



**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF MANAGEMENT  
PONDICHERRY UNIVERSITY**



**SILVER JUBILEE**

# **Akanksha '16**

*Paradigm Defined...*

**AN INSTITUTE - INDUSTRY INTERFACE EVENT**

**19-20 FEBRUARY 2016**

**VENUE : SOM AUDITORIUM**

## **PROGRAMMES**

***Inauguration***

***Interface with Experts***

***Yatra & PUTSAL Release***

***Valedictory***

***Pondicherry Photo  
Essay***

***Panel Discussions***

***Special Lectures***

***Saurabham- Village sports***

***Poppins - Movies for  
School Children***

***PUTSAL Fest***

***Cultural Fiesta***

***Installation Brochure Art***

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

# Akanksha '16

AN INSTITUTE - INDUSTRY INTERFACE EVENT

19 February 2016

**INAUGURAL FUNCTION** : 10.00 a.m. to 11.45 a.m

**Welcome Address** Dr. Y. Venkata Rao  
Head

**Scope of Akanksha** Dr. R.C.Anu Chandran  
Akanksha Co-ordinator

**Chief Guest** Shri. Sunil Kumar, President  
Travel Agents Association of India - TAAI  
Mumbai

**Guest of Honour** Shri. Tammareddy Bharadwaj  
Film Producer , Director  
CEO - 99 Channel  
Hyderabad

**Felicitation** Prof. R.P.Raya, Dean  
School of Management

Shri. Hari Kishan Valmiki  
Director  
Valmiki Foundation  
Secunderabad

Release of of Yatra - Magazine & PUTSAL - Newsletter

Distribution of TAAI Certificates and Fellowship

Distribution of study materials to school children by Valmiki Foundation

Prize distribution to winners of Saurabham - the village sports meet

**Keynote Address** Shri. Shoeb Samad,  
Regional Director  
India Tourism - Chennai

**Vote of Thanks** Mr. Sakthivel  
Akanksha Student Co-ordinator

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**Special Address** 12.00 noon to 1.00 p.m  
"Tourism and Economic Development"

Thiru V. Irai Anbu IAS  
Principal Secretary/Director  
Economics & Statistics, Govt. of Tamil Nadu  
Chennai

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**PANEL DISCUSSION I** : 2.30 p.m. to 4.00 p.m.  
"The Nuts and Bolts of Start-Up Revolution in Tourism Business"

**Chairperson**  
Dr. Ajit Kumar  
President  
Asia Pacific Tours  
Chennai

**Co-Chairperson**  
Shri. Prem Subramanian  
Advisor (Retired)  
IDFC Ltd  
New Delhi

## Resource Persons

Shri. Rajiv Nair  
General Manager  
Ashok Beach Resort  
Puducherry

Shri. Shankar  
General Manager  
Shenbaga Hotel  
Puducherry

Shri. Naresh Mehta  
Director  
Mehta Tours & Travels  
Puducherry



**PANEL DISCUSSION – II: 04.15 p.m. to 5.45 p.m.**  
*“Skill India and Tourism Education: Issues and Challenges”*

**Chairperson**  
**D. Lawrence Sagayaraj**  
General Manager  
Anandha Inn  
Puducherry

**Co-Chairperson**  
**Shri. Govind Raj**  
Associate Professor  
Head of Training & Consultancy Division  
NITHM, Hyderabad

**Resource Persons**

**Dr. R.K. Maya, Associate Professor**  
Dept. of Travel & Tourism Management  
Ethiraj College for Women  
Chennai

**Shri. Sunil Varghese**  
Business Director  
Dune Eco - village & Spa  
Puducherry

**Shri. Chidambaram**  
Sr. Manager  
Tourism Department  
Govt. of Puducherry

**Shri. P. Harinath**  
Executive – Public Relations  
United India Insurance Company Ltd.  
Andhra Pradesh

**Shri. Samuel T. Rajan**  
Resort Manager  
Grande Bay Resorts & Spa  
Mamallapuram

**Shri K. Ayyappan**  
Director  
Business Development  
Ocean Spray  
Puducherry

**Shri. Ravi Sanji**  
Consultant  
Chennai

**20 February 2016**

**Special Lecture 10 a.m to 11.00 a.m**  
*“The Art and Literary Dimensions of Story Telling in Tourism”*

**Shri. Vijay, Founder**  
Storytrail  
Chennai

**TEA BREAK**

**PANEL DISCUSSION – III: 11.15 a.m. to 12.45 p.m.**  
*“Ethical, Promotional and Legal Issues of Tourism Business in India Plus South East Asia”*

**Chairperson**  
**Shri. R. Thirumal**  
Associate Vice President HR(South India)  
Thomas Cook (India) Ltd.  
Chennai

**Co - Chairperson**  
**Shri. Sharath Nambiar**  
Deputy Director  
Dakshina Chitra Museum  
Chennai

**Resource Persons**

**Smt. Malathi Rajavelu**  
President  
Oviya Nun Kalai Kuzu  
Puducherry

**Ms. S.Swarnarekha**  
Business Director  
Trinity Global Destinations  
Chennai

**Shri. R.A.Govindaradjalou**  
Partner, Amsham Travels  
Puducherry

**Shri. Shashikumar**  
Manager - Training  
Hotel Accord, Puducherry

**Shri. Ajith Kumar. S**  
Business Head  
South India - TUI  
Chennai

**Shri. C. Srinivasan**  
Business Head  
International Travel House  
Chennai

**DINNER BREAK**

**Valedictory Function: 2.00 p.m to 3.00 p.m**

**Welcome Address** Dr. Jitendra Mohan Mishra  
Assistant Professor

**Presidential Address** Shri. Lalit Varma  
President, Aurodhan  
Les Galleries de Pondicherry  
Puducherry

**Chief Guest** Shri. R. Munissamy  
Director  
Tourism Department  
Govt of Puducherry

**Guest of Honors** Shri. Kalaimamani V.K.T.Balan  
Chairman  
Madura Travel Services (P) Ltd.  
Chennai

Shri.K.A. ShenbagRajan  
President,Hotel Association of Pondicherry  
Chairman & Managing Director  
Hotel Annamalai International Pvt. Ltd.,  
Chairman, Chamber of Commerce  
Puducherry

**Felicitation**

Prof. R.P.Raya, Dean  
School of Management

**Vote of Thanks**  
Dr. R.C.Anu Chandran  
Akanksha Co-ordinator

**TEA BREAK**

**PUTSAL FEST(Time : 3.30 p.m. to 5.30 p.m)**

**Felicitation of Doyens of DTS**

**Welcome Address**  
Dr. Sibi P.S  
Assistant Professor

**Former Directors / Head**

Smt. Shanta Narayanan  
W/o Late Prof. S.V. Narayanan  
Founder Director - CTS

Prof. M. Basheer Ahmed Khan  
Former Director - CTS

Prof. S.Hariharan  
Former Director - CTS

Prof. G . Anjaneya Swamy  
Former Head - DTS

**Alumni**

Shri. Naveen Balaji  
Managing Director  
Lakshmi Jewellery  
Puducherry

Shri. Raja Ramalingam  
Associate Vice -President  
Leisure Department  
Thomas Cook  
Chennai

Shri. K.A. Saravanan  
Managing Director  
Saravana Aircon  
Puducherry

**Vote of Thanks**

Dr. Sherry Abraham  
Assistant. Professor

**Cultural Flesta**  
20 February 2016  
6.30 p.m onwards

**VENUE**

Cultural - eum - Convention Centre  
Pondicherry University

Gala  
Dinner  
at 8.30 p.m.