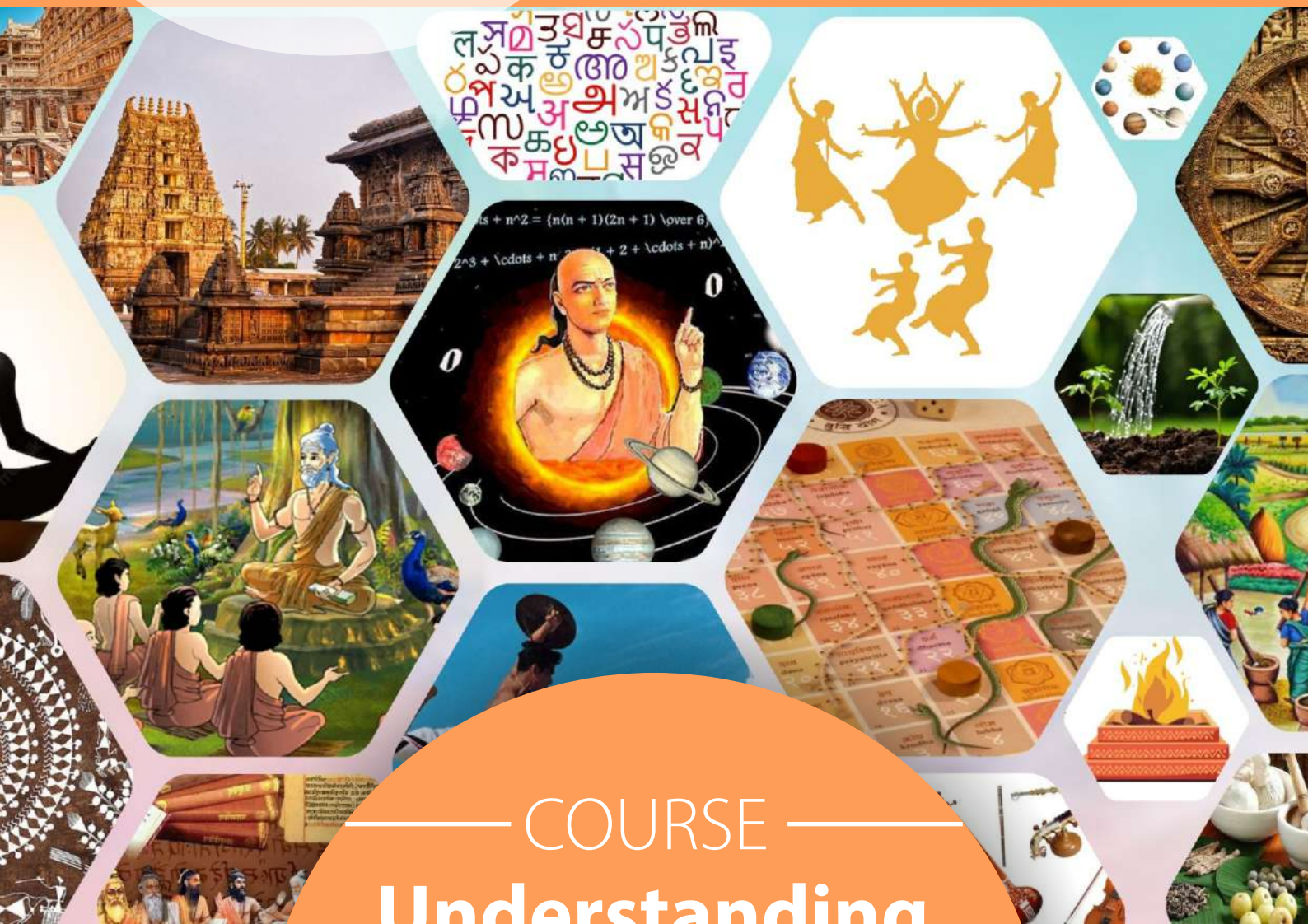




SHARDA
UNIVERSITY
Beyond Boundaries



**SHARDA SCHOOL OF
MEDIA, FILM & ENTERTAINMENT**



COURSE

Understanding Indian Knowledge System

NVA0003

**VALUE ADDED
COURSE BROCHURE**
2025-26

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 imbining 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 SCHEDULE

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. Mukta Martolia BA(J&MC) 5th Semester – Mr. Praveen Jain B.Sc Animation, VFX & Gaming Design 5th Semester - Mr. Amit Singh
Venue	5th & 6th Floor, Block 2
Start	July, 2025

Schedule

Topic: **Introduction to Indian Knowledge Systems**

- A** Concept, Scope and Characteristics of IKS
- B** Traditional vs. Western Knowledge Systems
- C** Relevance of IKS to Media and Communication Fields

Topic: **Philosophy, Arts and Communication in IKS**

- A** Six Schools of Indian Philosophy and Communication Thought
- B** Vedic Literature, Upanishads, Epics (Ramayana, Mahabharata) and Storytelling
- C** Oral Traditions, Performing Arts, and Ancient Public Discourse

Topic: **Innovations in Knowledge and Health**

- A** Mathematics, Astronomy, Medicine (Ayurveda), Engineering Innovations
- B** Comp Town Planning, Architecture (Vastu Shastra, Temple Design)
- C** Knowledge Export: Nalanda, Takshashila and Early Globalization

Topic: **Visual Arts, Aesthetics and Media Traditions**

- A** Classical Art Forms: Natya Shastra, Chitrasutra, Aesthetics (Rasa Theory)
- B** Traditional Iconography, Symbolism, and Cinematic Storytelling
- C** Indigenous Communication Methods (Folklore, Paintings, Dance, Music)

Topic: **Contemporary Relevance and Global Impact of IKS**

- A** Indian Knowledge Systems and Sustainable Development
- B** Role of Traditional Wisdom in Digital Media and Animation
- C** Reviving IKS: Intellectual Property, Heritage Preservation, and Media Ethics

PROFILES OF FACULTY EXPERTS

Dr. Mukta Martolia



With more than 16 years of experience in Academics & industry Dr. Mukta Martolia's expertise lies in Intercultural Communication and cultural studies. With a Doctorate in Mass Communication from Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal Madhya Pradesh Dr. Mukta Martolia is a strong advocate of quality research. Recipient of the 'Best Media Educator of the year 2021, Dr. Mukta has close association with many national and international organization and academic institutions.

She has published her research work in areas including Intercultural Communication, Cultural studies, New Media, Traditional Media, Community Radio, Research Traditions, Health Communications etc.

Mr. Amit Singh



Mr. Amit Singh is a Post Graduate in Fine Arts with specialization in Painting and having a 24 years of mixed experience of Animation film Industry and Academics. He has worked on More than 15 international projects like "Winx Club Rainbow Animation Studio Italy, Jet Groove-Method Films Studio France, Brotown-Firehouse Studio Newzeland, The Secret World of Benjamin Bear - Amberwood Entertainment Canada, Houz Houndz -Amberwood Entertainment Canada" and many more during his tenure at Data Quest Entertainment -Animation Studio Based in Hyderabad.

Mr. Praveen Jain



Mr. Praveen Jain hold a 3 years post graduate diploma in Cinema (specialisation in Film Editing) from Film & Television Institute of India, Pune (FTII). Earlier he served as a Lecture in State Institute of Film & Tv, State University of performing and arts, Rohtak), then worked as an Assistant professor Editing in Film & Television Institute of India, Pune (FTII) around 5 years. After the FTII, he served as Assistant Professor in Chandigarh University, Mohali, Punjab. also conducted Workshop in Chandigarh university and visited as a guest lecture in private film institute.

With total work experience is about 13 years including academic and industrial together, before joining State institute of Film & TV, State University of performing and arts, Rohtak, Mr. Praveen was associated with "Xebec Films" as an Editor.

School: SSMFE Programme: BA & B.Sc Branch: NA		Batch : UG Batch2023-2027 Current Academic Year: 2025-26 Semester: V	
1. Course Code	NVA0003		
2. Course Title	Understanding Indian Knowledge System		
3. Credits	Audit Course		
4. Contact Hours (L-T-P)	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		