



PERIYAR UNIVERSITY

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

Newsletter December 2023



Special Lecture on the Importance of Energy Conservation

Department of Energy Science and Technology organized a 'Special Lecture' on the Importance of Energy Conservation on 14.12.2023. Every year, India has observed National Energy Conservation Day on December 14, since 1991. Formed under the Union Ministry of Power, the Bureau of Energy Efficiency – BEE, has been leading the celebrations of National Energy Conservation Day.



Dr. V. Satheeskumar, Assistant Professor, Department of Mechanical Engineering, Government College of Engineering, Salem, was the resource person. Dr. V. Satheeskumar explained to the students on importance of Energy Conservation and various techniques.

Dr. K. Thangavel, Registrar (FAC), in his presidential address, sensitized the participants about the need of the hour to conserve energy in its various forms.

Dr. K. A. Ramesh Kumar, Professor and Head of the Department of Energy Science and Technology introduced the concept and welcomed the gathering.

YRC and RRC awareness rally on World AIDS Day

YRC and RRC units of Periyar University organized a rally on 01.12.2023 on the occasion of World AIDS Day. In the massive awareness rally, over 300 students participated and took the AIDS awareness pledge. The Vice-Chancellor, Prof. R. Jagannathan, inaugurated the event. YRC and RRC Zonal Coordinator, Dr. S. Padmasekaran and Youth Red Cross and Red Ribbon Club Programme Officers, namely, Dr. Alagirisamy, Dr. Veni Priyadarshini, Dr. Radhika, and Dr. Kalyanasundar were also present on the occasion.



World Health Organization (WHO), on this day, calls on global leaders and citizens to rally to confront the inequalities and to reach out to people who are currently not receiving essential HIV services.

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Commemoration of World AIDS Day

Department of Sociology commemorated the World AIDS Day on 01.12.2024. The event was organized by Dr. SundaraRaj. T, Associate Professor of Sociology, and his team. He introduced and highlighted the services of Mr. P. Nagarajan, Director of Salem District of HIV positive people, Mrs. Mariyamammal, social worker, in Salem District Aravanigal Thai Vizhudhugal, Dr. Sathish, Assistant Professor, NSS coordinator, Department of Computer Science, Periyar University, and Dr. T. Elangovan, Assistant Professor, Department of Energy science in creating awareness about HIV and AIDS. He also introduced this year's theme - 'Let communities lead'.

Mr. P. Nagarajan in his special address clarified the difference between AIDs and HIV. He explained the role of governance in AIDS control and prevention and suggested vital measures to prevent the prevalence of AIDS. Elaborating on the background of the Tamilnadu AIDS Control Society and National AIDS Control Society contributions, he clarified doubts raised by the participants regarding AIDS and HIV.

Dr. S. Sathish, in the second session, administered the the pledge to the participants. He, then, shared his experiences about the yeoman's role of NSS service in creating AIDS awareness. He advocated for humane treatment of people living with HIV and transgender persons. He called for social inclusion of them and the upholding of their due rights.

Mrs. P. Mariyamammal talked about the possibility of a longer and healthier lifespan for people living with HIV. She is also alarmed about how artificial sexual contact leads to HIV spread. Explained elaborately about Syphilis and other sexually transmitted diseases, she shared her worries about the young generation's path of pleasure. She also unexpectedly disclosed that the majority of HIV-positive individuals are under the age of 18.



Dr. P. Sethurajakumar, Assistant Professor, Department of Sociology, shared his experiences about the sorry state and stigmatisation of the transgender.

Special Lecture Programme on Targeting Antimicrobial Resistance

The Department of Biotechnology with support from the DST-FIST, organized a Special Lecture Programme on December 22, 2023, to address the critical issue of antimicrobial resistance. Dr. R. Kavitha, Professor and Head of the Department of Biotechnology, convened the programme along with her departmental team. Dr. Saravanan Maheswaran, the resource person, shed light on combating antimicrobial resistance, a pressing concern in the field of biotechnology, aiming to provide insights into innovative approaches to address this global challenge. He is an Associate Professor in the Department of Biological Sciences and Bioengineering at IIT Kanpur.



The Special Lecture Programme not only provided a platform for knowledge exchange but also underscored Periyar University's commitment to addressing contemporary challenges in biotechnology. The event served as a testament to the university's continuous efforts to promote academic excellence and foster collaboration amongst the scientific community.



Biotechnology Hosts 7th Siddha Day Event on Siddha Entrepreneurship

The Department of Biotechnology hosted the 7th Siddha Day Event in collaboration with Sivaraj Siddha Medical College and Hospital, on 22.12.2023. The programmes was hosted with support from DST-FIST on the title "Siddha Entrepreneurship - Thought Process and Jump Starting". The Honourable Vice-Chancellor of Periyar University, Prof. R. Jagannathan, inaugurated the special event.

Dr. R. Vetrivendan, Siddha Medical Officer at Sub-District Hospital Vembadithalam, delivered the special address. Dr. K.P. Ramachandran, District Siddha Medical Officer, and Dr. J. Jagannathan, the Principal of Sivaraj Siddha Medical College and Hospital, felicitated the event. Dr. L. Sivakumar, Chief Executive of Dr Siva Siddha Ayurveda Pharma and Foods, Chennai, offered insights into Siddha Entrepreneurship.

This event stood as a great platform for discussing the entrepreneurial aspects of Siddha medicine, encouraging innovative thought processes, and jump-starting initiatives in this field. Participants also received field-level advice from experts and practitioners from the Siddha medical community.



Dr. R. Kavitha, Professor and Head, and her team Dr. D. Natarajan, Dr. M.S. Shivakumar (Associate Professors), and Dr. P. Indra Arulselvi (Assistant Professor) were instrumental in organizing the programme.

Special Lecture Programme on Filing of Geographical Indications: IPR Cell

IPR Cell of Periyar University organised a special lecture programme on Filing of Geographical Indications (GI) on 20.12.2023.

Hon'ble Vice Chancellor. Prof. R. Jagannathan, in his presidential address, emphasized the need of innovative thinking by grasping the key information shared by renowned scholars. He revealed the crucial role played by Geographical Indications (GIs) in recognizing and protecting the unique qualities, characteristics, and reputation of products originating from a special geographical area. He added that consumers identify and differentiate products based on their geographical origin and the associated cultural, historical, and natural attributes. The Vice-Chancellor suggested that research scholars enrich their knowledge in Geographical Indications so that their disseminated ideas will be recognized by the world; such ideas will not only benefit the researcher but will provide an everlasting identity to the human ecology of a particular place, as well. He congratulated the IPR team of the university for organising the event to sensitize the learners' community in connection with the opportunities and benefits of filing geographical indications.



Dr. A. Usha Raja Nandhini, Co-ordinator- IPR Cell, Mother Teresa University, Kodaikanal, delivered a special address on Filing of GI . She touched upon the significance of various areas of intellectual properties inclusive of Patents, Designs, Trademarks, GI and Copyrights. She also explained the step-by-step process of filing geographical indications. She insisted upon the development of society through a well-informed common man through the dissemination of Intellectual Property Rights through GI. She shared insightful suggestions on the practicality of filing of GI which plays a crucial role in the present scenario.

Scholars from various departments of Periyar University participated and benefited from the programme.

Dairy farming , agriculture key to Economy: VC

The Department of Nutrition and Dietetics organized a one-day “International Conference on Dairy Products in Human Health and Nutrition: Innovations and Opportunities” on 14.12.2023 in association with the Indian Dairy Association- Tamil Nadu Chapter.

Dr. A. Elango, organising secretary of the conference and Dean, Veterinary College and Research Institute, Salem, welcomed the gathering. Honourable Vice-Chancellor of Periyar University Prof. R. Jagannathan, delivered the presidential address. In his speech, he emphasized the interrelationship between agriculture and dairy farming and how both these sectors have contributed to the family and Indian economy.

Honourable Vice Chancellor of Tamil Nadu Veterinary and Animal Sciences University, Prof. Dr. Selvakumar, released the compendium and addressed that Veterinary sectors have continued to grow by 6% annually. He further added that the value addition from dairy products has earned 12,27,766 crores in the year 2023.

Dr. Sodhi, President of the Indian Dairy Association, New Delhi, in his keynote address, highlighted the nutritional benefits of milk and milk products; the role of the Indian market in enhancing milk consumption among the public and the estimation of the consumption of milk and milk products to reach 267 million tonnes by 2030.

Mr. Charles, Central Executive Committee Member, Indian Dairy Association, New Delhi and Dr. Satish Kulkarni, Chairman, IDA, Bengaluru shared their insights on how milk acts as a balanced food with all the essential fats.



After the felicitation by Mr. Kanna, Chairman, IDA, Tamil Nadu chapter, the experts from different Indian and Foreign Universities addressed the participants on the topics of need of the hour like Next Generation Sequencing to track Antimicrobial Resistance in Food Borne-Pathogens; Probiotic Dairy Products as Functional Foods; Innovative Approaches in the Development of Fortified Dairy Products; Dairy Development Schemes and Programs for Entrepreneurs; Value Addition of Milk and Milk Products; Role of Dairy Foods in Sports Nutrition; Impact of Drug Residues and Mycotoxins (Aflatoxins) in Milk: A Review and Natural Food Color(ant)s, etc.

Dr. S.Parameshwari, Professor and Head, Department of Nutrition and Dietetics, Periyar University, Salem and her team, organized the mega event.

Around 901 participants including students and faculty members from affiliated colleges of Periyar University, members from the Indian Dairy Association, Professors and students from Veterinary College and Research Institute, Salem, Chennai and Orathanadu, students and Ph.D scholars from institutes across the country were in attendance.

Commemoration of International Human Rights Day

The Department of Sociology observed International Human Rights Day 2023 on 11.12.2023 aiming at fostering awareness and understanding of human rights on a global and national level,

Mr. Sethupathi Mariappan, Founder-National Law Foundation, Salem, underscored the importance of laws like the POCSO Act, Domestic Violence Act, and the Prohibition of Child Marriage Act in safeguarding the rights of children and women. He emphasized the need for strict enforcement of these laws and awareness campaigns to educate communities about their rights and how to seek protection. His insightful address served as a stark reminder of the ongoing human rights challenges faced by our society. He provided a compelling call to action, urging individuals to take responsibility, utilize legal avenues, and collectively work towards creating a world where human rights are not just recognized but actively upheld for all.

Dr. C. Gobalakrishnan, Associate Professor and Head of the Department, delivered a thought-provoking opening address delving into the historical roots of the Human Rights movement, tracing its evolution from the aftermath of devastating global conflicts like the 1st and 2nd World Wars. He also highlighted the atrocities and injustices experienced during the conflict. He finally highlighted the adoption of the Universal Declaration of Human Rights (UDHR) in 1948 as a landmark moment in history. The UDHR's considered the cornerstone of international human rights law, established a universal standard for the protection of fundamental rights and freedoms for every individual.

Dr. T. Sundara Raj, Associate Professor, elaborated on the importance of engaging in open dialogue and critical examination of human rights issues, both in the context of the global community and within the Indian society. He pointed to several stark realities that continue to plague our society, including Manual Scavenging and Lockup Deaths



Dr. M. Jeyaseelan, Associate Professor, proposed the vote of thanks, expressing gratitude to the organizers, speakers, and all those who participated in the program. He acknowledged the valuable contributions made by each individual and emphasized the continued commitment of the Department of Sociology in promoting human rights education and advocacy.

The program concluded with an interactive session, where the audience engaged in meaningful discussion and raised questions about various aspects of human rights. It served as a platform to raise awareness, inspire action, and reaffirm the collective responsibility to create a world where human rights are acknowledged and upheld for all.

Drug Abuse bane for society, says SP

Youth Red Cross Society and Drug Awareness Organization of Periyar University organized a one-day seminar on the Social Impact of Drug Abuse on 08.12.2023. The Salem District Omalur Deputy Superintendent of Police Tmt. D. Sangeetha served as the chief guest. She elaborately discussed the issue of drug abuse and available remedies in the society. She also pointed out the initiatives taken by the Government. She exhorted the younger generations to shun the drug for the betterment of the future.

In response to a clarion call for a 'Drug-free Tamil Nadu' given by the Hon'ble Chief Minister, M. K. Stalin, all governmental machineries including universities to enforcement agencies are taking steps to eradicate this menace.

More than 200 students participated in the seminar and benefited from the discussions.

