



DEPARTMENT OF TOURISM STUDIES
SCHOOL OF MANAGEMENT
PONDICHERRY UNIVERSITY

Akanksha'15

Paradigm Defined...

AN INSTITUTE - INDUSTRY INTERFACE EVENT

13-14 February 2015



PROGRAMMES

Inauguration

Special Lectures

Panel Discussions

Brochure Exhibition

Yatra Release

Putsal Fest

Valedictory

Cultural Fiesta

Interface With Experts

PUSAL Release

TAAI Fellowship

**Valmiki Foundation
Fellowship**

Venue : SOM Auditorium
School of Management Building
Pondicherry University



We, the Students, Faculty and Staff of the Department of Tourism Studies
School of Management, Pondicherry University, cordially invite you to

Akanksha'15

Paradigm Defined....

AN INSTITUTE INDUSTRY INTERFACE EVENT

13 February 2015

Inaugural Function: 10.00 a.m. - 12.00 Noon

Welcome Address

Dr. Y Venkata Rao
Associate Professor & Head
Dept. of Tourism Studies

Scope of Akanksha

Dr. R. C. Anu Chandran
Asst. Professor & Akanksha Co-ordinator
Dept. of Tourism Studies

Chief Guest

Prof. Chandra Krishnamurthy
Vice-Chancellor
Pondicherry University

Guests of Honour

Sri. R. Mihir Vardhan, IAS
Secretary – Tourism
Govt. of Puducherry

Sri. Ananda Narsimhan
Managing Director
Infiniti Software Solutions, Chennai

Felicitation

Prof. R. Prabhakara Raya, Dean
School of Management
Pondicherry University

Release of Yatra - Magazine & PUTSAL - Newsletter

Distribution of Merit Certificates and Fellowship

Distribution of Valmiki Foundation Fellowship

Keynote Address

Sri. Shoeb Samad
Regional Director
India Tourism, Govt. of India

Vote of Thanks

Mr. Jayesh P Nair
Akanksha Student Co-ordinator



Special Lecture 12.15 p.m. - 01.15 p.m.

Agri-Tourism in India: Prospects & Challenges

Sri. Pandurang Taware

Managing Director
Agri Tourism Development Company, Pune



PANEL DISCUSSION I : 02.15 p.m. to 3.45 p.m.

Tourism Betting Big on the Social Media!

Chairperson

Sri. Prem Subramanian

Advisor, Rtd.
IFDCI, New Delhi

Resource Persons

Mr. Sasi Kumar

Manager, Training & Sales
Accord, Puducherry

Sri. Amitava Roy

Head of Operations - Indian Sector
Aitken Spence Hotels

Dr. Victor Anand Kumar

Associate Professor
Dept. of Management Studies, Pondicherry University

Sri. Naresh Mehta

Parveen Travels, Puducherry

Sri. Anthony Sagayam

Executive Director
The Red Hash Pvt. Ltd. Puducherry



PANEL DISCUSSION II : 04.00 p.m. to 05.30 p.m.

Miles to Go for a Safe & Secure Incredible India

Chairperson

Sri. R. P. Paul, IAS

Managing Director (Rtd.)
Tourism Development Corp., Goa

Resource Persons

Dr. Surendra Kumar Sia

Associate Professor
Dept. of Applied Psychology
Pondicherry University

Sri. Meenakshi Kumar

Chairman
Madras Management Association
Pondicherry Chapter

Mr. Karthik M.

Manager
Sundar Travels, Puducherry

Sri. Timothy Sudhir

General Manager
Ashok Beach Resort, Puducherry

Ms. Swarnarekha

Business Director
Trinity Global Destinations, Chennai

14 February 2015

PANEL DISCUSSION III : 10.00 a.m. to 11.30 a.m.

Clean India Campaign vis-a-vis the Dynamics of Marketing Indian Tourism

Chairperson

Sri. R. Krishnan

Regional Manager (Rtd.)
International Travel House

Resource Persons

Dr. B. George

Associate Professor & Head
Madurai Kamaraj University College, Madurai

Sri. S. Shrinivas

Regional Manager - South India
Yatra.com

Sri. R. Nantha Kumar

Managing Director
Travelmate, Puducherry

Sri. Ayappane Gnanavelu

Consultant, Tourism & Hospitality
Puducherry

Sri. Jawahar

General Manager, Travel XS, Chennai

Sri. Hasan Singh

Manager, Fareastours, Chennai



Valedictory Function : 11.45 a.m. - 1.00 p.m.

Welcome Address

Dr. Y. Venkata Rao

Associate Professor & Head
Department of Tourism Studies

Chief Guest

Prof. S. Pannirselvam

Registrar
Pondicherry University

Guest of Honour

Sri. R. Mounissamy

Director, Tourism
Directorate of Tourism, Govt. of Puducherry

Special Address

Sri. Swetha Kumar

Hotel Saradharam
Chidambaram

**Distribution of study materials for School Students
in Tsunami affected areas of Puducherry**

in collaboration with

Valmiki Foundation, Secunderabad

Vote of Thanks

Dr. R. C. Anu Chandran

Asst. Professor & Akanksha Coordinator
Department of Tourism Studies



14 February 2015

Special Lecture 2.00 p.m. to 3.00 p.m.

The Framework & Imperatives of Volunteer Tourism

Sri. Hari Kishan Valmiki
Valmiki Foundation, Secunderabad

PUTSAL FEST

14 February 2015
3.15 p.m.- 5.30 p.m.

Special Interactive Session

Sri. K. A. Sarvanan
Managing Director
AV Sattva Pvt. Ltd.
Puducherry

Cultural Fiesta

14 February 2015
06.30 p.m. onwards

Venue

Cultural-cum-Convention Centre
Pondicherry University

**Gala
Dinner**

@
08.30 p.m.

Ekanksha'15
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