ST. JOSEPH’S COLLEGE (AUTONOMOUS)
Accredited at A++ by NAAC (4th 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: 23rd to 27th 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 31st 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: 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, DA 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
## FIVE DAY NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAMME ON HERITAGE MANAGEMENT: A BUSINESS PERSPECTIVE

**Date:** 23rd to 27th August, 2021  |  **Mode:** Online

### PROGRAMME SCHEDULE

<table>
<thead>
<tr>
<th>Day &amp; Date</th>
<th>Session</th>
<th>Context</th>
<th>Resource Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1 23.08.2021</td>
<td>9.00 to 09.30 am</td>
<td>Inauguration</td>
<td>Dr. M. Selvam Hon’ble Vice Chancellor, Bharathidasan University Tiruchirappalli, Tamilnadu</td>
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<tr>
<td></td>
<td>Technical Session – 1 09.30 to 11.30 am</td>
<td>Heritage Management – An Overview</td>
<td>Dr. Arun Raj Superintendent of Archaeologist, ASI Trichy Circle.</td>
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<td></td>
<td>Break – 11.30 to 11.45 am</td>
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<td></td>
<td>Technical Session – 2 11.45 to 1.45 pm</td>
<td>Heritage Management in Tourism &amp; Hospitality</td>
<td>Dr. Sharad Kumar Kulshreshtha Assistant Professor, Department of Tourism and Hotel Management, North-Eastern Hill University, Shillong.</td>
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<td></td>
<td>Lunch Break - 01.45 to 02.45 pm</td>
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<tr>
<td></td>
<td>Technical Session – 3 02.45 to 04.45 pm</td>
<td>Heritage Management: Access to Finance</td>
<td>Dr. V. P. Sriraman Area Chair and Associate Professor, Bharathidasan Institute of Management, Trichy</td>
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<td></td>
<td>Technical Session – 4 09.00 to 11.00 am</td>
<td>Cost-benefit approach to Heritage Management</td>
<td>Dr. F.R. Alexander Pravin Durai, Head, Department of Commerce, St. Joseph’s College, Trichy</td>
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<td></td>
<td>Break – 11.00 to 11.15 am</td>
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<tr>
<td>Day 2 24.08.2021</td>
<td>Technical Session – 5 11.15 to 01.15 pm</td>
<td>Preserving Heritage Resources for Posterity – Challenges and Strategies</td>
<td>Dr. Aditya Prakash Kanth Assistant Professor, Centre for Heritage Management, Ahmedabad University, Gujarat.</td>
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<td></td>
<td>Lunch Break - 01.15 to 02.15 pm</td>
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<td></td>
<td>Technical Session – 6 02.15 to 04.15 pm</td>
<td>An Analysis of the Marketing Strategy of the Acropolis Museum in Athene, Greece</td>
<td>Dr. Ioannis Poulilos Associate Professor, Centre for Heritage Management, Ahmedabad University, Gujarat.</td>
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<tr>
<td>Day 3 25.08.2021</td>
<td>Technical Session – 7 09.00 to 11.00 am</td>
<td>Recent Archeological Excavations in Tamilnadu with reference to the Heritage Management</td>
<td>Dr. C. Thomas Associate Professor (Rtd), Department of History, Periyar EVR College, Trichy</td>
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<td>Break – 11.00 to 11.15 am</td>
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<td></td>
<td>Technical Session – 8 11.15 to 01.15 pm</td>
<td>Management Guidelines for Cultural Heritage Sites</td>
<td>Dr. Aditya Prakash Kanth Assistant Professor, Centre for Heritage Management, Ahmedabad University, Gujarat.</td>
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<td>Lunch Break - 01.15 to 02.15 pm</td>
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<td>Technical Session – 9 02.15 to 04.15 pm</td>
<td>Heritage Management and Emergency Medical Care</td>
<td>Dr. Annamalai Periyanan Senior Consultant and Clinical Lead Department of Emergency Medicine Dr. Rela Institute &amp; Medical Centre, Chennai, Tamilnadu</td>
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<tr>
<td>Day 4 26.08.2021</td>
<td>Technical Session – 10 09.00 to 11.00 am</td>
<td>Institutional Heritage: Challenges in Preservation - Case study of Sir Newton Museum and Rapinat Herbarium</td>
<td>Rev. Dr. M. Arockiasamy Xavier SJ Principal, St. Joseph’s College, Trichy</td>
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<td>Technical Session – 11 11.15 to 01.15 pm</td>
<td>Managing Over Tourism at Heritage Sites in India</td>
<td>Dr. I C Gupta Ex Dean Management &amp; Tourism, D A University, Professor Emeritus Oriental University, Indore</td>
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<td>Lunch Break - 01.15 to 02.15 pm</td>
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<td>Technical Session – 12 02.15 to 04.15 pm</td>
<td>Life Skill</td>
<td>Rev. Dr. Emmanuel Arockiam SJ Head, Department of Counselling Psychology, St. Joseph’s College, Trichy</td>
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<td>Technical Session – 13 09.00 to 11.00 am</td>
<td>Heritage Management – HR Issues and Solutions</td>
<td>Dr. A. John Peter PGP Chair &amp; Associate Professor, Bharathidasan Institute of Management, Trichy</td>
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<td>Break – 11.00 to 11.15 am</td>
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<tr>
<td>Day 5 27.08.2021</td>
<td>Technical Session – 14 11.15 to 01.15 pm</td>
<td>Challenges in Heritage Business Management</td>
<td>Dr. R. Venkatesakumar Professor, Department of Management Studies, Pondicherry University, Pondicherry</td>
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<td>Lunch Break - 01.15 to 02.15 pm</td>
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<td>02.15 to 03.15 pm</td>
<td>Feedback and Assessment</td>
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<tr>
<td>03.15 to 04.15 pm</td>
<td>Valediction</td>
<td>Mr. Annamalai Senthilkumar CEO &amp; Vice President, Beacon Green Tech Ltd</td>
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