

**MAHARAJAS' COLLEGE, ERNAKULAM TO LAUNCH INDIA'S FIRST
CERTIFICATE PROGRAMME ON "INTANGIBLE HERITAGE TOURISM"(CPIHT)**

1. Continuous disasters during the past three years, including the Kerala Floods (2018 and 2019) and the current Pandemic Covid 19 (2020), has affected the tourism industry in India. It is under pressure to adapt itself to meet the many new challenges. It is the right time for a paradigm shift in our approach to heritage. We need to look beyond the traditional tangible aspects of heritage towards intangible heritage, with its resilience power and extensive use of the digital medium.
2. At this stage, it is appropriate that, Maharajas' College, Ernakulam, is going to bring under one umbrella the two sectors - Heritage (Intangible) and Tourism - by launching a Certificate Programme on "Intangible Heritage Tourism" (CPIHT)- the first of its kind in India. It offers exposure of students to the fundamental principles of heritage especially intangible heritage as well as tourism with local case studies of resilient heritage and responsible tourism. The fact that Kerala has 4 out of the 13 UNESCO Representative List of Intangible Cultural Heritage subscribed from India will be of advantage in this regard.
3. All the activities of the Program will be arranged online, binding to the Covid protocols. The Program consisting of 60 hours will be completed in 6 months. There will be weekly sessions of 4 Hours which will be scheduled on Saturdays. There is no age bar. A Bachelor's degree from any University in India or abroad approved by UGC is the eligibility for applying.
4. Program fee will be Rs5,000/-. For Students/Staff of the Maharaja's College, it will be Rs.4 000/- and for Foreigners it will be US Dollar 100.
5. Scope:
 - a. Potential employers include international organizations, national agencies as well as private sectors in the field of tourism, heritage, museums etc.
 - b. The Certificate Program, being the first one of its kind in India, will open floodgates for studies and research in the fields of Intangible Heritage Management and Indian traditions which is envisaged in the New Education Policy.
 - c. The students will also gain essential knowledge and skills to carry out independent studies and research in Heritage and Conservation projects at Museums, Heritage sites and Tourist places.
 - d. Staffs of tourism projects like Sustainable Tourism, Eco-tourism and Accessible Tourism are the potential stake holders. The Program will help them to remain updated about the field.
 - e. Those employed in tourism as Tour Guides will be exposed to new trends of interpretation thrown open by heritage resilience
6. Administration
Programme Director: Dr. Mathew George, Principal, Maharaja's College, Ernakulam

Convener: Dr. Vinodkumar Kallolickal, Associate Professor, Dept. of History, Maharajas' College

Coordinator (Academic): Dr B. Venugopal, Honorary Director of the Centre for Intangible Heritage Studies at the Sree Sankaracharya University of Sanskrit, Kalady. He worked earlier as Director of two important Museums in India: National Museum of Natural History, New Delhi and Indian Museum, Kolkata. He also worked as Registrar, National Museum Institute (Deemed to be University), New Delhi.

Faculty:

- a) Dr. B. Venugopal: Centre for Intangible Heritage Studies, SS University of Sanskrit, Kalady.
 - b) Dr. Benny Kuriakose, Conservation Architect, Chennai (Consultant to Muziris Heritage Project)
 - c) Prof. Hariramamurthi G, TDU, Bangalore. Prof. Hariramamurthi G has coordinated the Certification of Prior Learning for Traditional Community Health Practitioners (from Chattisgarh, Gujarat, Karnataka, Odisha, Rajasthan and Tamil Nadu)
 - d) Dr. P. M Unnikrishnan. Senior Fellow, United Nations University
 - e) Dr. V R Shaji, Centre for Heritage Studies, Thrippunithura,
 - f) Dr. L P Rema, Head, Department of Zoology, Maharaja's College
 - g) Prof. Thomas Antony, Professor & Head, Department of Botany, Maharaja's College
 - h) Dr. Vinodkumar Kallolickal. Associate Professor. Maharaja's College, Ernakulam
 - i) Dr. M.H. Rameshkumar, Assistant Professor, Dept. of History, Maharaja's College
 - j) Dr. Jenee Peter, Assistant Professor, Dept. of History, UC College, Aluva
 - k) Shri Raj K Varman: Assistant Professor, St. Paul's College, Kalamassery
7. In case you are interested, fill up the Application format in a plain paper, paste a passport size photo, sign it and send by email to cpiht@gmail.com latest by 4 January 2021 along with scanned copies of essential documents. For further details, contact by WhatsApp 9871568309 (DR Venugopal) or 9746179123 (Dr. Vinodkumar).

Dr. Mathew George
Spl. Grade Principal, Maharaja's College, Ernakulam.

IMPORTANT DATES

1. Last date for submission of Application along with copies of documents: 4 January 2021
2. Shortlisting of eligible applicants: 10 January 2021
3. Communication to the short-listed Applicants: 12 January 2021
4. Last date to submit the Programme fee online: 15 January 2021
5. Inauguration of the CPIHT: 21 January 2021