

ISSN: 0975-9352

Bi-Annual Journal of Indian Art, Culture, Heritage and Tourism

Vol. 10

October 2018 – March 2019

Issue. 1

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*Published Two times a Year
October and April*

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D57, Syndicate Residency, No.36, Dr. Thomas Road, T.Nagar, Chennai-600 017, Tamil Nadu, India

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Bi-Annual Journal of Indian Art, Culture, Heritage and Tourism
(ISSN: 0975-9352)
The Global Academic Forum

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FROM THE EDITOR'S DESK

OBJECTIVE AND SCOPE:

The Bi-Annual Journal of Indian Art, Culture, Heritage and Tourism (JIACHT) is a national peer reviewed half yearly publication. The Journal is multi-disciplinary in nature and encompasses wide range of areas such as art, culture, heritage and tourism for the researchers throughout the globe in order to promote studies of applied and professional interest. The Journal welcomes exceptionally high quality theoretical and empirical original writings and analysis pertaining to the issues related to India from the academics, practitioners and scholars belonging to India wherever they are placed and from the non-Indian scholars dealing with India.

Founded in 2009 by Dr. Prabhu Kumari Vanama, JIACHT is the India's scholarly Journal that authoritatively focuses on art, culture, heritage and tourism pertaining to both the age old as well as contemporary issues relating to India. This **Fifth Issue** (Volume. 10, Issue. 1) comprises of 2 Research Papers, 3 Commentary Reports, 3 Methodological Debates and 1 Book Review.

FREQUENCY:

Published two issues per year in April and October from Chennai.

ACKNOWLEDGEMENTS:

Constantly *Lionade. Mrs. Vanama Jnana Prasuna, Playback Singer* and the *Trustee of the Vanamaa Art, Educational and Cultural Trust* is extending her sustained support in bringing out this journal regularly.

Humble thanks filled with honesty are placed on record to the Journal's Board of Editors **Dr. Tmt. T.Chandralekha** and **Dr. G.J.Sudhakar** for fuelling me constantly to further the execution of this Journal successfully. Other Board of Editors hailing both from India and Abroad too deserve mention for their triggering pedagogic support.

A sincere and warm welcome to the new entrants **Prof. Mohammad Eskandari Sani**, Department of Geography, University of Birjand, Iran and **Prof. Uday S. Tate**, Department of Marketing, College of Business, Marshall University, West Virginia, United States into the Editorial Board of this esteemed journal.

Academic stalwarts, educationists and scholars who contributed articles on **Art** are Dr. G. Surendra - Assistant Professor, Department of History, VR College, SPSR Nellore; Dr. Yadava Raghu - Academic Consultant, Department of History & Archaeology, Yogi Vemana University, Kadapa; on **Culture** are Capt. Lingala Pandu Ranga Reddy - President, IAS Study Circle, Hyderabad & Member, Royal Historical Society;

Dr. Ramabrahmam Vellore Assistant Professor, Department of History & Archaeology, Yogi Vemana University, J. Narayana, Ph.D., Research Scholar of the Dept. of History & Archaeology; S. Somasekhar Head of the Department of History, Sri YN College, Narasapur, on **Heritage** is K.P. Yuvaraj, Assistant Professor, T. John's College and on **Tourism** is Mercy Rathna Rani, Assistant Professor, Department of History, Archaeology and Culture, Dravidian University.

World renowned historian Romila Thapar's **INDIAN CULTURES AS HERITAGE CONTEMPORARY PASTS** published in 2018 by the Aleph Book Company, was thoroughly assessed and thought provokingly appraised by Dr. Tmt. T. Chandralekha, Former Dean of Humanities and Sciences, Dr. MGR Educational and Research Institute University, Chennai in an interest kindling way.

On the whole, an ensuring glimpse into this affirming journal, provides an assuring scholastic fiesta to the academicians as well as to the common herds.

(V. PRABHU KUMARI)