

## *Master of Management Studies in Heritage Management*

The Master's Programme in Heritage Management is a unique two-year degree programme, the first of its kind in South Asia and internationally that:

- emphasises a critical understanding of heritage and a holistic approach to sustainable development
- connects living heritage and business entrepreneurship
- provides the tools to address global changes such as economic crisis, pandemic crisis and climate change.

The programme practices mixed pedagogy including lectures, seminars, discussion and group work as well as field learning, including immersion and practicum programmes and a culminating thesis.



Ahmedabad University is a private, non-profit, liberal education oriented, research-driven university developing rapidly into a centre for serious scholarship. Since its inception in 2009, the University has made strides through global collaborative research, contextual and flexible curriculum, project-based learning, and industry linkages; thus offering a unique learning environment and opportunity for society at large. Ahmedabad University has been declared as the Centre of Excellence by the Government of Gujarat. This privilege will open several opportunities to do deeper research and academically challenging activities that benefit the larger society.

## *Centre for Heritage Management*

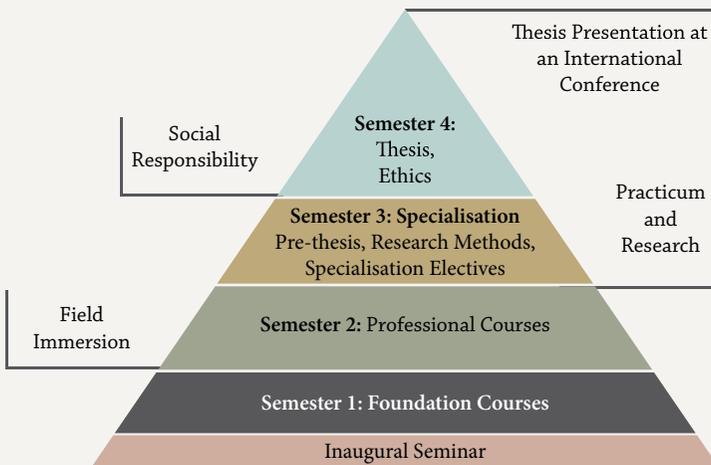
The Centre for Heritage Management (CHM) at Ahmedabad University is an academic centre that fosters innovation in heritage education and research, connecting the world of heritage and business and crafting applied solutions towards sustainability in a fast-changing world. This includes but is not limited to the following sectors: built and urban heritage, monuments and archaeological sites, crafts, museums, natural resources, heritage tourism, sustainable urban development and intangible heritage like languages, music, customs and performing arts. The Centre was also elected as the current Secretariat for the Asia-Pacific Higher Education Network for Safeguarding Intangible Cultural Heritage (APHEN-ICH).

## Key Highlights of the Programme:

- Strong peer learning opportunities with students from varied disciplinary and diverse socio-cultural backgrounds
- Access to a pool of academics within the university, as well as experts and professionals from different heritage-related business sectors
- Project and research based approach with a focus on learning on the field
- Outcome-focused components such as practicums, field projects, seminars, studios and conferences.

## Programme Structure

The programme structure includes four regular semesters as well as field-learning components during summer and winter terms.



Heritage Management is a vast and interdisciplinary area of inquiry and a creative field of practice that is evolving rapidly in India and internationally. With the Indian cultures and cities proudly competing to be recognised for their distinct identities and heritage, coupled with the government launching major schemes anchored around the concepts of heritage (such as HRIDAY and Smart Cities), 'heritage' today is fast becoming a dynamic and thriving economic canvas. The young technology-enabled generation, in an ecosystem aided by a number of government and semi-government institutions, social organisations and entrepreneurial ventures, is understanding, protecting, experiencing and, more importantly, further creating heritage in their own, unique way.

Expanding the tenets of architectural and archaeological conservation, history and culture related sectors, museums and archival practices, environmental conservation etc., a holistic discourse and practice of Heritage Management is emerging across the World.

***In India, the Centre for Heritage Management of Ahmedabad University is at the forefront of this academic movement.***

United Nations, in its focus on the global agenda of Sustainable Development Goals (SDGs), has recognised the 'Education for Sustainable Development' as a major strategy to achieve its 'agenda 2030'. It is in this regard that the United Nations Educational Scientific and Cultural Organisation (UNESCO) has launched a series of educational initiatives, out of which UNESCO's Asia Pacific regional office has picked 'Heritage Management Education' as one of the pilot focus areas.

The Centre for Heritage Management of Ahmedabad University has actively contributed in such initiatives focused on the Asia Pacific region. It has been elected to the executive board of higher educational networks on heritage management, namely the Asian Academy of Heritage Management (AAHM) and the Asia Pacific Higher Education Network for Intangible Cultural Heritage (APHEN-ICH).

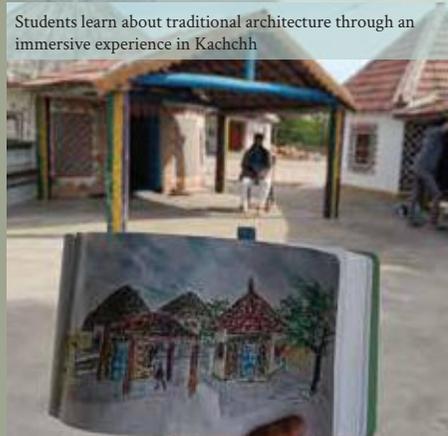
*By the end of the programme, the graduates will be in the position to:*

- have a firm understanding of heritage governance and business management
- conduct original research, and publish at international conferences and journals
- craft business plans for heritage organisations
- develop critical thinking and entrepreneurship skills, towards setting up their own cultural and tourism enterprises

More importantly, the graduates are creating a meaningful impact in society in multiple ways. It is in this context that Ahmedabad University is looking to admit a new cohort of committed students drawing upon diverse disciplinary, geographic and cultural backgrounds.



Students learning the local traditional crafts during their field immersion in Kachchh



Students learn about traditional architecture through an immersive experience in Kachchh

International exchange programme in South Korea, August 2019 역사문화실





## *Faculty*

### *Molly Kaushal*

PhD from Moscow State University. Her areas of interest are Living Heritage of the Ramayana and Mahabharata, Ritual and Performance, Sacred Geography, Pastoral Communities, Folklore and Heritage discourse.

### *Neel Kamal Chapagain*

PhD from University of Wisconsin-Milwaukee, USA; and Architecture Doctorate from University of Hawaii at Manoa, USA. His areas of interest are Critical Heritage Studies, Nature-Culture Linkages.

### *Ashoke Chatterjee*

Advisor, Centre for Heritage Management  
Editor, Journal of Heritage Management

Guest Lecturers: Industry Professionals  
from India and abroad

### *Ioannis Poullos*

PhD from University College London (Heritage Management, Tourism and Sustainable Development). His areas of interests are Living Heritage, Archaeology, Business Strategies for Heritage Organisations.

### *Aditya Prakash Kanth*

PhD in Conservation from the National Museum Institute (deemed university) New Delhi. His areas of interest are Conservation Science, Arts Conservation.

### *A Damodaran*

PhD from University of Kerala  
His areas of research are economics and management issues connected to Arts, heritage and culture, current research inquiry on impacts of digital technology and AI on Arts organisations.



## *Where are our graduates?*

Graduates of this programme have worked in a variety of arenas including the following:

- Social Entrepreneurship
- Consulting Firms
- UNESCO Category 2 Centre
- INTACH (Indian National Trust for Art and Cultural Heritage)
- Museums and Art Galleries
- Educational foundations
- Universities
- NGOs focusing on Crafts and Community Development and Social Development
- Heritage Hotels & Heritage Tourism
- Government agencies like TRIFED, IGNC, CMGGA

## *Learning Collaborators*

### *International Exchange Programme*

Students have an option of participating at international exchange programmes in Europe and Asia.

## *Practicum Programme*

Students have spent their summer practicum period at the following institutions, and the list is expanding every year.

- National Parks Service, National Centre for Preservation Technology and Training, NCPTT, USA
- UNESCO, New Delhi
- UNESCO Category 2 Centre, Wildlife Institute of India, Dehradun
- Partition Museum, Amritsar
- Gandhi Ashram, Ahmedabad
- Khamir, Kutchch
- Bangla Natak, Kolkata
- Dronah, Gurgaon
- Aranyak, Guwahati
- Jungwa Foundation, Ladakh
- Vizara Technologies, Gurgaon

## *Supporting Academic Opportunities at Ahmedabad University*

- **A Series of National and International Conference on Heritage Management Education and Practice**

An annual international conference series brings together more than 100 international and national delegates from various streams of education and practice to dwell on various themes on heritage management.

- **Journal of Heritage Management**

The Journal of Heritage Management, published by SAGE publications, is another academic opportunity of learning but also of publishing quality research on various issues and best practices in heritage management.

- **Heritage Learning Lab**

Heritage Learning Lab (HLL) is conceptualised as a process of collaborative learning – in partnership with a specific community (represented through a local organisation) and contributing in a specific context to integrate heritage with community development. In practice, each HLL site may have different needs and modalities but essentially all of them will contribute to the students learning, while the students contribute back through the heritage related planning and development in the community/context.

- **The Heritage Conservation Lab**

The Heritage Conservation Lab at the Centre for Heritage Management is set up to impart practical training in conservation restoration of heritage artifacts to the Master's students. The lab is also engaged in conducting research on heritage materials and developing conservation methodologies using sophisticated tools and equipment.

- **Centre for Learning Futures**

- **Centre for Inter-Asian Research**

- **Global Centre for Environment and Energy**

- **VentureStudio**

VentureStudio, i.e. Ahmedabad University's Incubation Centre for New Business, equips university students and graduates with the know-how and tools to set up their own enterprises.



## *Eligibility*

Candidates with a Bachelor's degree with majors in art history, archaeology, architecture, anthropology, civil engineering, culture or cultural studies, design, environmental studies, geography, history, international relations, interdisciplinary major, and any other major or minor with sufficient exposure to heritage related topics may apply. Candidates with any other discipline – regardless of their studies related to heritage can also apply if they have a demonstrated interest in any sector of heritage.

## *Application Process*

Application form, submission of statement of purpose as well as a test are carried out through our website mentioned below.



**Ahmedabad  
University**



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