



# PERIYAR UNIVERSITY

State University - NIRF Rank 59 - NIRF Innovation Band of 11-50  
Salem-636011, Tamilnadu, India.

## Newsletter September 2023



## Automation plays a pivotal role in clinical diagnosis: Experts

Periyar University's Department of Biochemistry has recently conducted a two-day national workshop on 'Latest updates and application of automation in clinical diagnosis.' It aimed at orienting students in the field of present automation technology for early detection, fast, and accurate results for identifying various diseases at different stages in clinical diagnosis.

Inaugurating the workshop, Hon'ble Vice Chancellor, Prof. R. Jagannathan, emphasized the pivotal role of automation in diagnosing fatal diseases and expressed a desire to explore the possibility of establishing non-invasive imaging facilities that detect breast cancer. On existing e-nose technology in the university, he said, soon it may operate on a commercial level. He also stated the need for fast and simple non-invasive technology to garner information in a short period.

The convenor, Dr. T. Palvannan, welcomed the gathering. At the outset, tests such as PCR analysis for COVID-19 detection and ELSA test on Hepatitis and Malaria were conducted. CDC Dean and Zoology Department Head, Prof Dr. S. Kannan, delivered the keynote address. Chennai-based Medox Biotech Product Manager, Mr. Sunil Laxman, spoke on the significance of automation in detecting disease. Dr. Saravanan Ganapathy of Nano Biolab focused on the importance of quality, sensitivity, and specificity.



The organizing secretary, Prof. M. Suriyavadhana and Associate Professor, Dr. V. Manju, proposed the vote of thanks. Students, research scholars, and faculty members from Periyar University and its affiliated colleges were in attendance.

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## Webinar on the importance of Chartered Accountancy

Department of Commerce in association with Southern India Regional Council of Institute of Chartered Accountants of India, Salem, organized a webinar on ‘the career awareness program. The participants were encouraged to opt for this potential course for its vital role in personal and nation-building.

Having inaugurated the program, Prof. K. Thangavel, Registrar (FAC), stressed the importance of accounting education and the role of Artificial Intelligence in fields like accounting, and commerce with regards to data analysis and decision-making.

The resource person, Mr. C. A. Kumar Sitaraman, delved into Chartered Accounting course and strategies. He said the course can be useful for students of any discipline and informed them about the availability of scholarships and other financial aids for aspiring and those pursuing CA courses.

Head of the Department of Commerce, Dr. K. Krishnakumar, welcoming the gathering, spoke about the importance of the program. Students from affiliated colleges and Periyar University were in attendance.



## ‘RJ Hunt’ program



Periyar University’s Department of Journalism and Mass Communication at the behest of All India Radio (AIR), Dharmapuri, has recently held an elocution contest to scout the hidden talents of youth. The program was part of AIR’s drive against the backdrop of the 75<sup>th</sup> year of independence to hunt future Radio Jockeys (RJ) from different educational institutions in the region. Hon’ble Vice Chancellor delivered presidential address.

The registration in this regard was carried out through Google Forms, wherein 27 students were short-listed and about 80 students participated as visitors. Students’ performances including voice quality, style of presentation and their confidence level were recorded by AIR and a week later broadcast on regional hook-up on 10<sup>th</sup> September, 2023, from 5 pm to 6 pm. The program was well received by the audience; the event was parked on AIR Dharmapuri's social media sites.

## Seminar on 'Energy conservation, audit and management

The Department of Energy Science & Technology has recently organised a national seminar on 'Energy conservation, audit and management' at university premises. During the meeting, the gathering was apprised of the current energy scenario and the importance of its audit and required management.

Department Head, Dr. K. A. Ramesh Kumar welcomed the gathering.

Hon'ble Vice Chancellor, Prof. R. Jagannathan, in his address on prospects for students in the energy sector, reiterated that the energy simulation model is crucial for its efficient use and stressed that wind and hydro energy are important sources and students must make use of them.

Addressing the gathering, Dr. G. Kumaresan, Additional Director-Centre for Research, Anna University, Prof. Kumaresan, said, that energy audits in India date back to 1970, when the country faced shortages and sought ways to improve its efficiency. In 2002, the Bureau of Energy Efficiency came into being to promote energy efficiency and audit. It became a vital tool for industries, businesses, and government enterprises.



Faculties, guest faculties, students, and participants from various departments were present in the program.

## Women empowerment must for gender justice

UGC-funded Women's Studies Centre of Periyar University hosted a seminar on 'Gender Justice and Empowerment of Women' on September 15, 2023. The event aimed at creating awareness of gender equality, justice, and empowerment of women.

Hon'ble Vice Chancellor, Prof. R. Jagannathan, in his presidential address, said that gender justice and empowerment of women are crucial to building an inclusive and equitable society.

Dr. Ridhima Tewari, Chairperson- Women Cell-IIT Dharwad, shared her experiences on the challenges women face in society and said gender justice can only be achieved by empowering women in the true sense of the term.

Dr. Neeraja, Head of the department of Women's Studies, Sri Padmavati Mahila Visva Vidyalaya, Tirupati, AP, delved into the legal aspects, discussed the significance of gender egalitarianism, and shed light on the need for cultural shifts and awareness in the pursuit of gender equality.



Prof. K. Thangavel, Registrar (FAC), in his valedictory address, stressed the need for commitment and collective action; he also distributed certificates to participants. Prof. Dr. P. Nazni, Director of the Women's Studies Centre, and her team organized the event.

## In-House Project Expo 2023

The Department of Computer Science has recently organized a daylong exhibition - 'In-House Project Expo 2023,' where Computer Science students '23 teams put in creative intelligence in constructing various projects dealing with potential issues and put them on display that received an overwhelming response.

Hon'ble Vice Chancellor, Prof. R. Jagannathan, in his address, praised participants' commitment to innovation and their potential exhibits. Prof. T. Poongodi Vijayakumar, Head of Food Science and Nutrition and one of the judges lauded the participants, acknowledging their extraordinary work.

Of all the projects on display, 'Anti-Sleeping Glass' by Team Akatsuki was adjudged the best. 'Learning Management System of Periyar University' by Team Undo Error; 'Campus View @ PU,' 'AR Vision and Games,' and 'Control Car Using Hand Gesture with Open CV' projects, were acknowledged for their innovativeness. Elanchezhian M's 'Virtual Smart Interaction for Physically-Challenged,' brought accolades and was given monetary incentive.



In the valedictory function, Dr. K. Thangavel, Registrar (FAC), stressing the importance of innovative projects, reiterated the university's commitment to host such exhibitions frequently. The expo received a huge response.

## Success Celebrations for G20 Events: IPR Cell

Periyar University's Intellectual Property Rights Cell organized a quiz program at Senate Hall to celebrate the success of the G20 summit recently concluded in India.

Hon'ble Vice Chancellor, Prof. R. Jagannathan, in his inaugural address, insisted upon the necessity of design thinking and protecting the rights of every inventor. He exhorted research scholars and students to enrich their knowledge about patents and copyrights so that their disseminated ideas will get recognized across the board.

Prof. K. Krishnakumar, Coordinator of IPR Cell, welcomed the gathering.

Prof. K. Jayaraman, G20 Nodal Officer, oriented the gathering on types of IPR and different functionalities.

Prof.K.Thangavel, Registrar (FAC), presiding over the valedictory function, shared ideas on the practicality of copyrights, patents and geographical indications which play crucial roles in the present scenario.

Dr. S. Boopathi, and Dr. R. Kavitha, an IPR member, organized the event. IPR Cell members, faculty members, research scholars, students from various departments and others participated in the event.



## Trinity of Social Justice Leaders: Kalaingar Research Centre

Thanthai Periyar's Birthday – Perarignar Anna's Birthday – University 27<sup>th</sup> Year Foundation Day Celebration was organized on 15.09.2023 at the Periyar Auditorium. The event started with the dignitaries' floral tribute to Periyar, Anna, and Kalaingar, the doyens of the social justice movement that revolutionized by making possible access, equity, and quality in the lives of Tamil society.

Prof. K. Thangavel, Registrar (FAC), welcomed the gathering by highlighting the efforts taken by the university to promote social justice.

Prof. R. Jagannathan, Vice Chancellor, presided over the grand event and shared his experience in implementing social justice policies as the leader of the institutions he served.

Prof. M. Rajendran, Former Vice Chancellor of Thanjai Tamil University, made the audience understand the need for walking along the path of the social justice leaders.

Dr. Vijay Ashokan, a Scientist from Sweden, made the audience spellbound as he chronicled his experience in his career success which was colored by the values imbibed in him by Tamilnadu's social justice movements. He also underscored how Tamils in the country and abroad, cutting across all sections of communities, were able to adorn high positions like scientists, doctors, and leaders.

Dr. R. Subramani, Director of Kalaingar Research Center, while delivering the Vote of thanks, highlighted the importance of the celebrations of the trio that enabled Tamilnadu to snatch top positions in human development index in the country.

More than 1200 Students Participated in this mega event.



### AI ensures accuracy, decision-making data-driven: Vice Chancellor

The Department of Commerce has recently held a one-day workshop on the 'Role of Artificial Intelligence (AI) in the stock market' at the Computer Centre of the campus. Eminent speakers enlightened the gathering about the importance and applications of AI in the fiscal sector.

Hon'ble Vice Chancellor, Prof. R. Jagannathan, inaugurated the program, and speaking about AI's significance and relevance in the stock market, he said, it ensures accuracy and makes decision-making data-driven.

Head of the Department of Commerce, Dr. K. Krishnakumar, in his address, emphasized the pivotal role AI plays in the stock market landscape. He also shared valuable insights about AI's transformative potential and technologies.

Key-note speaker, Mr.S.Alaudeen Basha, Technical traniner- ALBn Securities Pvt. Ltd., enlightened participants about various application procedures of AI in the stock market and appraised the gathering as to show how AI is reshaping trading strategies and influencing investment decisions. Dr.M.Suguna, the organizing secretary, proposed the vote of thanks.

## Special Lecture Programme on Psychological Trends in Ancient Tamil Culture

The Department of Psychology conducted a G20 EVENT titled “A Special Lecture Programme on Psychological Trends Traced in Ancient Tamil Culture” on 29.08.2023 with Prof. A. Karunanandhan as the Resource Person, a former Professor and HoD of History, Vivekananda College, Chennai. Prof. K.Thangavel, Registrar (FAC), inaugurated the event by connecting the Ancient Tamil Culture and Modern Developments, especially the electronic revolution. He encouraged the participants to be bold and courageous to solve modern-day issues.

Earlier Prof. S. Kadhiravan, Convener, welcomed the gathering and explained the importance psychological aspect of culture.

Prof. K. Krishnakumar, Professor and Head, Dept. of Commerce, gave a brief note on the vision and mission of the G20 programmes and the presidency of India in it.

Then, the resource person elaborated on the psychological trends in ancient Tamil culture. He explained the connection between ancient systems and modern developments in every aspect of psychosocial life.



Prof. K. Jayaraman, Nodal Officer- G20 events-was instrumental in organizing the well-deliberated special lecture programme. Dr. D.V. Nithyanandan, Organizing Secretary, made the arrangements for the event. There were about 120 participants from the Department of Psychology, Economics, and Commerce.

## Millets, storehouse of nutrition

Department of Nutrition and Dietetics has recently hosted an interesting daylong national webinar on the ‘Role of millets in women's health’ through Google Meet. Various eminent academicians shared their expertise on the topic and enlightened the gathering about the benefits of millet.

Dr. K. Thangavel, Registrar (FAC), made the Opening remarks.

Dr. S. Sayeda Farah, the keynote speaker from JSS Academy of Higher Education and Research, Mysore, touched upon nutritional-related problems faced by women and health conditions that affect women's regular lifestyle. She also shed light on topics like interesting facts, production, types, nutritional value, risk factors, the role of millet in other diseases and research evidence. Mrs. M. Harinee, the IPMER dietician, spoke on ‘Millet diet: A natural way to combat PCOD.’

The major takeaway was that the experts said, millets are a storehouse of nutrition as they protect the heart, reduce the effects of migraines, protect from diabetes, improve the digestive system, lower the risk of cancer, detoxify the body, boost respiratory and nerve health, optimize immune system, increase energy levels, and improve muscle.

The webinar primarily focused on the role of millets in maintaining women's health especially in tackling major health conditions like polycystic ovary syndrome, breast cancer, puberty-related maladies, and dietary modifications to maintain good health.

Dr. S. Parameshwari, HoD of Nutrition and Dietetics and her team arranged the event.

## UGC NET & SLET coaching program

The Department of Psychology has recently organized a three-day alumni lecture series focusing on UGC NET & SLET coaching which will enable the aspirants to pass and become Assistant Professor at various Indian and state universities and colleges through its Psychology Alumni Association.

Head of the Department, Prof. S. Kadhiravan, inaugurated the session. An alumnus of Periyar University, Dr. A. Madhalaimuthu, now with Christ University, Bengaluru, was the resource person. The coaching program was interactive; with group discussions and a variety of innovative teaching techniques keeping the participants engrossed. Faculty members, students, and I and II M.Sc. Applied Psychology students were in attendance.

## Soft skill training for professional success

The Department of Statistics has recently organized a six-day national workshop on 'soft skill training for professional success.' The training program was meant for MSc students to be equipped with soft skills to achieve professional success.

The program yielded a positive result in exemplifying employability skills to the students; they were exposed to hands-on training in Excel software. The trainers told students to acquire professional aptitudes with deep passion and a never-say-die spirit that ultimately ensures employment.



Dr. John Paul Raj, Dr. Sumathi Annamalai, Dr. Aishwariya, and Dr. Arthy Chellasamy, all from Christ University, Bangalore, were resource persons for the training. About 83 students and others participated in the training.

## Quiz on Application of AI in fiscal sector

The Department of Commerce has recently organized a G20-Quiz program on the 'Application of Artificial Intelligence in the field of Financial Technology'. The program was meant for university departments and affiliated colleges.

The program received overwhelming response from across departments and colleges in which 12,114 students participated in the program. The event was aimed at providing valuable insights and knowledge on the integration of AI into technologies used in financial sector. Students were told to foster deeper understanding of cutting-edge technology.

## Awareness Program on Suicide Prevention

The University through its Psychology Department has recently organized an awareness program on 'World Suicide Prevention Day' at the university auditorium. The program was primarily meant to create awareness in the general mass that 'suicidal tendency' can be dealt with.



Dr. K.S. Vivekanandan, DNB, Consultant Psychiatrist, Salem, delivered a talk on 'suicide prevention and strategies.' Dr.C.Babu Consultant Psychiatrist, Sri Gokulam Hospital, delved into poly substance abuse and self-destructive behavior.

Over 1,500 audience including students, researchers, teachers, administrative staff, and others were in attendance.