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The term ‘Asmita’ is derived etymologically from ‘asmi’ (aham asmi) i.e. ‘I am’ in Sanskrit. It means a sense of the self, an identity and how one views oneself. It also indicates pride in one’s own identity. This pride is rooted in our past and is inextricably linked to our heritage. Thus our ‘asmita’ is entirely based on our heritage and the sense of identity it bestows on us.

Our newsletter is therefore aptly named Asmita Sandesh and through its Sandesh (Messages) would attempt to raise community awareness about our sense of identity and the legitimate pride we feel for our heritage.
Greetings from all of us at the Centre for Heritage Management.

Asmita Sandesh is an attempt to reach out to all those who are passionate about heritage and would like to network with like-minded people in India and around the world. It will be a vehicle for the Centre for Heritage Management to share with the world at large news about the Centre, our concerns and our triumphs. We hope to utilize the forum to forge links with champions who, like us, are fighting to nurture and preserve our vulnerable heritage, both tangible and intangible.

The Centre has been growing from strength to strength. The past year has been a very busy year and we now approach the future with renewed confidence. The experience gained by us in the delivery of two very successful Management Development Programmes on the design and implementation of Heritage Walks has prompted us to step out to explore projects and training programmes at the national level. A slew of heritage driven projects are on hand. We have begun the implementation of the European Union funded project in Ahmedabad city to encourage entrepreneurship based on Heritage.

In the coming months we will use the medium of this newsletter to communicate with you on a host of issues and seek your opinion, comments and suggestions in making the Centre a more vibrant institution.

The United Nation’s Economic, Social and Cultural Organization (UNESCO) mandates raising of public awareness about the diversity and vulnerability of the world’s built monuments and heritage sites and the efforts required to protect and conserve them. Our Ahmedabad is also nominated to the UNESCO’s tentative list of World Heritage Cities. The Centre for Heritage Management is proud to be part of the global movement on heritage which aims at raising public awareness about our precious heritage.

We at CHM pledge that we will bequeath to our children the legacy we received in all its glory and we will never allow it to be destroyed.

C.K.Koshy
Chief Executive Officer
Do History and Heritage belong only to the past? One can buy them as ruins that crumble with time as it is happening with neglect and ignorance or it can become a source of knowledge and inspiration to guide future generations with pride in their hearts.

Centre for Heritage Management has chosen to do the latter.

India is one of the oldest civilizations in the world with a rich legacy of Science, Art and Culture. Some of its achievements are well known but many more are scattered and buried.

The Indianness of its unique heritage that is a confluence of several kingdoms, religious and culture has to be shared with all the world because of its universality and humanity that make it timeless, eternal and in harmony with the values and spirit of man.

CHM believes that this demands a huge resource investment of vision, leadership and commitment with missionary energy. It believes that it is the task of an entire nation and an entire community.

For this it has to build a network with all stakeholders, communication channels and create a dialogue that becomes the driving force for a movement of holistic, Heritage Movement that will sweep across the country.

This newsletter is one first step as Confucius says “A Journey of Thousand Miles Begins with a Single Step”

It is a long journey but with you at our side, will become a valuable one.

Debashish Nayak
Director
A Course on Introduction to Heritage Management

For two consecutive years, CHM has run a course for BBA students at BKMIBA

The Centre for Heritage Management, in keeping with its unique bid to institutionalize education on Heritage Management, has offered an elective course on the subject for the BBA Honors students at the B K Majumdar Institute of Management, Ahmedabad University.

The course, 'An Introduction to Heritage Management' was introduced in 2013 and this year also, was offered to the BBA Honors students at the institute. It touches upon basic concepts and discourses on heritage, the need and challenges of managing heritage resources, and provides some field exposure as well as hands-on exercises for the students.

In the first year, the course was opted for by 27 students and in this year's course, the total number of students is 35. The course adopted a mixed pedagogical approach combining lectures, field visits, interactive sessions, and case study - project works. To bring in enough exposure to the diversity and multi-disciplinary nature of the heritage field, a range of experts were invited to interact with students, i.e. architect, historian, journalist, lawyer, media expert, business entrepreneur, among others.

The course primarily focused on various aspects of cultural heritage including tangible and intangible heritage, institutions, world heritage etc. However, it also touched upon natural, biodiversity and ecological heritage. More importantly, it was constantly emphasized throughout the course to perceive the heritage concepts and issues as relevant to the students' personal and professional or academic backgrounds. This made the course enjoyable and easy for the students who enthusiastically participated in all the field work and projects. For 2014, Ahmedabad University’s new online Learning Managing System (LMS) was also tested out which received positive feedback from the students.

Based on the experience and feedback received from this particular course, Ahmedabad University has proposed a similar course for the proposed 'Multi-versity' in Gujarat.
Indo-Spanish Training Workshop on Tourism and Heritage Management

The Centre for Heritage Management, Ahmedabad University, India in collaboration with the University of Valladolid and Casa de la India, Spain organized a training workshop on Tourism and Heritage Management. The joint program was held from September 23-28, 2013 in Valladolid and Segovia in Spain, which provided its participants an opportunity to learn from the best practices in heritage tourism in both the nations.

The workshop was aimed at the hospitality industry, travel and tourism operations, owner/manager of heritage properties, government departments of tourism, culture and tourism development corporations, non-profit organizations in the field of heritage conservation and academic institutes in the field of history, archeology and culture. A total of 11 participants drawn from the States of Gujarat, Rajasthan, Punjab and Delhi attended the programme in Spain.

The official inauguration was held at the premises of Casa de la India, Spain. Mr Guillermo Rodriguez, Director, Casa de la India inaugurated the programme and with talks by heritage tourism-related experts from the Castille and Leon region of Spain, the programme was an interesting mix of classroom sessions and field visits.

A series of lectures on European restoration, heritage conservation and management in the Castile Leon region and cultural event management for economic and tourism growth was held during the programme. A heritage walk of the city of Valladolid highlighting its art and architecture, and also a tourist bus ride of the city was organized for the participants in the evening. The Pro Vice Chancellor of the University of Valladolid, Mr Luis Santos awarded a Certificate of participation to the 11 delegates from India. Hereafter, the team also visited the UNESCO heritage city of Segovia.
Asmita Kiran II: A Management Development Programme on Heritage Walk

Asmita Kiran is the Centre for Heritage Management’s series of short term management development programmes. MDPs on Heritage Walk is being offered regularly at the centre to handhold willing government departments, community organizations and individuals to create heritage walk along their heritage landmarks.

The history and culture of a city is best experienced by walking through its streets that have hundreds of years of legacy. A planned and guided Heritage Walk through the paths of the city’s history makes this possible. Such walks sensitise local communities towards the historical value of their settlements, inculcate a sense of pride and appreciation, and enthuse them to preserve their own heritage.

CHM organized the second MDP of the Asmita Kiran on January 27-31, 2014 in the city of Ahmedabad. The 5-day-long programme saw a pan-Indian presence of participants coming from government organizations, heritage-based organizations as well as experts working in the field. Experts, professionals, representatives from local governmental bodies, academicians, entrepreneurs and others shared their experiences and case studies covering both the conceptual and operational dimensions of heritage walk.

The programme offered sessions on the Ahmedabad, Kolkata, Punjab and Pune heritage walks shared by their very founders. Important aspects of the World Bank funded heritage walk project in Ajmer and Pushkar were also presented in one of the sessions.

The highlight of the programme was the simulated exercise on the actual design of a heritage walk in one of the heritage location in Gujarat. The participants were exposed to the different heritage assets of the location through walks with local experts. Out of their first-hand experience, the participants in groups designed heritage walks for the location which was presented on the concluding day of the MDP.
EU PROJECT

Cultural Heritage and Management Venture Lab funded by European Union

The city of Ahmedabad has been nominated for the tentative list of UNESCO’s World Heritage City list for the numerous heritage attractions that it houses. It is a city with a 600-year-old history that has seen remains of Harappan civilization, influence of Hindu, Mughal and Jain heritage as well as remarkable modern heritage structures like the buildings by Le Corbusier.

It is therefore apt that based on this city, its Centre for Heritage Management (CHM), Ahmedabad University has been awarded a grant of 3,98,474 Euros by the European Union to set up a “Cultural Heritage and Management Venture Lab” in Ahmedabad. The Ahmedabad Municipal Commission is a partner in this project. Urban Management Centre (UMC) and City Heritage Centre (CHC) are two Ahmedabad-based NGOs who are associate partners in the project.

CHM also has global partners joining hands with City Council of Valladolid, University of Valladolid and Casa de la India, Spain. The venture lab will impart knowledge, skills through training and mentoring to selected cultural actors for the development of a dynamic cultural sector contributing to economic growth and sustainable development.

The project was kicked off on February 10, 2014.
EU PROJECT: Events

Training by FMC, New Delhi on Cluster Development

The EU project team at CHM underwent a training on Cluster Development (clustering process) from July 17-19, 2014 at the Ahmedabad University’s conference hall. The local project partners of CHM in the Cultural Heritage Management and Venture Lab funded by the European Union, namely Ahmedabad Municipal Corporation, Urban Management Centre, City Heritage Centre, participants nominated by IndextC, Industries & Mines Department, Govt. of Gujarat, other NGOs and a few identified stakeholders were invited to participate in the training. Accordingly, 23 participants received the training from Ms. Sangeeta Agasty, General Manager, Policy & Research and Productivity & Competitiveness, from the Foundation for MSME Clusters (FMC), New Delhi. The EU project involves the formation of a major heritage cluster in Ahmedabad, with about 50 entities as members. The training helped the participants gain an insight into identifying, formulating and establishing a cluster - as a formal and legal entity.

Visit of Ms. Anasuya Gupta, Sr. Project Manager, European Delegation of India

Ms. Anasuya Gupta from the European Delegation of India, New Delhi, met with all the local partners of the EU-funded Cultural and Heritage Management Venture Lab in Ahmedabad Municipal Corporation (AMC), Ahmedabad University (AHU), Urban Management Centre (UMC) and City Heritage Centre (CHC). She attended presentations made by promoters of heritage linked ventures who are stakeholders for the creation of a heritage cluster in Ahmedabad during her two-day stay at the University and also personally interacted with various stakeholders identified. During her visit, Ms Gupta met the EU project team working at Centre for Heritage Management, Ahmedabad University. Ms. Anasuya also visited UMC, CHC and AMC offices, all associate partners of the project. She also took the traditional Heritage Walk within the walled city, and also visited a heritage house restoration in progress.

CHM’s EU project to be showcased in South Africa

Vijay Ramchandani, EU Project Technical Assistant at the Centre for Heritage Management, Ahmedabad University will be representing the project Cultural Heritage and Management Venture Lab at the Delegation of the European Union in South Africa, Pretoria. The delegation will be part of a seminar on ‘Youth Empowerment & Entrepreneurship and Cultural & Creative Industries’ on 9-10 September 2014. Along with Ramchandani, Anurag Anthony, Chief Technical Officer for Urban Management Centre, Ahmedabad (one of the associate partners of the EU-funded project) will also join the delegation.
World Archaeological Congress recognizes resolution drafted by CHM’s faculty member

Prof Neel Kamal Chapagain, Assistant Professor of CHM and his academic partner Michael J Kimball from the USA had proposed a resolution in a World Archaeological Congress - 7 session in Jordan titled “The Past is Living in the Present” and it was recently accepted by the Congress. This resolution encourages systematic efforts to develop a scholarship of community engaged archaeology and concerns the relationship of archaeology and archaeologists with extant custodial and affiliated communities. Such relationships exemplify principles, methods, and theoretical frameworks for properly valuing and engaging with unique world views and knowledge possessed by local communities.

Training on Cultural Heritage Protection

Professor Neel Kamal Chapagain, Assistant Professor at the Centre for Heritage Management was invited to participate as faculty/resource person at the international training course on Cultural Heritage Protection in the Asia/Pacific Region 2013 - Preservation and Restoration of Wooden Structures. The training programme was held in Nara, Japan from 3 September to 3 October 2013.

Organized by the ACCU (Asia/Pacific Cultural Centre for UNESCO) - Nara, Japan and ICCROM (International Centre for the Study of Preservation and Restoration of Cultural Property) - Rome, Italy, in cooperation with several cultural heritage agencies in Japan, the programme was attended by various levels of officers, professionals and academics related to heritage sectors from 16 countries of the Asia Pacific region.

Asian Heritage Policy Forum, South Korea

On an invitation from ICCROM and Cultural Heritage Administration of South Korea, Dr Neel Kamal Chapagain, Assistant Professor, CHM participated in a forum to discuss Policies for Asian Buddhist Heritage, organized in Seoul, South Korea from 3rd to 6th December 2013. The forum included invited participants from various Asian countries, who delivered specific presentations on the Asian contexts, then recommended some policy measures. A publication is being prepared, as an outcome of this forum which will be followed up next year.
Director, CHM invited to Amsterdam by Dutch Cultural Heritage Agency

Mr. Debashish Nayak, Director, Centre for Heritage Management was invited to conduct sessions at the Urban Heritage Strategies course in Amsterdam, organized by the Dutch Cultural Heritage Agency (RCE), and the Institute for Housing and Urban Development Studies (IIHS) at the Erasmus University in Rotterdam, the Netherlands. His sessions were scheduled during 9-15 August 2014.

Mr. Nayak was also invited to talk on 'Urban Conservation and Enabling Environment' at the Capacity Development Programme in Built Heritage Studies and Conservation, held at Sir J.J. College of Architecture, Mumbai. The programme was held from March 18-22, 2014.

CHM faculty member attends academic gathering in Amherst and Paris

Dr Neel Kamal Chapagain, assistant professor at CHM attended an international conference at the University of Massachusetts-Amherst where he presented two of his academic papers titled 'Heritage discourses and aspirations of everyday life: Some observations on 'missed opportunities' and 'Promising initiatives at Upper Mustang, Nepal'.

Dr. Chapagain was also invited to a symposium titled 'Cultural Heritage of Nepal' organized at Paris by the Central Research Agency of France - CNRS, the Oriental Heritage Sites Protection Alliance, and the University of Paris - Sorbonne in June 10-14, 2014. Dr. Chapagain was specially invited to speak on the issues of Lomanthang, a topic of his expertise on which his research is considered pioneering in terms of initiating an alternative perspective to heritage discourse on the issue of Lomanthang's nomination for World Heritage Site. Dr. Chapagain also led a team of Nepali delegation representing ICOMOS Nepal to visit the ICOMOS international's headquarters in Paris, which directly expedited the formal recognition process of ICOMOS Nepal by the international secretariat.

Paper presentation at the 9th Annual London Business Research Conference

Santana Pathak, Coordinator, Communications, Centre for Heritage Management presented a paper (co-authored with Dr Ruchi Tewari, AMSoM, AU) on Impact of Social Media on the Vanity Level of Youngsters in India at the 9th Annual London Business Research conference. The conference was held at the Imperial College, London from August 4-5, 2014 and it saw participation from 21 countries in the world. Ms. Pathak was also selected to chair a session in the same conference.
Centre for Heritage Management

Restoring Heritage: Reclaiming Value

The Centre for Heritage Management (CHM) at Ahmedabad University is one of its kind in India which specializes in heritage management, a niche and relevant area. It is established to promote conservation and management of heritage assets.

The soul of India lies in its ancient culture and heritage. It has a rich legacy with an astonishingly diverse range of monuments and buildings, community spaces, arts & crafts, traditional dance & music, folklore, cuisine, textiles and lifestyles. These precious national assets are of great value and yet lie in equal neglect today.

It is also the responsibility of every generation to ensure that the ingenuity and spirit of human skills, art and creativity are not lost to future generations. Centre for Heritage Management of Ahmedabad University has taken up the responsibility to become a pioneer in “Mission Heritage” through professional management to add value to the community and to the country.

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