



COURSE

Understanding Indian Knowledge System

(NVA0003)

**VALUE ADDED
COURSE BROCHURE
2026-27**

ABOUT THE UNIVERSITY

Sharda University is a leading Educational institution based out of Greater Noida, Delhi NCR. A venture of the renowned Sharda Group of Institutions (SGI), The University has established itself as a high quality education provider with prime focus on holistic learning and imbibing competitive abilities in students.

ABOUT SCHOOL

Sharda School of Media, Film and Entertainment offers a medium to convert the creativity of the student into career, with the help of an array of industry-recognized programs. The students not only get a chance to study at a world-class institution but also the exposure to prove their capabilities through their work. Successful creative professionals and experts continuously work together to develop the student skills and equip them so they contribute to the thriving cultural and creative industries. SSMFE corporate partners commit to providing guidance, expertise, and feedback to the students through various industrial visits where they get to meet with industry professionals, get portfolio reviews, exercise their interviewing skills and receive an internship or job opportunity.

ABOUT COURSE

Course: **Understanding Indian Knowledge System (NVA0003)**

The course is designed to inculcate the basic understanding of the Indian Knowledge System among the students. The curriculum will help the students to appreciate and analyse the Indian Knowledge System in the contemporary society and in higher education.

COURSE DETAILS

Name of the Course	Introduction to Innovation & Entrepreneurship
Name of the Course	Understanding Indian Knowledge System
Course Code	NVA0003
VAC Coordinator, SSMFE	Dr. Mukta Martolia
Faculty Expert(s)	BA(FT&OTTP) 5th Semester – Dr. Atul Arora BA(J&MC) 5th Semester – Ms. Deepali Verma B.Sc Animation, VFX & Gaming Design 5th Semester - Mr. Pankaj Kumar
Venue	5th & 6th Floor, Block 2
Start Date	15 July, 2026

COURSE SCHEDULE

Date	Week	Time	Topic
15/07/2026 - 18/07/2026	1	1	Concept of IKS
		1	Scope of IKS
		1	Characteristics of IKS
27/07/2026 - 02/08/2026	2	1	Traditional vs. Western Knowledge Systems I
		1	Traditional vs. Western Knowledge Systems II
		1	Case Studies
03/08/2026- 09/08/2026	3	1	Relevance of IKS to Media and Communication Fields I
		1	Relevance of IKS to Media and Communication Fields II
		1	Quiz 1
10/08/2026- 16/08/2026	4	1	Six Schools of Indian Philosophy and Communication Thought I
		1	Six Schools of Indian Philosophy and Communication Thought I
		1	Discussion on Relevance of IKS
17/08/2026- 23/08/2026	5	1	Vedic Literature
		1	Upanishads
		1	Epics (Ramayana, Mahabharata)
24/08/2026- 30/08/2026	6	1	Storytelling
		1	Quiz 2
		1	Oral Traditions, Performing Arts, and Ancient Public Discourse I
31/08/2026- 06/09/2026	7	1	Oral Traditions, Performing Arts, and Ancient Public Discourse II
		1	Oral Traditions, Performing Arts, and Ancient Public Discourse III
		1	Mathematics, Astronomy, Medicine (Ayurveda), Engineering Innovations
07/09/2026 - 13/09/2026	8	1	Comp Town Planning, Architecture (Vastu Shastra, Temple Design)
		1	Knowledge Export: Nalanda, Takshashila and Early Globalization
		1	Classical Art Forms: Natya Shastra, Chitrasutra, Aesthetics (Rasa Theory)
14/09/2026 - 20/09/2026	9	1	Traditional Iconography, Symbolism, and Cinematic Storytelling
		1	Visual Arts, Aesthetics and Media Traditions
		1	Indigenous Communication Methods (Folklore)
21/09/2026 - 27/09/2026	11	1	Indigenous Communication Methods (Paintings)
		1	Indigenous Communication Methods (Dance, Music)
		1	Quiz 3
28/09/2026 - 04/10/2026	12	1	Contemporary Relevance and Global Impact of IKS
		1	Indian Knowledge Systems and Sustainable Development I
		1	Indian Knowledge Systems and Sustainable Development II
05/10/2026 - 11/10/2026	13	1	Role of Traditional Wisdom in Digital Media and Animation I
		1	Role of Traditional Wisdom in Digital Media and Animation II
		1	Reviving IKS: Intellectual Property, Heritage Preservation, and Media Ethics I
12/10/2026 - 18/10/2026	14		MID SEMESTER EXAMINATION (MSE)
19/10/2026 - 25/10/2026	15	1	Reviving IKS: Intellectual Property, Heritage Preservation, and Media Ethics II
26/10/2026 – 01/11/2026		1	Final Presentation
02/11/2026 – 08/11/2026		1	Final Presentation

PROFILE OF FACULTY EXPERTS



Dr. Atul Arora

With more than 12 years of experience in industry and academia, Dr. Atul Arora has a PhD in Mass Communication. His expertise lies in Advertising, Digital Marketing, Media Marketing and Media Laws & Ethics. Dr. Atul Arora has recently published his book on Digital Marketing.



Ms. Deepali Verma

Ms. Deepali holds an M.Phil. degree in Journalism and Mass Communication. Additionally, she has qualified UGC NET and State Eligibility Test. She earned her Master's degree in Journalism and Mass Communication from CCS University, Meerut Campus. With over 09 years of combined experience in industry and teaching, Ms. Deepali also holds a B.Ed. degree as well.

Before entering academic, she worked for prominent newspapers, including Amar Ujala, DLA and I Next Newspaper. She also spent a year working with Community Radio IIMT Meerut.



Mr. Pankaj Kumar

Creative and detail-oriented VFX Compositor with over 10 Years of experience in post-production, VFX and Academia, Mr. Pankaj has recently joined the department. Mr. Pankaj has completed his B.Tech from NIT Jalandhar and holds many prestigious freelance projects as an VFX artist. Mr. Pankaj's expertise lies in compositing & editing, VFX & simulation, Rendering & Engines and AI tools in Animation, VFX & Gaming Design.

School: SSMFE	Batch : 2024-2028	
Program: UG	Current Academic Year: 2026-27	
Branch: NA	Semester: V	
1. Course Code	NVA0003	
2. Course Title	Understanding Indian Knowledge System	
3. Credits	Audit Course	
4. Contact Hours	30 Hours	
Course Type	Value added course	
5. Course Objective	This course introduces students to the vast and diverse Indian Knowledge Systems (IKS) with a special emphasis on their relevance to media, communication, storytelling, and visual arts. It covers philosophical foundations, traditional science and technology, art and aesthetics, communication practices in ancient India, and their application to the modern world.	
6. Course Outcomes	After completing the course students will be able to – CO1: Outline the basic key concepts and historical development of Indian Knowledge Systems. CO2: Review & understand the philosophical, scientific, and communicative dimensions of IKS. CO3: Apply traditional storytelling, artistic, and communicative practices into modern media contexts. CO4: Analyze ancient communication forms, symbols, and aesthetics for contemporary relevance. CO5: Evaluate the contributions of IKS to global knowledge and communication systems. CO6: Design creative projects integrating principles of Indian art, communication, and storytelling.	
7. Course Description	The course is designed to inculcate the basic understanding of the Indian Knowledge System among the students. The curriculum will help the students to appreciate and analyse the Indian Knowledge System in the contemporary society and in higher education.	
8. Outline syllabus		CO Achievement
Unit 1	Introduction to Indian Knowledge Systems	
A	Concept, Scope and Characteristics of IKS	CO1
B	Traditional vs. Western Knowledge Systems	CO1
C	Relevance of IKS to Media and Communication Fields	CO1
Unit 2	Philosophy, Arts and Communication in IKS	
A	Six Schools of Indian Philosophy and Communication Thought	CO2
B	Vedic Literature, Upanishads, Epics (Ramayana, Mahabharata) and Storytelling	CO2
C	Oral Traditions, Performing Arts, and Ancient Public Discourse	CO2
Unit 3	Innovations in Knowledge and Health	
A	Mathematics, Astronomy, Medicine (Ayurveda), Engineering Innovations	CO3
B	Town Planning, Architecture (Vastu Shastra, Temple Design)	CO3
C	Knowledge Export: Nalanda, Takshashila and Early Globalization	CO6
Unit 4	Visual Arts, Aesthetics and Media Traditions	
A	Classical Art Forms: Natya Shastra, Chitrasutra, Aesthetics (Rasa Theory)	CO4
B	Traditional Iconography, Symbolism, and Cinematic Storytelling	CO4
C	Indigenous Communication Methods (Folklore, Paintings, Dance, Music)	CO6
Unit 5	Contemporary Relevance and Global Impact of IKS	
A	Indian Knowledge Systems and Sustainable Development	CO5
B	Role of Traditional Wisdom in Digital Media and Animation	CO5
C	Reviving IKS: Intellectual Property, Heritage Preservation, and Media Ethics	CO6
Text book/s*	Introduction to Indian Knowledge System: Concepts and Applications by Mahadevan B., Vinayak Rajat Bhat, and Pavana R. N.	
Other References	·Knowledge Traditions and Practices of India by Kapil Kapoor and Avadesh Kumar Singh Traditional Knowledge System in India by Amit Jha	