

**Department of Tourism Studies**  
**School of Management**  
**Pondicherry University**

# **AKANKSHA'14**

*Paradigm Defined...*

**( AN INSTITUTE - INDUSTRY INTERFACE EVENT)**

**13 - 14 February 2014**

## **Programmes**

**Inauguration**

**Art & Photography Exhibition**

**Interface with Experts**

**Ethnic Museum**

**Special Lectures**

**PUTSAL Meet**

**Panel Discussions**

**Valedictory**

**Trendsetters - Students' Jam**

**Cultural Fiesta**

### **Venue**

SOM Auditorium, Ground Floor  
School of Management Building  
Pondicherry University  
Puducherry - 605014

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

## **AKANKSHA'14**

*Paradigm Defined...*

**Day - 1 : 13 February 2014**

# **Inaugural Function**

**Time : 10:00 a.m. - 11:00 a.m.**

- Welcome Address** : **Dr. Y. Venkata Rao**  
Associate Professor & Head  
Dept. of Tourism Studies  
Pondicherry University
- Scope of Akanksha** : **Dr. Anu Chandran**  
Assistant Professor & Akanksha Co-ordinator  
Dept. of Tourism Studies  
Pondicherry University
- Chief Guest** : **Sri. Raajiv Yaduvanshi, IAS**  
Registrar  
Pondicherry University
- Guests of Honor** : **Sri. Rahul Thakur**  
Vice President  
BONTON, Mumbai
- Sri. Lokesh Bettaiah**  
CEO  
Triway Travels Pvt Ltd., Bangalore
- Felicitation** : **Prof. R. Prabhakara Raya**  
Dean, School of Management  
Pondicherry University
- Release of**  
***Yatra Magazine & PUTSAL - The Alumni Newsletter***
- Keynote Address** : **Sri. Sarath Babu (IIMA - Fellow)**  
CEO  
Food King, Chennai
- Vote of Thanks** : **Mr. I Mohammed Rizwanullah**  
Akanksha Student Co-ordinator

**Tea Break**

Special Lecture

Time : 11.15 a.m. - 12.00 Noon

The Ambitious Path to Entrepreneurship

**Sri. Pandian**

Director

Cholan Tours Pvt Ltd., Trichy

**PANEL - I**

Time : 12:15 p.m. - 1:30 p.m.

Theme : *Right Moves: Roap Map  
for Accessible Tourism in India*

**CHAIRPERSON**

**Sri. Lawrence Sagayaraj**

General Manager

Hotel Anandha Inn, Puducherry

**PANEL MEMBERS**

**Sri. Rajesh Ranjan**

Program Associate

Equations, Bangalore

**Sri. Govindarajoulu**

Managing Director

Amsham Travels, Puducherry

**Sri. Murugesan**

Managing Director

Pioneer Air Travels, Chennai

**Sri. Rajesh**

Branch Manager

SOTC, Chennai

**Sri. Naresh Mehta**

Branch Manager

Parveen Holidays, Puducherry

**Sri. Sashi Kumar**

Training Manager

Hotel Accord, Puducherry

**Dr. Victor Anand Kumar**

Associate Professor

Dept. of Management Studies

Pondicherry University

**PANEL - II**

Time : 2:30 p.m - 4:00 p.m.

Theme : *Alliances, ATF Cost and Affordable  
Air Travel : What's up in Airlines Marketing?*

**CHAIRPERSON**

**Sri. Ashok Srivastava**

Deputy Airport Director

Airport Authority of India

Chennai

**PANEL MEMBERS**

**Sri. M. Natarajan**

Executive Director

Ocean Spray, Puducherry

**Sri. Kesavan**

General Manager

Spice Jet, Bangalore

**Sri. K.M. Unnikrishnan**

Director

Decor' Drapes, Bangalore

**Sri. Ajith Kingsley**

General Manager

Makemytrip.com, Puducherry

**Sri. Shekhar**

Sales Manager

Hotel Accord, Puducherry

**Sri. Sanjeev**

General Manager

Ambition Travels, Puducherry

**Sri. Natesh Krishna**

Consultant, Chennai

**Tea Break**

Special Lecture

Time : 4.15 p.m. - 5.15 p.m

Visitor Management & Community  
Development for Sustainable Tourism

**Sri. K.P Bharathi**

Programme Leader (Tourism)

Dhan Foundation, Madurai

**Lunch**

Day - 2 : 14 February 2014

### PANEL - III

Time : 10:00 a.m. - 11:30 a.m.

Theme : *The Dynamics of Demographics  
and Customer Behaviour in Tourism Industry*

#### CHAIRPERSON

**Dr. Shaji Thomas**

Director  
ABMTR, Bangalore

**Sri. Jawahar**

General Manager  
Travel XS, Chennai

#### PANEL MEMBERS

**Sri. Thirumal**

Vice President - HR (South India & Sri Lanka)  
Thomas Cook, Chennai

**Sri. Harsaran Singh**

General Manager  
Thomas Cook, Puducherry

**Sri. Raja Ramalingam**

Assistant Vice President  
Thomas Cook, Chennai

**Sri. Nantha Kumar**

Managing Director  
Travel Mate, Puducherry

**Sri. Sunil Varghese**

Director  
Dune Eco Beach Resort, Puducherry

**Sri. Vinoth Kumar**

Manager  
Aum & Kam, Chennai

### Tea Break

**Valedictory : Time : 11:45 a.m. - 1:00 p.m.**

Welcome Address

**Dr. Y. Venkata Rao**

Associate Professor & Head  
Dept. of Tourism Studies  
Pondicherry University

Guests of Honour

**Prof. M. Basheer Ahmed Khan**

Professor  
Dept. of Management Studies  
Pondicherry University

Chief Guest

**Sri. K. Vijayakumaran**

Finance Officer  
Pondicherry University

Special Address

**Ms. Rajalakshmi Kumar**

Manager Sales  
Embassy Travels & Tours Pvt Ltd.,  
Chennai.

Vote of Thanks

**Dr. Anu Chandran**

Assistant Professor & Akanksha Co-ordinator  
Dept. of Tourism Studies  
Pondicherry University

#### PUTSAL FEST

Special Lecture

Time : 2:00 p.m. - 3:00 p.m.

**Mr. Naveen Balaji**

CMD, Ocean Spray, Puducherry

#### TRENDSETTERS - STUDENTS' JAM

Time : 3:00 p.m. - 4:00 p.m.

### Tea Break

#### ALUMNI MEET

Time : 4:15 p.m. - 6:00 p.m.

#### CULTURAL FIESTA

Time : 6:30 p.m. onwards

Venue : Cultural-Cum-Convention Centre  
Pondicherry University