

## REPORT ON THE STATE LEVEL WORKSHOP ON

### “ARCHAEOPRENEURS: BUILDING STARTUPS THROUGH TOURISM, HERITAGE AND CULTURE”

**Place : Seminar Hall**

**Date : 10.10.2025**

**Students Strength :105**

The **Department of History and IQAC** of **KandaswamiKandar’s College, Velur**, in association with **Aatrupadai Heritage Group, Trichy**, organized a **State Level Workshop** on the theme “**Archaeopreneurs: Building Startups through Tourism, Heritage and Culture**” on **10th October 2025**, at **10:30 AM** in the **College Seminar Hall**.

The program began with a solemn **prayer**, followed by the **Welcome Address** delivered by **Dr. P. Thamizhchelvi**, Associate Professor and Head, Department of History. She warmly welcomed the guests and participants, and emphasized the importance of integrating history and culture with modern entrepreneurial practices.

The **Presidential Address** was delivered by **Dr. P. Santhi**, Principal of the college, who highlighted how heritage-based entrepreneurship can create new opportunities for today’s youth, especially in a culturally rich country like India.

The dignitaries, **Dr. R. Somasundaram, M.D.**, President of the Educational Trust, and **Thiru S.T.N. Mahindarmani, M.A.**, Secretary of the college, through phone offered felicitations.





## Session I: Inaugural and Special Address by Dr. P. Prakash

The **Inaugural Address** was delivered by **Dr. P. Prakash**, Associate Professor, PG & Research Department of History, Government Arts College, Rasipuram, under the session titled: **“Tourism as a Catalyst for Entrepreneurial Growth: Building Bridges Between Past, Present and Future.”**

Dr. Prakash delivered an insightful and inspiring talk on becoming an economically creative entrepreneur using innovation and heritage-based ideas. He narrated a compelling real-life example of a **boatman at this year’s Kumbh Mela**, who made a profitable venture with

minimal capital by offering innovative tourism services, thereby demonstrating the power of creative entrepreneurship.

He also elaborated on how **yoga**, **Indian natural medicine**, and **spiritual tourism** can serve as tools for economic development. He clearly explained how these traditional practices can be effectively monetized in ethical and sustainable ways, contributing significantly to the national economy. His session encouraged students to think beyond conventional employment and to see opportunity in tradition.



## Session II: Special Address by Mr. V. Parthiban

The second session was conducted by Mr. V. Parthiban, Founder of Aatrupadai Heritage Group, a Diploma holder in Archaeology and Epigraphy, and a technician in the defense sector, Trichy. His session, titled: “**Archaeopreneurs: Building Startups from Archaeology, History & Culture**”, was deeply engaging and highly practical.

Mr. Parthiban explained that tourism is not just a way to boost the economy, but also a powerful tool to support industrial and media-based development through archaeology, temple histories, statues, and cultural narratives. He encouraged students to explore digital platforms like **YouTube** and **Instagram**, creating content based on cultural events, temple stories, and heritage visuals. These efforts, he emphasized, can generate income through increased online engagement and reach.

A highlight of his session was his passionate explanation of the importance of reading inscriptions. Mr. Parthiban emphasized that developing skills in **epigraphy** and organizing

**inscription training programs** not only helps preserve our historical legacy but can also serve as a viable source of income.

His talk was modern, relevant, and deeply inspiring—encouraging students to view heritage not just as a subject of interest but as a potential career and business opportunity.

### **Startup Ideas Inspired by the Session**

#### **1. Tourism Organization**

Focused on heritage and culture-based tours, including temple trails, historical site explorations, and curated cultural experiences.

#### **2. Publishing Services**

Developing and distributing heritage magazines, e-journals, and cultural content both online and in print.

#### **3. Research & Academic Support Organization**

Assisting Ph.D. scholars and students with research, thesis writing, translation of ancient texts, and academic mentoring in history and archaeology.

#### **4. Mobile App Development**

Designing and launching a mobile app that offers features like virtual heritage tours, artifact databases, temple history maps, inscription reading tools, and event updates.

#### **5. Artifact Replica Production & Commercialization**

Creating and selling replicas of ancient artifacts, sculptures, and temple art for educational institutions, museums, tourists, and collectors, combining heritage appreciation with entrepreneurship.



## **Conclusion**

The workshop concluded with the **Vote of Thanks** delivered by **Dr. M. Prabu**, Assistant Professor, Department of History, who expressed heartfelt gratitude to all dignitaries, speakers, and participants. He highlighted how the sessions were not only informative but also highly motivating for students to become **heritage-based entrepreneurs**- “Archaeopreneurs.”

The event concluded with the singing of the **National Anthem**, marking the end of a day filled with learning, innovation, and cultural pride.

There is no doubt that this **training workshop was highly beneficial**, especially for students, as it provided them with **practical knowledge, entrepreneurial insights, and inspiration** to explore new career paths rooted in **tourism, history, and culture**.