



# PERIYAR UNIVERSITY

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



# Newsletter

March 2024



## PU CHEMFEST – 2024: Chemistry

The CHEM CLUB of the Department of Chemistry celebrated a festival of chemistry – “PU CHEMFEST – 2024, 3rd Edition” on 01.03.2024 for M.Sc. Chemistry students. Prof. P. Viswanathamurthi, Registrar (i/c) delivered the welcome address. Mr. M. Nithishkumar, Secretary of the Chem Club welcomed the participants and addressed the events.

The CHEMFEST is a knowledge, fun-filled CHEMISTRY LOGIC GAMES AND EVENTS that create a joyful inspiration among the students by kindling their curiosity and enthusiasm in cracking answers to basic chemistry riddles exposed in different forms of art.

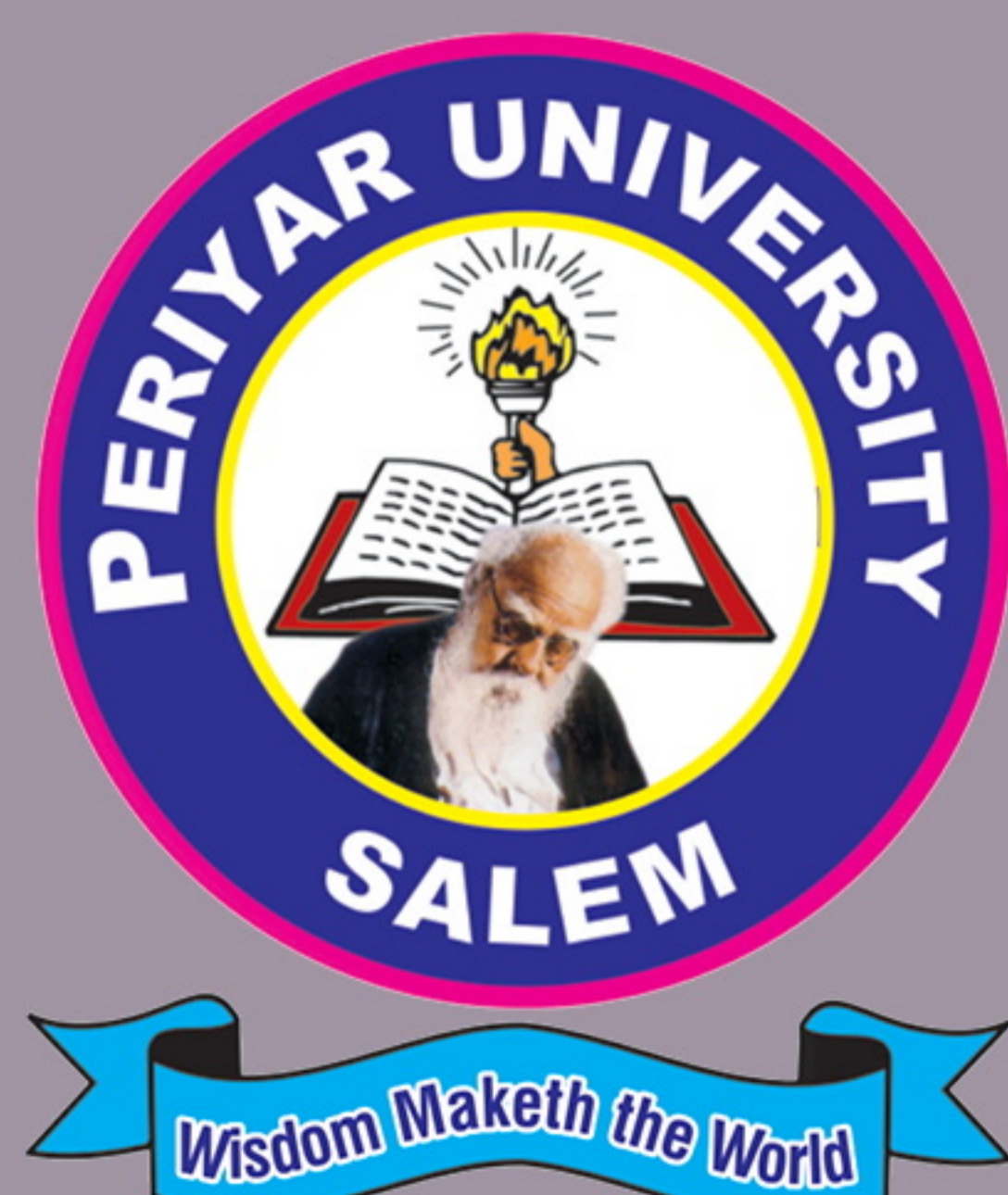
The event also manifests the ideas and inner talents of young chemists through their innovative creations. Over 185 students from different universities and colleges like Alagappa University, Karpagam Academy of Higher Education, Govt. Arts College Salem-7, Govt. Arts College for Women Salem-8, Arignar Anna Arts Govt. Arts College, Attur, Chikkanna Govt. Arts College, Tiruppur, Vellalar College for Women, Padmavani College for Women, Trinity College for Women, JKKN College, Erode Arts and Science College etc., from Salem, Namakkal, Coimbatore, Erode, Tiruppur and Karaikudi eagerly participated and exposed their innovative ideas and got inspired by the events and games.

The CHEMCLUB organized 11 solo and 7 team events namely, Chem Art, Chem Jam, Chem Cubes, Chem Chutes, Chem Draw, Chem Elocution, Chem Fire, Chem Poem, Chem Essay, Chem Retrieve, Chem Grid, Chem Connect, Chem Mystery, Chem Charades, Chem Brainiac, Chem Stone, Chem Go, and Chem Hunt.



At the valedictory function, Prof. V. Raj, HOD of Chemistry and President, Chem Club and Dr K. Shanmuga Bharathi, Vice-President, Chem Club distributed the certificates, and medals to the winners and the overall championship and best participant were awarded.

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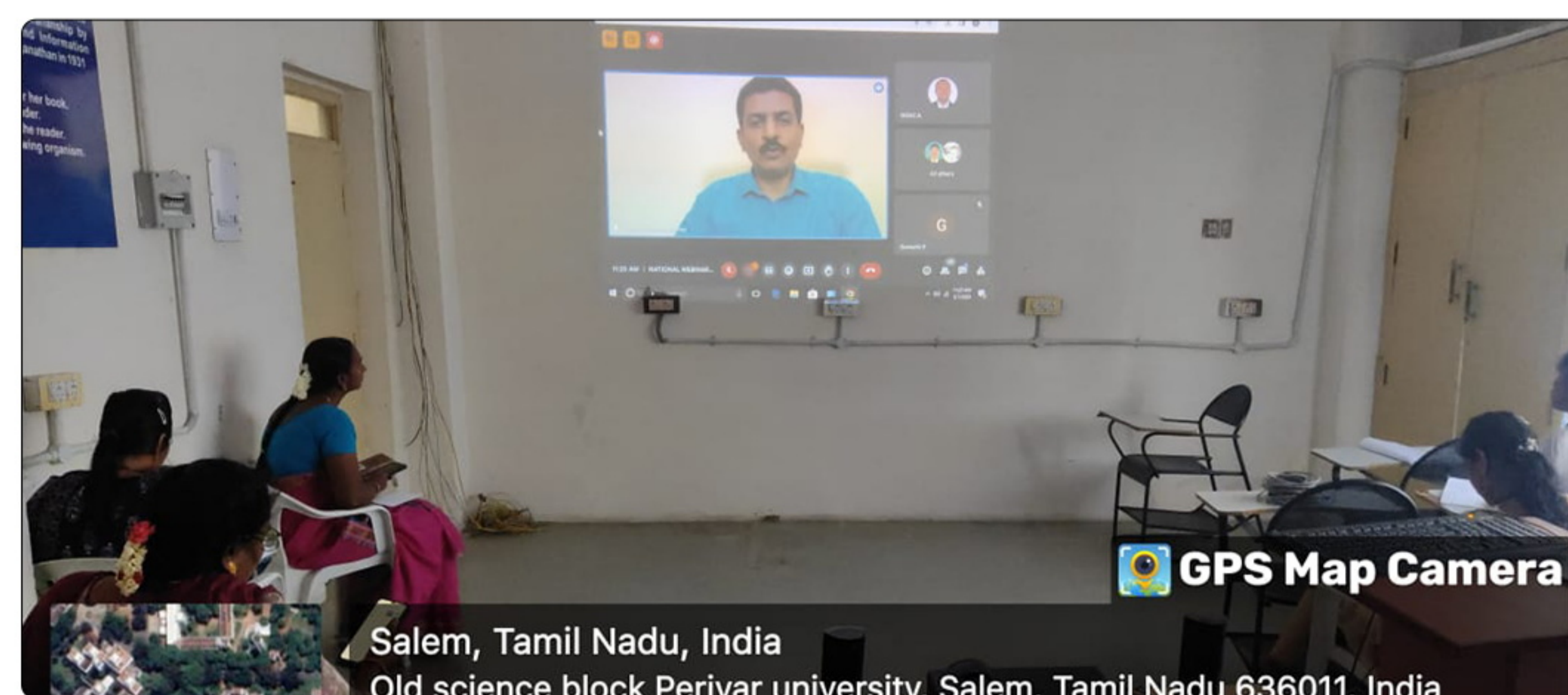
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## National Seminar on Vital Skills for 21st Century Library Professionals

The Department of Library and Information Science conducted a National seminar on “Vital Skills for 21st Century Library Professionals” on 01.03.2024.

More than sixty participants took part in the programme. Dr. N. Radhakrishnan, Professor, delivered the Welcome address and Dr.P.Gomathi, Assistant Professor, Organising Secretary, introduced the resource person. Guest speaker Dr B.T.Sampathkumar, Professor, Department of Library and Information Science, Tumkur University delivered lectures on different essential skills for library professionals for the present scenario. It was well received by the participants such as LIS professionals, research scholars, and PG students from various Universities. During the sessions, participants actively interacted with the guest speaker and posted the questions as well.



### Filed Visits

The PG students and faculty members of the Textiles And Apparel Design Department visited Sri Karvembu Textiles Private Limited, Muthur on 1.3.2024. It is involved in spinning and Open-End Spinning of Textiles. They are instrumental in manufacturing and exporting a wide range of products such as Textile Yarn, Cotton Yarn and Open End Yarn. Their products are tested on various quality parameters to ensure a defect-free range. They export 30 % of their products to European Countries and Sri Lanka. Students learned hands-on about how waste materials from the white cloth were recycled and shredded into fibres and converted into a lap; then how these laps undergo the process of opening, cleaning, mixing, blending, carding, drawing and finally converting into a yarn. They also learned how these yarns are again doubled in a doubling machine to improve their strength. These yarns are used for tying bundles, flowers, mop making, and towels. Then we visited the viscose rayon spinning unit where yarns up to 120 counts are manufactured.



The students of the Dept. of Biochemistry visited the Botanical Survey of India, Yercaud on 14.03.2024. Totally 38 students and 3 Teaching staff participated in this Educational Tour.

### Workshop on Logistics & its Role in Textile Industry

A two-day workshop on Logistics and its role in the textile industry was conducted from 04.03.2024 to 05.03.2024. Around 38 students participated in this workshop. On the first day, the importance, functions, components and types of logistics were explained. The participants also learned the role of ports in export logistics, port equipment details and customs clearance procedures. The basics of freight forwarding, functions, responsibilities of freight forwarder, e-commerce, operations- first mile, mid mile and last mile, warehousing, types and functions were dealt with in the day II.



## Life-Skills Training for Economically Deprived Students: Sociology

The Department of Sociology conducted Life-Skills Training for Economically Deprived Students from 06.03.2024 to 08.03.2024. Rajiv Gandhi National Institute of Youth Development (RGNIYD) sponsored the event.

Prof. P. Vishwanathamurthi, Registrar i/c, delivered the presidential address. He compared the real world with the social happenings. He gave real-time examples of life skills and how we required it. Dr. T. Sundarraj, Associate Professor, and the Organizing Secretary of the event, explained the importance of acquiring life skills and the usage of those skills throughout their life. He also explained the core theme of the programme which aimed at economically deprived students

Dr NR. Suresh Babu, Professor cum Director- UGC-HRDC, Department of Sociology and Population Studies, Bharathiyar University talked about the teachings of lord Buddha, Vivekananda, Emile Durkheim, Karl Marx, etc... He also explained WHO's definition of health and life skills and emotional intelligence.

Prof. Vasanthi Rajendran, RGNIYD, Director, joined the gathering via Google Meet. She gave a brief speech on how the present generation is addicted to mobile phones which unknowingly grab their attention apart from studies.

**Session I:** Dr Mehar Nithyan, Psychotherapist and Director, Calmscious-Mind Care Centre, dealt with Coping with Stress and Emotional Management. She empowered the students by making them learn coping strategies to manage their personal, social, and academic issues.

**Session II:** Mr. Babu Rangarajan and Mrs. Roja Ramani, clinical psychologists, demonstrated the 10 life skills from WHO. The activities were given to how we sculpt our life even for a single second. Some formulae were introduced to lead a successful life like  $K (Knowledge) + S (Skill) * T (Time) = Name fame money$ .

**Session-III:** Dr. R. Subramani, Associate Professor, Dept. Journalism and Mass Communication and renowned author, started with live demonstrations with students about the science of listening and keen observation and how they are diminishing through the compulsive usage of social media. He also discussed the nature and means of communication: Language, clarity in content, positive tone, cultural background, adaptability, and attitude.

**Session-IV:** Dr. D.V. Nithyanandan, Assistant Professor in Psychology and Psychologist, helped the participant learn about the development of critical thinking and creative thinking.

**Session-V:** Dr.K. N. Jayakumar, Assistant Professor in Psychology and Psychologist, started with the listening skills of the individual for that he conducted an activity and made students understand their listening capacity. He also talked about the rationalisation of an individual's life and explained the ignorance of individuals at three levels i.e. primary, secondary, and tertiary. By quoting Charles Darwin's theory of Survival of the fittest he explained about the better adaptability to change which will also match the people too.

**Session-VI:** Dr P. Ramasamy, Lecturer (GL) in Psychology, Government Arts College, Dharmapuri, talked on Livelihood Skills: Occupational and Vocational Skills. He explained the technical and non-technical skills by giving an activity which induced the participants to think

**Session-VII:** Dr S. Balamurugan, Assistant Professor-DoMS, focussed on Team Workforce and Leadership Skills and talked about "Self-Alignment. He suggested that education is the best tool to break that icon. He talked about how individuals shape their self and also explained the importance of shaping an individual's self-image. He quoted the Japanese concept "Ikigai" which means "Reason for being."

**Session-VIII & IX:** Prof. A. Murugan, Professor & Head Department of Microbiology, did an activity-oriented Skills that developed Self-Awareness and Empathy focussing on Values and Behaviour. He asserted that every individual has different value systems. Then he insisted participants read two books named, "The Biology of the Belief" by Bruce. H. Lipton and "The Power of your Subconscious Mind" by Dr. Joseph Murphy.

**Session X:** Dr R. Suresh, Associate Professor, Department of Geology, discussed the major life skills that are needed in the current society such as Communication skills, Money skills, online skills, Investment skills, self-defence skills, Survival skills, Mindset, First aid skills and Goal skills.

Prof. S. Kadhiravan, Controller of Examination (FAC), addressed the participants regarding the value of developing life skills.

Dr. T. Sundara Raj, Associate Professor, Head i/c, Department of Sociology, organized the programme. Dr C. Gobalakrishnan, Associate Professor & Head i/c, Department of Sociology, along with his faculty team convened the programme.

## Free Eye Check Camp: Commerce

The Department of Commerce conducted a Free Eye Check Camp in collaboration with Dr Agarwals Eye Hospital, Salem at Chellapillaikuttai Village, Salem under the Village Adoption Programme on 07.03.2024.



Dr. K.Krishnakumar, Professor and Head, and Dr. R. Kavitha, Coordinator of the village adoption scheme spoke about the importance of proper eye checks. Mr V. Venkatachalam, President of Chellapillaikuttai Panchayat, in his facilitation address, said that the camp is very useful to their village people especially those who are all affected by eye problems. More than 60 people of the village benefitted through this eye camp.

## PUBA Best Researcher/Students Award 2024

The Department of Biotechnology organized an event aimed to recognise exceptional contributions and achievements in the field of biotechnology. Dr. P. Indra Arulsevi, Assistant Professor and PUBA Coordinator, illuminated the journey of PUBA, emphasizing its pivotal role in nurturing student growth and fostering research excellence. Dr. D. Natarajan, Associate Professor and PUBA Faculty in charge, announced the recipients of the Best Researcher/Student Award. Additionally, Dr. M. S. Shivakumar, Associate Professor, unveiled the winner of the Department Competition, recognizing outstanding talent and innovation.



## International Women's Day 2024

The Women's Studies Centre (WSC) celebrated International Women's Day on 08.03.2024. In the celebration event Prof.Dr.P.Nazni, Director, (WSC), emphasized the significance of celebrating Women's achievements. Prof. Dr S.Kadhiravan, CoE (FAC) delivered an inspiring presidential address by quoting the importance of women workforce. Prof. Dr Jayaraman, Dean-CDC, delivered a felicitation address where he emphasized the economic contribution made by the modern women workforce to national development.

Dr Uma Rajarathnam, Global Head of Energy Transition Advisory at Enzen Global Solution Pvt. Ltd., Bangalore, was the special invitee to the celebrations. She spoke on the role of women workforce in the multinational working environment and highlighted the women leaders in MNCs.



According to the IWD Community, International Women's Day (IWD) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating gender parity. Significant activity is witnessed worldwide as groups come together to celebrate women's achievements or rally for women's equality. The IWD 2024 campaign theme, proposed by the IWD Community, is Inspire Inclusion. When we inspire others to understand and value women's inclusion, we forge a better world. And when women themselves are inspired to be included, there's a sense of belonging, relevance and empowerment.

## National Workshop on Advanced Techniques in Plant Science & Conservation Strategies

The Department of Botany conducted a National Workshop on Advanced Techniques in Plant Science and Conservation Strategies in association with the Centre for Biodiversity and Forest Studies from 13.03.2024 to 15.03.2024.



The Vice Chancellor, Prof. Dr. R. Jagannathan, inaugurated the event and delivered a presidential address. He stressed the need to study the significance of increasing the biomolecular efficiency of medicinal plants. The event included eleven technical sessions with various areas of focus, and more than 70 participants from different institutions attended and learned about recent techniques regarding biodiversity conservation and plant science.

Resource persons including Dr. T. Muthukumar, Professor Department of Botany, Bharathiar University, Dr. S. Kannan, Professor and Head, Department of Zoology, Dr. V. Veeragurunathan, Principal Scientist-Marine Algal Research Station, Mandapam Regional Centre of CMFRI, Marine Fisheries, Dr. N. Rameshkumar, Associate Professor, Amity Institute of Biotechnology, Mumbai, Dr. P. Thangavel, Assistant Professor, Department of Environmental Science, Dr. R. Rajkumar, Assistant Professor, Department of Environmental Science, Bharathiar University, Dr. P. Murugan, Associate Professor, Department of Medicinal Botany, Sri Sairam Siddha Medical College and Research Centre, Dr. P. Gurusaravanan, Assistant Professor, Department of Botany, Bharathiar University, Dr. R. Ramasubbu, Assistant Professor, Department of Biology, GandhiGram Rural Institute, Dr. P. Ponmurugan, Associate Professor, Department of Botany, Bharathiar University, and Dr. M. Viji, Assistant Professor, Department of Botany, Thiagarajar College trained the participants on advance techniques in plant science and conservation.

## Consumers Rights Day



Department of Commerce organized a programme on "Consumers Rights Day" on 15.03.2024 through the Commerce Students Club. Mr. S. Siva of I-M.Com. gave a note about the day and explained about the Consumer's rights. Students of I and II M.Com. participated in quizzes brainstorming games and discussions.

## Research Colloquium



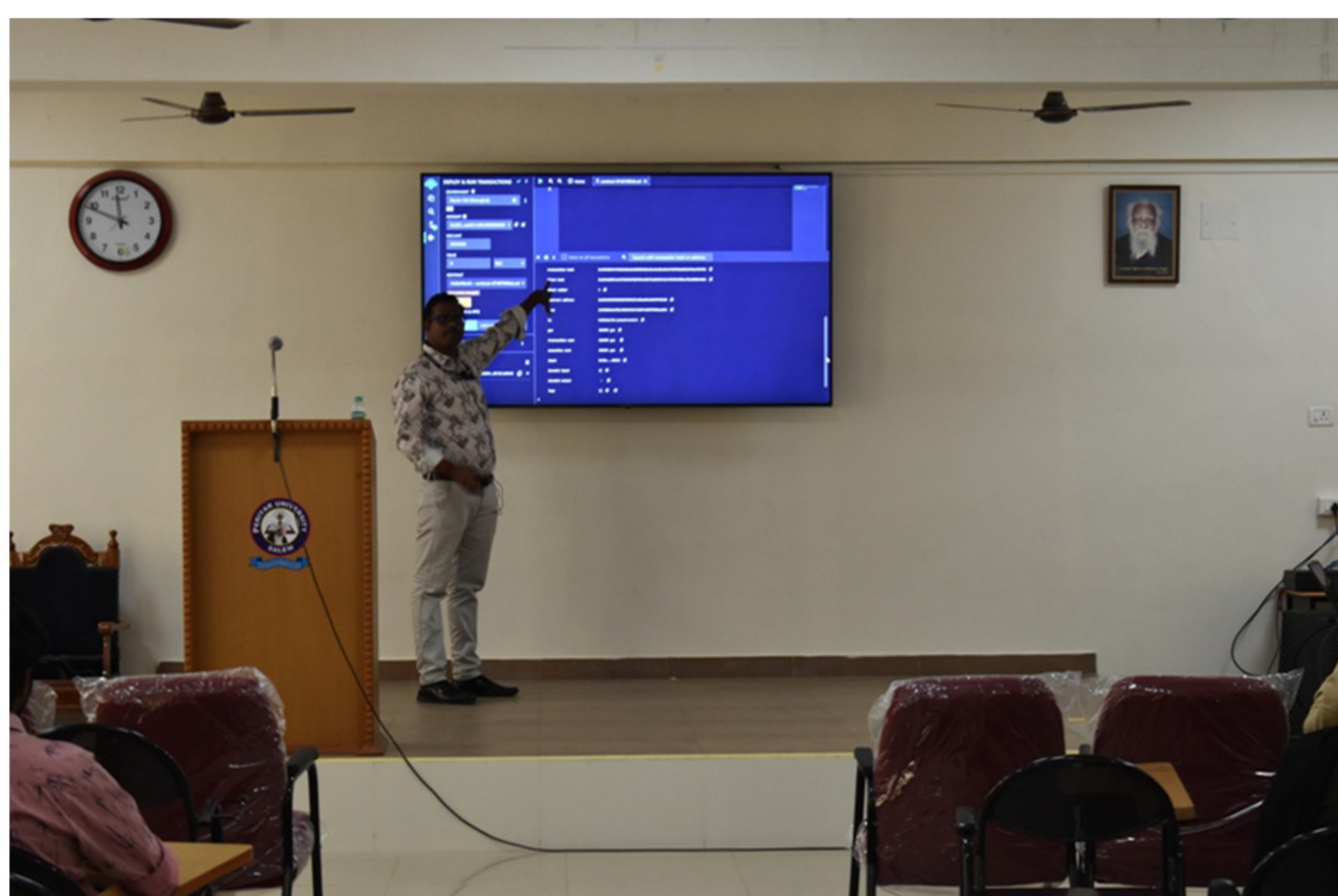
Department of Computer Science organized a Research Colloquium Meeting on 14.03.2024. The program is mainly focused on Research Scholars giving proper directions to their research works and building industrial standard solutions for their research problems. The chief guest, S. Prakash, Project Head, CIITS, pointed out the importance of how to build the research problem properly and gave directions on how to find the solutions to the research problems.

## International Workshop on Separation Technology and its Applications: Food Science, Technology, and Nutrition

Centre for International Relations and the Department of Food Science and Nutrition jointly organized International Workshop on Separation Technology and its applications on 18.03.2024. The resource person for that workshop was Dr. Marcelino Luiz Gimenes, Professor, Department of Chemical Engineering, State University of Maringa, Brazil. Dr. T. Poongodi Vijayakumar, Professor and Head, the Department of Food Science and Nutrition delivered the presidential address of the event. Dr. Marcelino Luiz Gimenes delivered a lecture on “Uses and application sericin protein from silk cocoon”. He discussed the various methods of separation and its application in protein recovery during his lecture. Students interacted with him very well and gained knowledge in the field of separation technology.

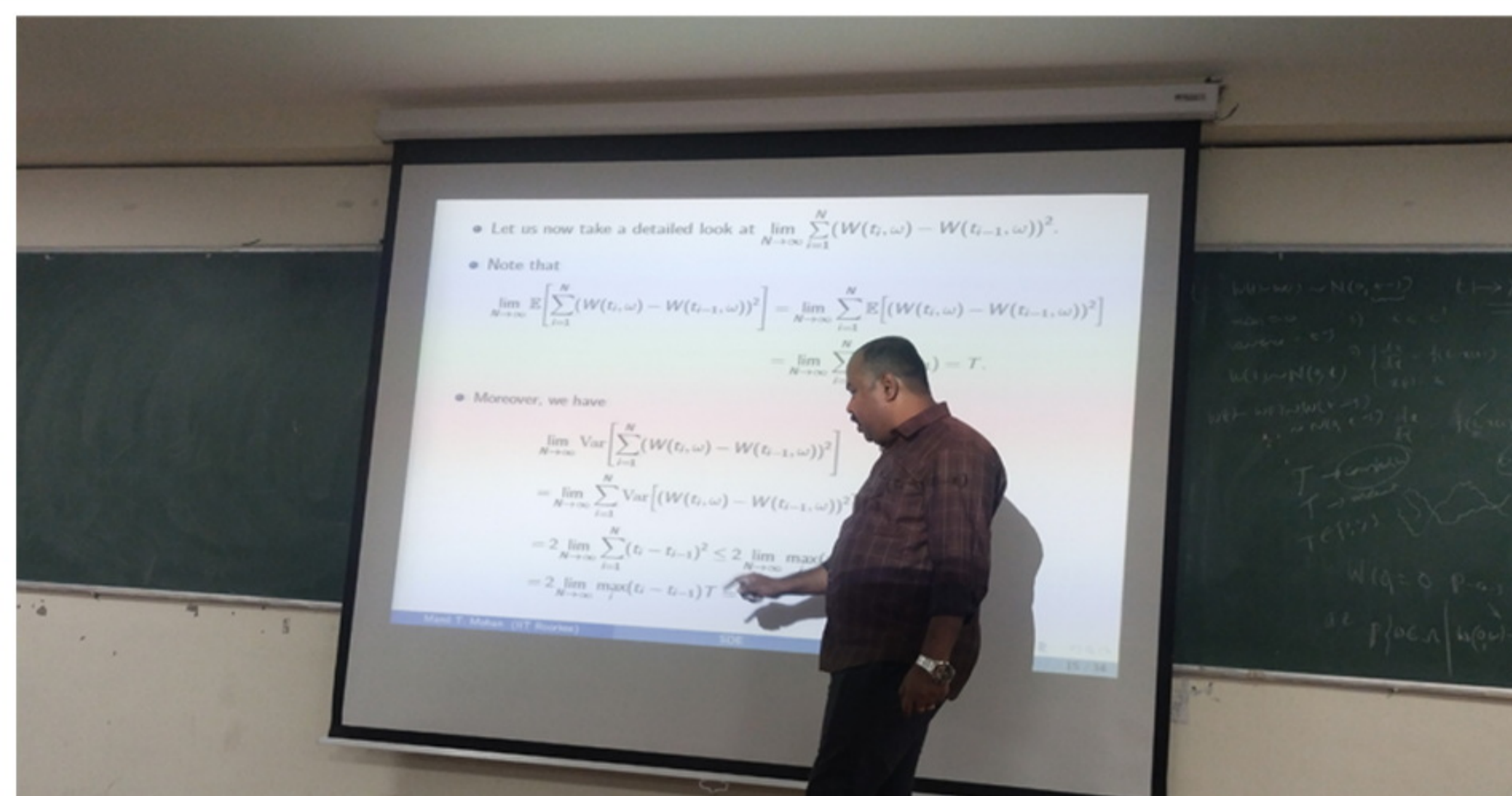


## Exploration of Digital Tools for Education: Extension Program by Computer Science



The Computer Science Department organized a special one-day Extension Activity Programme on Exploring Digital Tools For Education. This event showcased the impressive skills of students from the Master of Computer Applications and Master of Science in Data Science programmes. They divided into 10 teams and visited the Government Higher Secondary School in Mettur with kits to teach 9th and 10th graders. The teams prepared presentations on topics like IT career paths Educational Apps and Games AI Tutors and Assistants Mathematics Learning Tools the Internet of Things Data Science Artificial Intelligence (AI) Tools and Virtual and Augmented Reality. They used charts animations and slides to make their points clear helping the students understand everything better.

## Lecture Series on Stochastic Differential Equations by IIT (R) faculty: Mathematics



Dr. Manil T. Mohan, Associate Professor of Mathematics, Indian Institute of Technology Roorkee, Uttarakhand, visited the Department of Mathematics under the Visiting Professor Scheme on 22.03.2024 and 23.03.2024. During his present visit, he delivered lectures on stochastic differential equations. The lectures provided a strong foundation for students to work in the relevant area of research. Research scholars working in differential equations interacted with the resource person on research problems related to their interests.

## Training Program on “Health Awareness in Girls”: DoMS



Department of Management Studies organized a Training Program on “Health Awareness In Girls” on 22.03.2024. Trainer JFM. S.Madhumita, Zone Trainer, gave her chief guest address and wished the students good luck. 47 students participated in the event.

## Ten-day Research Methodology course in Social Sciences

The Department of Library and Information Science conducted a Ten-day Research Methodology course in Social Sciences. It was an ICSSR-sponsored research methodology workshop. In the inaugural address, Dr R Jagannathan, Vice Chancellor, stressed the importance of Research methodology in every scientific research. Further, he stated the importance of sampling and added that statistical analysis of sampling is a very crucial part of the research.

Guest of honour, Prof. Dr. P.G Tadasad, Karnataka State Akkamahadevi Women’s University, said that the peculiarity of the Social Science is that the result could not be replicated across the time as the behaviour changes revealing how the first research in Social Sciences was started well before the civilization process. He also emphasized the importance of multidisciplinary research. Twenty participants from different parts of the country attended the programme. Prof. N. Radhakrishnan, Course Director of the programme spoke about the themes of the workshop.

## Workshop on Jeffrey's Amazing Statistical Package (JASP)

The Department of Economics conducted a two-day workshop on Statistical Analysis Using Jeffrey's Amazing Statistical Package. The Vice Chancellor, Prof. R. Jagannathan, inaugurated the modern analytical programme on the importance and applications of statistical packages. The resource person, Dr. M. Ramakrishnan, Associate Professor, Department of Mathematics, Ramakrishna Mission Vivekananda College (Autonomous), trained the students of the Departments of Economics and Sociology on the nuances of using JASP. Each student was asked to work out and the resource person helped the students to have more ideas on JASP. This has honed the statistical skills of the students in how to utilize the free software. First developed at the University of Amsterdam, JASP is a popular software program for conducting and teaching statistics. 72 students benefitted from this programme.

## Workshop on Specialized Sewing Machine Operator



The Department of Textiles and Apparel Design (B.Voc.) organized a one-day workshop aimed at the vital role and responsibilities of specialized sewing machine operators within the textile and apparel industry on 26.03.2024. Industry expert Mr P. Keerthisaran, Managing Director, Caazora Fashion Tiruppur, trained the students on a comprehensive overview of various specialized sewing machines utilized in garment manufacturing. Through engaging demonstrations and hands-on training sessions, students gained practical insights into operating these machines, honing essential skills crucial for their future careers. Dr. S. Lakshmi Manokari, Programme Coordinated the event.