

## **ST. JOSEPH'S COLLEGE (AUTONOMOUS)**

Accredited at A++ by NAAC (4<sup>th</sup> Cycle)  
Special Heritage Status Awarded by UGC  
Tiruchirappalli – 620 002, Tamilnadu, India

&

## **AICTE TRAINING AND LEARNING (ATAL) ACADEMY**

*Jointly organizes*

**FIVE DAY NATIONAL LEVEL  
FACULTY DEVELOPMENT PROGRAMME  
ON**

## **HERITAGE MANAGEMENT: A BUSINESS PERSPECTIVE**

**Date: 23<sup>rd</sup> to 27<sup>th</sup> August, 2021 | Mode: Online**



## ABOUT ATAL ACADEMY:

AICTE Training and Learning (ATAL) Academy is committed for the development of quality technical education in the country by initiating various schemes launched by Government of India, Ministry of Human Resource Development, and now Ministry of Education. The vision of AICTE is to empower faculty to achieve goals of Higher Education such as access, equity and quality. Council understands that there is a need of the day to train the young generation in skill sector and having faculty & technicians to be trained in their respective discipline.

The main objective of ATAL Academy is to plan and help in imparting quality technical education in the country and to support technical institutions in fostering research, innovation and entrepreneurship through training in various emerging areas.

It is pertinent to mention the World Book of Records London has appreciated and included AICTE Training and Learning (ATAL) Academy for conducting 1000 Online FDP's in Nine thrust areas being conducted in the year 2020-21 providing training to about One Lakh participants.

## ABOUT TIRUCHIRAPPALLI:

From the pages of literature to the minds of historians, Trichy occupies a special place. Here's a look at all the things that our city can call its very own...

Trichy is a city of a million sounds and sights. From the picturesque banks of Cauvery to the grand old Trichinopoly cigars, from the natural wonder Rockfort to religious shrines aplenty, there's something for everyone who visits the city...

- ❖ **Rockfort:** A 3,800 million year old rock structure with a shrine on top is considered to be older than the Himalayas and is the pride of the city.
- ❖ **River Cauvery:** The town is on the banks of the River Cauvery making it one of the most fertile regions in the state.
- ❖ **Trichinopoly Cigar:** Winston Churchill has claimed to have a long standing affair with this; Sherlock Holmes has said to have mentioned it in his books and Trichinopoly is synonymous with Cigar in the Oxford Dictionary - that is how world famous the cigar of the region is.
- ❖ **Grand Anicut:** One of the oldest dam built around 2000 years is said to be a symbol of Dravidian engineering. Built by Karikala Cholan, it is used a model for building modern day architecture - probably one of the oldest used dams in the world.
- ❖ **Lady of Lourdes church:** A replica of the Lourdes Church in France is situated within St. Joseph's College compounds. Gothic architecture, intricately stained glass panels with its towering spire makes it remarkable of Indian craftsmanship.
- ❖ **Srirangam temple:** The biggest functioning Hindu temple in the world Srirangam, is the sacred amongst the Vaishnavites.
- ❖ **The Southern Railways:** Established in 1890 with its headquarters at the city, The Southern Railways played a prominent role during the British Raj.
- ❖ **Natharvalli Dargah:** It is the tomb of Baba Natharvalli and more than 1000 years old.

## **ABOUT THE COLLEGE:**

St. Joseph's College was founded by the Jesuit visionaries in 1844 with the noble aim of educating humanity for the good and the true Pro Bono Et Vero SJC now serves as a beacon of light for all men and women aspiring to pursue holistic higher education.

A pioneering educational institution in central part of Tamil Nadu, SJC has a rich legacy and several illustrious alumni like former President of India and Bharat Ratna Dr. A.P.J. Abdul Kalam, renowned physicist Prof. G.N. Ramachandran, former Chief Election Commissioner Shri. N. Gopalaswamy, Member of Constituent Assembly of India Fr. Jerome D'Souza SJ, Vir Chakra Awardee Major M. Saravanan, Advisor to the Governor of Jammu & Kashmir Mr. K. Vijay Kumar IPS, Arjuna Awardee Mr. Arockia Rajeev and many more luminaries.

## **SJC - MILESTONES & ACHIEVEMENT:**

- ❖ Was one of the first colleges to be granted autonomy by the UGC in 1978
- ❖ Was recognized by the UGC as a College with Potential for Excellence in 2004 and again in 2014
- ❖ Received DST-FIST fund in 2008 and 2014 and DBT-STAR status in 2014
- ❖ Received the coveted honour of the special Heritage Status from the UGC in 2015
- ❖ Secured A++ 2019 in NAAC accreditation process
- ❖ Secured 31<sup>st</sup> position in NIRF Ranking in 2020

## **ABOUT THE DEPARTMENT:**

The Department of Commerce was started in the year 1948, for offering the three-year B.Com degree course with the motive of inculcating professional ethics and competency in business and management. The B Com course has been offered in Shift-II since 1972. The department is very proud to have introduced and taught Card Punching, BASIC, COBAL and FORTRAN - the most popular computer languages as early as 1970s.

The Post Graduate course (M.Com) was started in 1988. Twenty of our staff hold M.Phil Degree, fourteen hold Ph.D Degree along with NET/SET and ten are recognized as Research Supervisors.

The department was elevated as the Research Department in 2003 and has produced 54 Ph.Ds. The department is the pioneer in the state in introducing courses on business ethics, computer languages and applications and accounting software. The department reached yet another milestone by launching ACCA, UK integrated B.Com Honours programme in 2020. The department prepares students to pursue professional courses such as CA, ICWA and ACS through feeder courses.

## **ABOUT THE PROGRAMME:**

The heritage sector is a major and growing contributor to the global economy, employing increased numbers of skilled heritage managers. This FDP offers a tailor-made curriculum to develop the knowledge base and skills required from both the disciplines of Business and Academic to allow effective management of the world's heritage.

As a participants on this programme, you will be guided through modules to develop your understanding of the economic and legal principles within which heritage management operates across the globe, from Museum displays to site presentations and how heritage shapes national identities. This will be matched by education in theory and practice of assessing, preserving, showcasing our shared heritage besides finding ways to mitigate the impact of development on our heritage.

## **MODE OF THE FDP:**

The Five-Day Online FDP will be held on Zoom Platform. Participants would be intimated of the meeting links in the confirmation mail.

Sessions would be recorded. Feedback for FDP sessions would be gathered through ATAL Portal.

## **WHO CAN ATTEND?**

**The Five-Day Online FDP would be of immense interest to:**

- Faculty Members in Higher Education Institutions
- Research Scholars
- Students pursuing Postgraduate (PG) degrees
- Professionals from Government/Industry/Education Administration
- Principal and Teachers from Schools

## **REGISTRATION:**

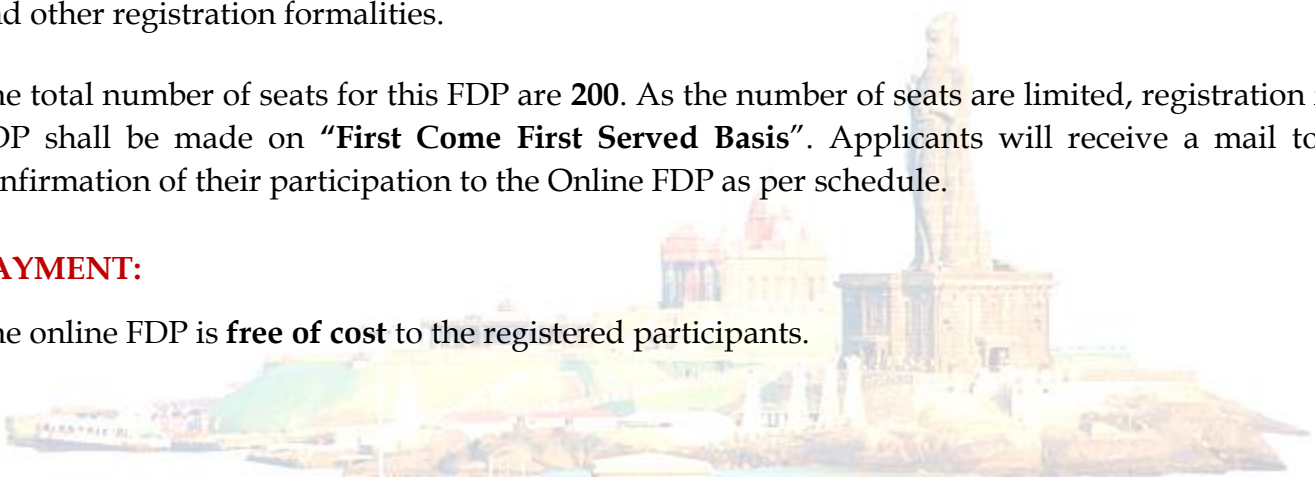
To register for this Online FDP through the ATAL portal link.

For registration please refer to the manual given at this link for more information on the login process and other registration formalities.

The total number of seats for this FDP are **200**. As the number of seats are limited, registration for the FDP shall be made on **“First Come First Served Basis”**. Applicants will receive a mail towards confirmation of their participation to the Online FDP as per schedule.

## **PAYMENT:**

The online FDP is **free of cost** to the registered participants.





## **CERTIFICATE OF COMPLETION:**

A certificate of Participation will be provided by AICTE to all participants on successful completion of the online FDP. As per ATAL guidelines, successful completion of the FDP for certification requires participants to:

- Be registered on ATAL portal [www.aicte-india.org/atal](http://www.aicte-india.org/atal)
- Attend the Online FDP with minimum 80% attendance
- Score minimum 60% marks in the Exit Test
- Provide Feedback after the completion of FDP

## **PATRONS :**

**Rev. Dr. Leonard Fernando, SJ**

Rector, St. Joseph's College (Autonomous), Trichy

**Rev. Dr. S. Peter SJ**

Secretary, St. Joseph's College (Autonomous), Trichy

**Rev. Dr. M. Arockiasamy Xavier SJ**

Principal, St. Joseph's College (Autonomous), Trichy

## **FDP CONVENOR:**

**Dr. F. R. Alexander Pravin Durai**

Head, Department of Commerce

St. Joseph's College (Autonomous), Trichy

## **FDP COORDINATOR:**

**Rev. Fr. M. Berchmans SJ**

Director- SHEPHERD and Faculty of Commerce

St. Joseph's College (Autonomous), Trichy



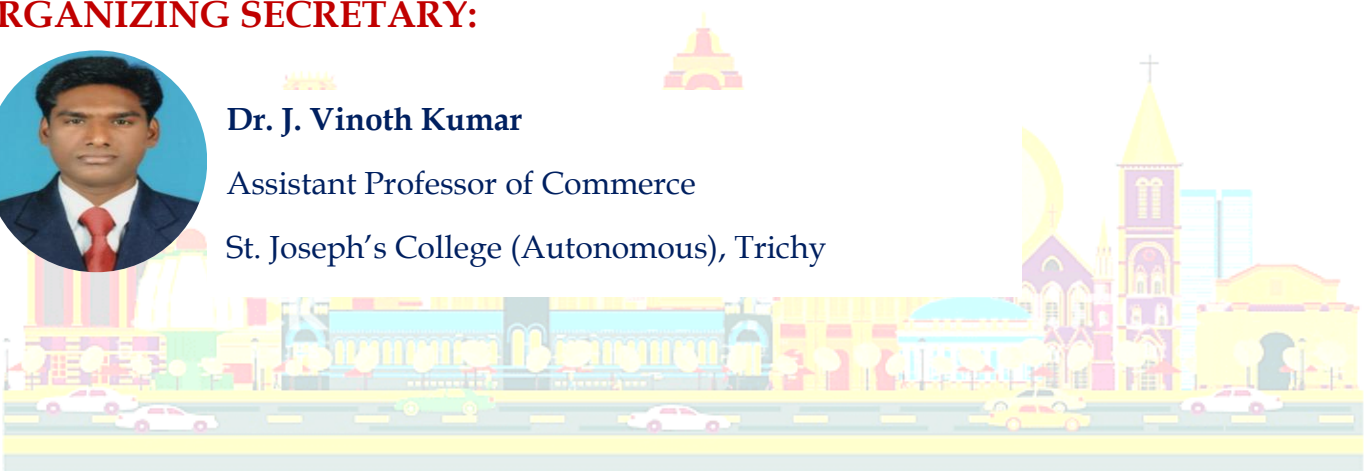
## **ORGANIZING SECRETARY:**



**Dr. J. Vinoth Kumar**

Assistant Professor of Commerce

St. Joseph's College (Autonomous), Trichy



## FOR COMMUNICATION :

Rev. Fr. Berchmans SJ, Director- SHEPHERD and Faculty of Commerce

Dr. J. Vinoth Kumar, Assistant Professor of Commerce

Email: s1hodcm@mail.sjctni.edu

## ORGANIZING COMMITTEE MEMBERS

Dr. F. R. Alexander Pravin Durai - Head

Dr. K. Alex

Dr. G. John

Mr. D. Maria Antony

Dr. V. Bastin Jerome

Dr. M. Antony Jesuraja

Dr. A. Francis Vijayakumar

Rev. Fr. M. Berchmans SJ

Dr. M. Julius Ceasar

Dr. Arockia Rajasekar

Dr. S. Aruldass

Dr. A. Sahayaraj Alexander

Dr. L. Georgia

Dr. Dennis Edward Fernando

Dr. B. Augustine Arockiaraj

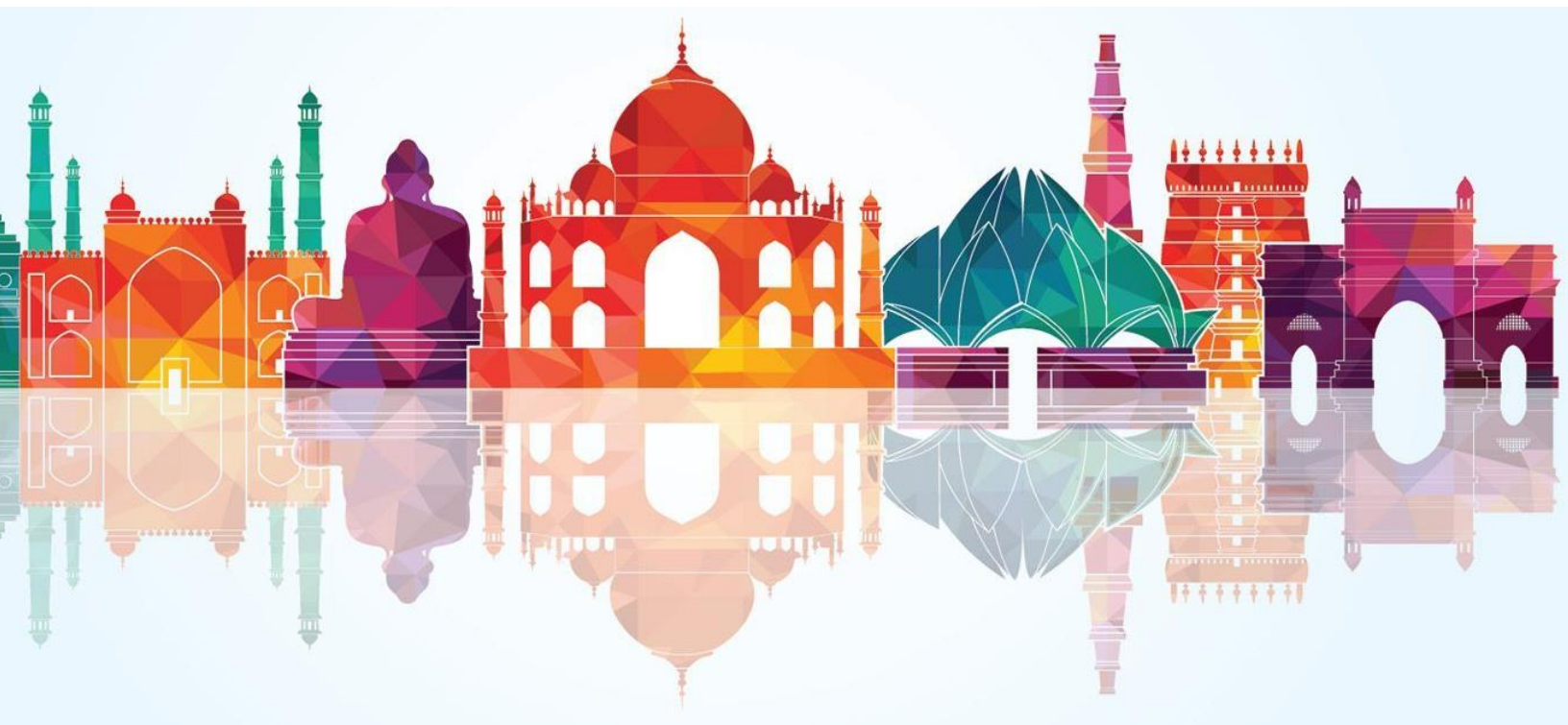
Mr. S. Kirubakaran

Dr. P. Bastin Arockiaraj

Dr. S. Jerome

Dr. J. Vinoth Kumar

Mr. J. Camilton



## CHIEF GUESTS



*FDP Inaugural Address*  
**Dr. M. Selvam**  
*Hon'ble Vice Chancellor,  
Bharathidasan University  
Tiruchirappalli, Tamilnadu*



*FDP Valedictory Address*  
**Mr. Annamalai Senthilkumar**  
*CEO & Vice President,  
Beacon Green Tech Ltd*

## RESOURCE PERSONS



*Topic: Heritage Management – An Overview*  
**Dr. Arun Raj**  
*Superintendent of Archaeologist,  
ASI Trichy Circle.*

*Topics: Heritage Management in Tourism and Hospitality*  
**Dr. Sharad Kumar Kulshreshtha**  
*Assistant Professor,  
Department of Tourism and Hotel Management,  
North-Eastern Hill University, Shillong.*



*Topic: Heritage Management: Access to Finance*  
**Dr. V. P. Sriraman**  
*Area Chair and Associate Professor,  
Bharathidasan Institute of Management, Trichy*

*Topic: Cost-benefit approach to Heritage Management*  
**Dr. F.R. Alexander Pravin Durai**  
*Head, Department of Commerce,  
St. Joseph's College, Trichy*



*Topics: Preserving Heritage Resources for Posterity –  
Challenges and Strategies &  
Management Guidelines for Cultural Heritage Sites*  
**Dr. Aditya Prakash Kanth**  
*Assistant Professor, Centre for Heritage Management,  
Ahmedabad University, Gujarat*

*Topic: An Analysis of the Marketing Strategy of the  
Acropolis Museum in Athene, Greece*

**Dr. Ioannis Poullos**  
*Associate Professor,  
Centre for Heritage Management,  
Ahmedabad University, Gujarat*



*Topic: Recent Archaeological Excavations in Tamilnadu with reference to  
the Heritage Management*

**Dr. C. Thomas**  
*Associate Professor (Rtd),  
Department of History, Periyar EVR College, Trichy*



*Topic: Heritage Management and Emergency Medical Care*

**Dr. Annamalai Periyanan**  
*Senior Consultant and Clinical Lead  
Department of Emergency Medicine  
Dr. Rela Institute & Medical Centre, Chennai, Tamilnadu*



*Topic: Institutional Heritage: Challenges in Preservation - Case  
study of Sir Newton Museum and Rapinat Herbarium*

**Rev. Dr. M. Arockiasamy Xavier SJ**  
*Principal, St. Joseph's College, Trichy*



*Topic: Managing Over Tourism at Heritage Sites in India*

**Dr. I C Gupta**  
*Ex Dean Management & Tourism, D A University,  
Professor Emeritus Oriental University, Indore*



*Topic: Life Skill*

**Rev. Dr. Emmanuel Arockiam SJ**  
*Head, Department of Counselling Psychology,  
St. Joseph's College, Trichy*



*Topic: Heritage Management – HR Issues and Solutions*

**Dr. A. John Peter**  
*PGP Chair & Associate Professor,  
Bharathidasan Institute of Management, Trichy*



*Topic: Challenges in Heritage Business Management*

**Dr. R. Venkatesakumar**  
*Professor, Department of Management Studies,  
Pondicherry University, Pondicherry*







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### FIVE DAY NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAMME ON HERITAGE MANAGEMENT: A BUSINESS PERSPECTIVE

Date: 23<sup>rd</sup> to 27<sup>th</sup> August, 2021 | Mode: Online

#### PROGRAMME SCHEDULE

Day & Date	Session	Context	Resource Person
Day 1 23.08.2021	9.00 to 09.30 am	Inauguration	Dr. M. Selvam Hon'ble Vice Chancellor, Bharathidasan University Tiruchirappalli, Tamilnadu
	Technical Session – 1 09.30 to 11.30 am	Heritage Management – An Overview	Dr. Arun Raj Superintendent of Archaeologist, ASI Trichy Circle.
	Break – 11.30 to 11.45 am		
	Technical Session – 2 11.45 to 1.45 pm	Heritage Management in Tourism & Hospitality	Dr. Sharad Kumar Kulshreshtha Assistant Professor, Department of Tourism and Hotel Management, North-Eastern Hill University, Shillong.
	Lunch Break - 01.45 to 02.45 pm		
	Technical Session – 3 02.45 to 04.45 pm	Heritage Management: Access to Finance	Dr. V. P. Sriraman Area Chair and Associate Professor, Bharathidasan Institute of Management, Trichy
Day 2 24.08.2021	Technical Session – 4 09.00 to 11.00 am	Cost-benefit approach to Heritage Management	Dr. F.R. Alexander Pravin Durai, Head, Department of Commerce, St. Joseph's College, Trichy
	Break – 11.00 to 11.15 am		
	Technical Session – 5 11.15 to 01.15 pm	Preserving Heritage Resources for Posterity – Challenges and Strategies	Dr. Aditya Prakash Kanth Assistant Professor, Centre for Heritage Management, Ahmedabad University, Gujarat.
	Lunch Break - 01.15 to 02.15 pm		
	Technical Session – 6 02.15 to 04.15 pm	An Analysis of the Marketing Strategy of the Acropolis Museum in Athene, Greece	Dr. Ioannis Poullos Associate Professor, Centre for Heritage Management, Ahmedabad University, Gujarat.

<b>Day 3 25.08.2021</b>	Technical Session – 7 09.00 to 11.00 am	Recent Archeological Excavations in Tamilnadu with reference to the Heritage Management	Dr. C. Thomas Associate Professor (Rtd), Department of History, Periyar EVR College, Trichy
	Break – 11.00 to 11.15 am		
	Technical Session – 8 11.15 to 01.15 pm	Management Guidelines for Cultural Heritage Sites	Dr. Aditya Prakash Kanth Assistant Professor, Centre for Heritage Management, Ahmedabad University, Gujarat.
	Lunch Break - 01.15 to 02.15 pm		
	Technical Session – 9 02.15 to 04.15 pm	Heritage Management and Emergency Medical Care	Dr. Annamalai Periyanan Senior Consultant and Clinical Lead Department of Emergency Medicine Dr. Rela Institute & Medical Centre, Chennai, Tamilnadu
<b>Day 4 26.08.2021</b>	Technical Session – 10 09.00 to 11.00 am	Institutional Heritage: Challenges in Preservation - Case study of Sir Newton Museum and Rapinat Herbarium	Rev. Dr. M. Arockiasamy Xavier SJ Principal, St. Joseph's College, Trichy
	Break – 11.00 to 11.15 am		
	Technical Session – 11 11.15 to 01.15 pm	Managing Over Tourism at Heritage Sites in India	Dr. I C Gupta Ex Dean Management & Tourism, D A University, Professor Emeritus Oriental University, Indore
	Lunch Break - 01.15 to 02.15 pm		
	Technical Session – 12 02.15 to 04.15 pm	Life Skill	Rev. Dr. Emmanuel Arockiam SJ Head, Department of Counselling Psychology, St. Joseph's College, Trichy
<b>Day 5 27.08.2021</b>	Technical Session – 13 09.00 to 11.00 am	Heritage Management – HR Issues and Solutions	Dr. A. John Peter PGP Chair & Associate Professor, Bharathidasan Institute of Management, Trichy
	Break – 11.00 to 11.15 am		
	Technical Session – 14 11.15 to 01.15 pm	Challenges in Heritage Business Management	Dr. R. Venkatesakumar Professor, Department of Management Studies, Pondicherry University, Pondicherry
	Lunch Break - 01.15 to 02.15 pm		
	02.15 to 03.15 pm	Feedback and Assessment	
	03.15 to 04.15 pm	Valediction	Mr. Annamalai Senthilkumar CEO & Vice President, Beacon Green Tech Ltd