



**AHMEDABAD**  
**UNIVERSITY**

Centre for  
Heritage Management



Photo Courtesy: Mittal Kapadia

**Master of Management Studies  
(Heritage Management)**

**Prospectus 2017**





Apart from being an industrial city, Ahmedabad is India's official entry into UNESCO's World Heritage City and has a rich history and heritage that dates back to its 600 years of existence and beyond. The Centre for Heritage Management (CHM) at Ahmedabad University, is a one of its kind Centre in India. It was established to conserve and more importantly manage the rich heritage assets of the city and the country, including but not limited to, monuments, crafts, museums, performing arts, natural resources, tourism, urban development and intangible heritage like languages, music, etc.

Established in 2011 the Centre for Heritage Management at Ahmedabad University; through its postgraduate degree programmes, workshops, events, conferences, research and publications, the centre promotes awareness of the need for heritage management,

facilitates dialogue around relevant issues and collaborates with local and global partners to share best practices in the field. The Centre's vision is inclusion of heritage in all relevant policies and decisions of the country and make people aware and vigilant about heritage issues and take initiatives for protecting and preserving the cultural assets of the nation.

We aim to achieve this vision by offering quality academic and executive programmes to create motivated professionals; through research, documentation and publications; by organizing national and international seminars, conferences and symposia to expand and explore successful heritage experiences and practices from across the world; offer consultancy to heritage stakeholders and provide inputs for policy making.

## Master of Management Studies (Heritage Management)



Masters Programme in Heritage Management is a new two years degree programme of its kind in India. It emphasises on a critical understanding of heritage, and holistic management approach to heritage sector. The areas of exploration within the curriculum include a diverse range of heritage sectors spanning tangible and intangible, cultural and natural, historic and contemporary/living, and so on, but with emphasis on management.

It is a unique programme with mixed pedagogy including lectures, seminars, discussion and group works, field-learning including immersion and practicum programmes and a culminating thesis.

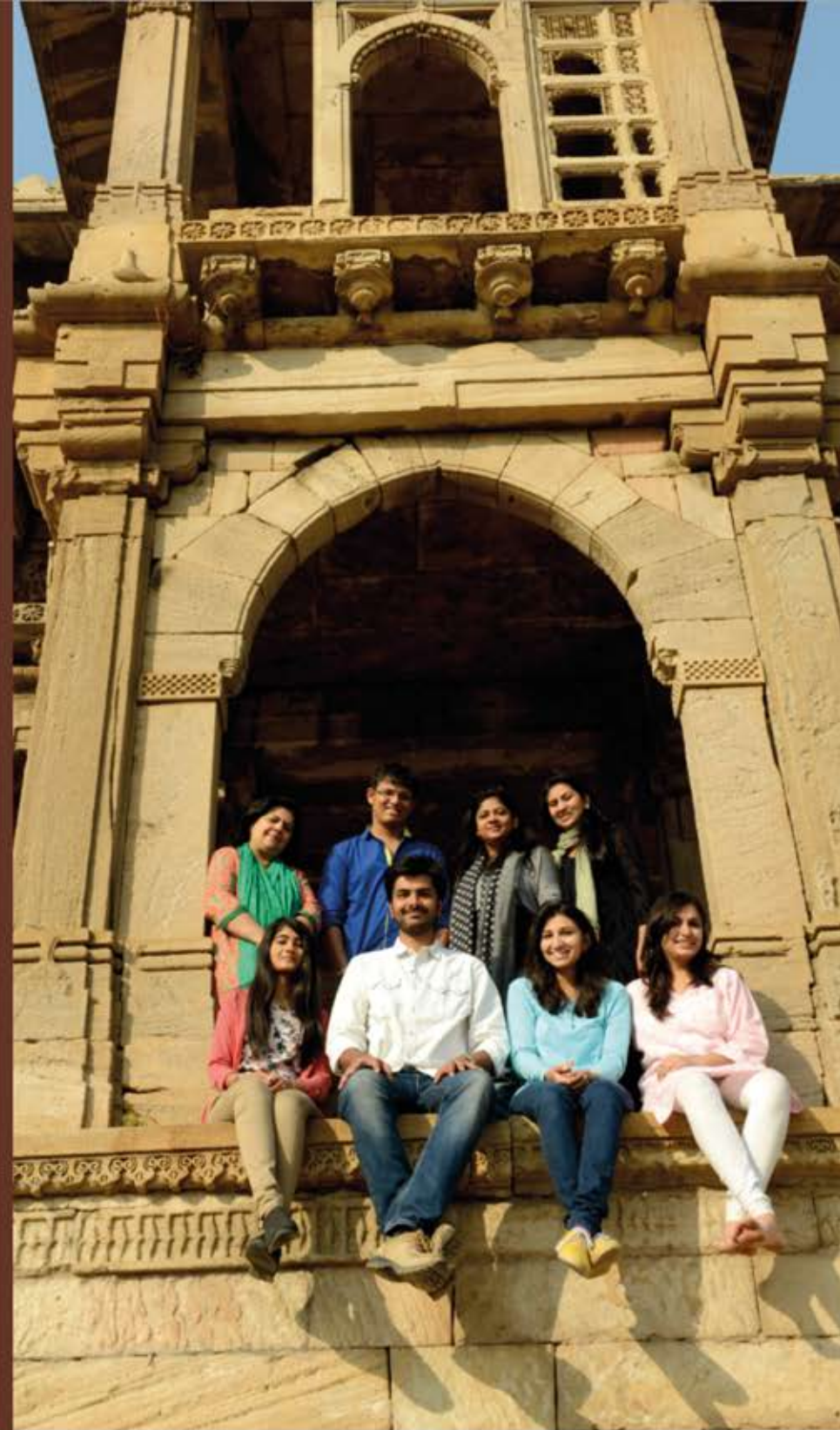


In addition to regular academic work, the students may also benefit from the centre's own Journal of Heritage Management and newsletter publication series, regular heritage talks, and heritage management projects at the centre.

**Eligibility:**

Candidates with a Bachelor's Degree in any discipline (with minimum of 50% marks, with exception to those applying under SC/ST category), with a demonstrated interest in Heritage may apply. Students who have appeared or will appear for the final year examination of bachelor's degree by June 2017, can also apply - provided that they are able to furnish the final results by September 30, 2017.

Additionally, researchers aspiring to pursue PhD in heritage related areas, and/or other types of research may also find it a valuable platform to build their career path.

**Application Process:**

Apply online through our website  
[www.ahduni.edu.in/chm](http://www.ahduni.edu.in/chm)

Interested candidates shall submit the following by **Wednesday, 31<sup>st</sup> May 2017**.

- (1) A complete application form.
- (2) A Statement of Purpose.
- (3) An application fee of Rs. 1000/-

The '**Statement of Purpose**' shall reflect why the candidate would like to join the programme, and may be based on the student's interest or passion, OR prior study or exposure or work related to heritage management. The statement should not be more than one page long in standard fonts like Times Roman with font size of 12, and line spacing 1.0 and margin 1" on all sides; and must be written in English.

**A Standard Admission Test for any discipline and Personal Interviews:**

The applicant must also have taken any National Level standard admissions test that has mathematical, comprehension (reading and writing), logical thinking and reasoning skills. Candidates with relevant experience may submit a portfolio in lieu of the standard test score.

On a specified date, short-listed candidates are required to appear for personal interview. There will be special provision for outstation and international applicants, substituting the need in-person interview with an appropriate online/electronic medium. The merit list will be published after evaluating statement of purpose, standard test score or portfolio and interviews.

The Master of Management Studies (Heritage Management) programme starts from July 24, 2017 including complimentary participation at the International Conference on Heritage Management Education and Practice: Exploring Collaborations across Disciplines and Stakeholders, July 29-31, 2017.



## Consultancy Services

The Centre for Heritage Management at Ahmedabad University has also been providing consulting/advising services to government agencies as well as non-governmental organisations to help them chart heritage management plan as well as to connect them with relevant resources and expertise to carry out the technical works. For example an ongoing project:

- Designing Heritage Walks for the Tourism Corporation of Gujarat - currently the process is ongoing for Baroda, Junagadh and Lakhpat.

- Centre for Heritage Management received an European Union grant of around 5 Lakhs Euros jointly with project partners (Ahmedabad Municipal Corporation in India, and University of Valladolid and Casa de la India in Spain) for a project 'Ahmedabad Cultural Heritage Venture Lab' 2013-2016.

## Capacity Building and Short Term Training Programmes

The Centre offers short term 'Management Development Programs' that helps to train professionals and representatives of heritage organisations, craftsmen and volunteers to gain hands-on knowledge and skills on managing different aspects of heritage.

In the past, CHM has offered training programmes for middle to senior level officers from Government as well as non-governmental organisations across India, titled 'Arts, Culture and Heritage: A Management Perspective' was organised in 2015 and 2016.



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### Centre for Heritage Management

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