

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The Design Innovation Centre at BHU — the only Visual Arts-specific Design Innovation Centre in India's national NIDI network — was co-founded and has been centrally coordinated by Prof. Arora since its inception in 2015.

- Hub and Spoke model: DIC BHU (hub) + IIT (BHU), MNIT, IIT, University of Allahabad (spokes)
- 1443+ activities organised | 550+ innovative ideas received | 245 working projects
- Infrastructure: Graphic & Digital Media Lab, Digital Innovation Gallery, Design Café (Prototype Lab), Research Xstudio
- IIC (Institutions Innovation Council): BHU rated 4-Star and 5-Star performer under MoE
- ARIIA Rank: BHU 11th–25th nationally (2019–20) — Prof. Arora as Nodal Person
- NISP: Drafted National Innovation Startup Policy for BHU — approved by Executive Council

### 9.4 Obscura — Photography Art Club, BHU

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Founded and convened by Prof. Arora. Obscura is the Photography Art Club of Banaras Hindu University, focused on documentary and fine art photography. Active since 2022.

- Convener: Prof. Manish Arora (2022, 2025–26)

- Activities: Photographic workshops, exhibitions, and exchange programmes (including international exchange with Plymouth College of Art, London)

## SECTION 10 — ACADEMIC SUMMARY AT A GLANCE

*Quick-reference academic profile*

Category	Details
<b>Highest Qualification</b>	Ph.D. in Applied Arts, BHU (2004) + Raman Post-Doctoral Fellow, Johns Hopkins University, USA (2013–14)
<b>NET</b>	UGC NET in Visual Arts — 1998
<b>Current Position</b>	Professor & Head, Dept. of Applied Arts, Faculty of Visual Arts, BHU (2007 – present)
<b>Total Experience</b>	27+ years (Teaching 19+ years at BHU, plus Chandigarh, Kurukshetra, USA)
<b>Career Progression</b>	AP (2007) → AP Stage II (2011) → Associate Professor → Professor + HoD
<b>Teaching Scope</b>	BFA (I–VIII Semester) + MFA (I–IV Semester) + Ph.D. + Professional courses
<b>Ph.D. Supervised</b>	11 scholars (Major Supervisor) — 6 Awarded
<b>MFA Supervised</b>	183+ students (Major Supervisor, BHU) + 10 students (Chandigarh)
<b>International Teaching</b>	Johns Hopkins University, USA (Raman PDF 2013–14)   University at Buffalo, USA (Visiting Scholar 2010)   Fulbright Scholar Supervision (2016–17)
<b>Board of Studies</b>	13 universities/institutions (BHU, Woxsen, Galgotia, Chandigarh U, Sri Sri U, CUP, RMSTM, UPDI, NIESBUD, DDU RGSC, etc.)
<b>Curriculum Developed</b>	Semester system (BFA/MFA/PhD at BHU), NEP 2020 framework, 3 DIC courses, NIESBUD entrepreneurship
<b>Professional Development</b>	29 programmes (7 national FDPs, 3 refresher courses, 3 IIT workshops, international online courses)
<b>Admin Roles</b>	268+ roles (95 University-level, 195 Faculty-level, 58 Department-level)
<b>Academic Platforms Founded</b>	Typoyatra (International Typography Festival), Kalakshar (Design Festival), DIC BHU, Obscura (Photography Club)
<b>National Firsts</b>	1st Raman PDF in Fine Arts (India)   1st Visiting Scholar from BHU/Visual Arts (USA)   1st Scopus paper in FoVA BHU (76 yrs)   1st Honorary Intl Research Associate in Applied Arts (BHU)
<b>Major Funded Research (Academic)</b>	MoE SPARC ₹ 78.71L   ICSSR IMPRESS ₹ 15.75L   World Bank ₹ 35.30L   IoE TDR ₹ 18L   MoE DIC ₹ 350L   Total Portfolio ₹ 10Cr+



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