



PERIYAR UNIVERSITY

NAAC 'A++' Grade - State University - NIRF Rank 56 - State Public University Rank 25
Salem-636011, Tamil Nadu, India.

Newsletter

August 2024



August 2024 - Volume 07 - Issue 08



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University hosts online talks on Innovation and Start-up Ecosystem

Periyar University's Department of Biotechnology, has recently organized an online panel discussion themed as 'Innovation and Start-up Ecosystem Enablers from the region for Biotechnology students and researchers'.

The visiting dignitaries, Mr. M. Sankar, Managing Director, and Dr. Sivalingam Elayabalan, Technical Director, from Sankar Bio-Tech, Hosur, delivered the keynote address.

During the discussion, all the panellists stressing on embracing failure as a learning opportunity encouraged students and researchers to accept challenges by putting in extra efforts and make headway with firm determination. Funding options including grants, venture capital, and crowdfunding were discussed and advice as how to navigate through these channels were told on the occasion.



Highlighting the need for continuous learning and skill development, panellists advocating for training programs, mentorship, and networking underscored the significance of a supportive ecosystem, including incubators, accelerators, and networking events in fostering innovation and entrepreneurship.

Faculty members, students, and PhD scholars of Biotechnology were in attendance. Prof. R. Kavitha, Dr. M. S. Shivakumar, and Dr. D. Natarajan, and other faculty members were instrumental in organizing the program.

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WSC holds 'Entrepreneurship development program for rural women' at Ettikuttapatti village

Women's Studies Centre (WSC) in collaboration with IIC has recently organized an 'Entrepreneurship Development Program for rural women' at Ettikuttapatti village, Salem. The program was aimed at empowering women by providing them with skills to strengthen and enhance their own economic independence.

Prof. P. Nazni, Director of WSC, spoke on the importance of entrepreneurship and its essence in empowering and uplifting the rural women of this region. Mr. K. James Vikram, President of Ettikuttapatti Village Panchayat, delivered a special address wherein he highlighted the significance of such initiatives in fostering self-reliance among women.

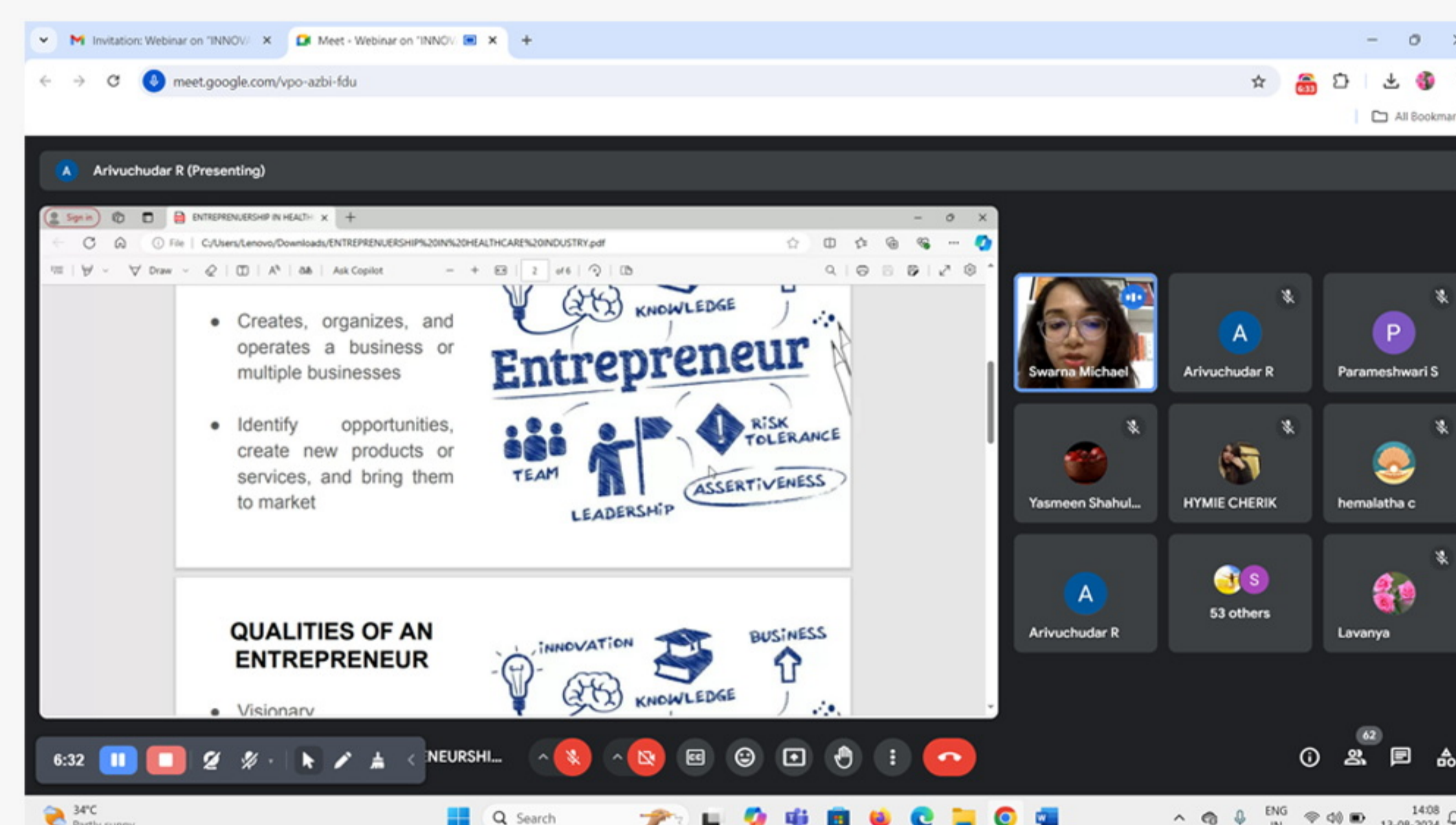
The event featured a technical session focused on hands-on training in cosmetic soap making, offering participants with practical skills that would further enable them in starting their small business. The program received overwhelming response. Dr. A. Radhika, Deputy Director of WSC, played pivotal role in organizing this outreach event.



Webinar on Innovation and Entrepreneurship

The Department of Nutrition and Dietetics has organized a daylong webinar on 'Innovation and Entrepreneurship: Building a successful start-up in the healthcare industry' at university premises.

Prof. R. Jagannathan, Vice Chancellor, in his presidential address, said, the University is very keen on bringing up student innovators and briefed about various opportunities available in the University to help students to initiate any start-ups. He defined the scale of innovation and entrepreneurship in food industries especially after Covid pandemic, and thanked chief guests for sharing their expertise and knowledge with the students.



Dr. N. Sivasankaran, Director-Innovation and Technical, Viruxsa Manufacturing Solutions Pvt. Ltd., the resource person speaking on 'Innovation to start-up in Healthcare Industry,' enlightened the participants on the healthcare ecosystem, innovation, matrix of innovation, start-up, characteristics of start-up, 10-step processes with an idea to instil qualities of an entrepreneur.

Ms. Swarna Michael, Senior Sports Nutritionist, Keizen Nutrition by KPD Wellness, discussed on 'Entrepreneurship in the healthcare industry,' and elaborated on the skills of the entrepreneur, goals of entrepreneurship, entrepreneurship in nutrition, market assessment, and risk tolerance.

Dr. R. Arivuchudar, Assistant Professor, organized the program.

'KNIT SHOW 2024': Dept. of Textiles and Apparel Design team pays visit

The Department of Textiles and Apparel Design in the last month has arranged a slew of industrial visits to some significant exhibitions and markets. The department's industrial visit began with India's largest three-day exhibition (9th to 11th August, 2024) of textile garment machinery, fashion accessory, fabrics, processes, and allied services - 'KNIT SHOW 2024' at Toplight Trade Centre, Tirupur.

Subsequently, the Department has made industrial visits to key industrial markets like LULU Hyper Market & Brooke Fields, Coimbatore, Karur Home Textiles Market, and Salem-based Weaving and Cloth Analysis Laboratory of Indian Institute of Handloom Technology.

The team of 27 members comprising of MSc Textiles and Apparel Design students and three faculty members, paid a daylong industrial visit to the 'KNIT SHOW 2024'. This incredible 3-day expo had over 500 exhibitors from across the world showcasing a diverse range of products and services. It served as the platform for sharing knowledge, experience, and discovering latest advancements and trends in the textile industry, and making valuable networking for business prospect.

The expo showcasing latest machinery, technology, innovations, myriad services, also offered an opportunity for the South Indian textile-garment industry to venture into new arena with innovative approach. Key decision-makers related with textile industry, potential manufacturers, exporters, buyers, entire value chain system converged at the site.

This event attracted students, industry leaders, merchandisers, and solution finders, as it could provide them a window of an opportunity to enhance their knowledge on sales, networking, collaboration, analysing competitive products, and strengthening existing business ties.

The expo being at the heart of textile-garment production hub, could raise awareness on latest offerings and promoted the University's brand. Department members - Dr. R. Anil Kumar, Ms. M. Anu, Mr. S. Balaji, and Mr. G. M. Shreeveera, played key role in arranging this industrial visit.

Industrial Visit to IIHT: Meanwhile, the Department has also organized an industrial visit to the 'Weaving and Cloth Analysis Laboratory IIHT', Salem. Here students learned the techniques of fabric formation, loom setup, loom functions and knowing various steps in loom preparation.

Located in a lush green 40-acre campus popularly known as Foulke's compound, the Indian Institute of Handloom Technology, Salem, is functioning under the administrative control of the Development Commissioner for Handlooms, Ministry of Textiles. It has a long history of 218 years from the days of the Commercial Residency of British Imperialism to this day.



Industrial Visit to Home Textiles Market, Karur: Around 39 students (B.Voc III-year), of Textiles and Apparel Design program participated in an industrial visit to the Karur Home Textiles Market. During the visit, students could observe various manufacturing units and showrooms, production processes of bed and table linens, cushions, and curtains. They also learned about design innovation, sustainability practices, and market dynamics.



Industrial Visit to LULU Hyper Market & Brooke Fields Coimbatore: The Department in its industrial visit to LULU Hyper Market & Brooke Fields, Coimbatore, provided a valuable opportunity for its students to develop deeper understanding of the principles and practices of visual merchandising. At this venue, students gained hands-on experience and skills in the areas of store layout, product presentation, and customer engagement. Dr. M. Latha, Assistant Professor and Mrs. K. Anu organized the event.

Workshop on Garment Costing Strategies & Vendor Selection Methods

The Department of Textiles and Apparel Design recently has organized a session on 'Garment Costing Strategies and Vendor Selection Methods,' for III-year B.Voc. students. Mr. D. Senthilkumar, Regional Sourcing Head at Triburg Sourcing and Buying Agency, leading the session, provided valuable insights.

Dr. S. Lakshmi Manokari, Mr. R. Dhivakar and Mr. G. P. Sheejith Monish, organized the program. Around 44 students participating the event got the hang of industry-oriented education.



Program on sustainable future



The Department of Economics has conducted a conference on 'Building a Sustainable Future' by a comprehensive overview of the 17 global Sustainable Development Goals (SDGs) to provide a detailed understanding of the United Nations SDGs. About 31 participants discussed the associated goals.

National Sports Day observed

The Department of Physical Education and Student Service Centre have conducted sporting events to observe the countrywide 'National Sports Day' - (NSD-2024) event at the University's Synthetic Track, on 29th August, 2024.



Every year this day (29th August) is observed to honour hockey wizard and legend Major Dhand Chand, and to mark his birth anniversary. Acknowledging University's initiative, the Fit India movement accorded a Certificate of Appreciation to it. The FIT India Movement was launched on 29th August, 2019, by the Honourable Prime Minister of India and its mission is to bring about behavioural changes and move towards a more physically active lifestyle.

Health Centre hosts free blood donation camp

The Health Centre of the University in association with Govt. Mohan Kumaramangalam Collage and Hospital has organized a 'Free Blood Donation camp.' Prof. R Jagannathan, University Vice Chancellor, and Dr. M. Raveendran, Blood Bank Medical Officer, Govt. Hospital, Salem, inaugurated the event. Over 300 volunteers including students, teachers, and supportive staff participated in the event.



Gram Sabha Meeting at Virudasampatti village

As the part of the Unnat Bharat Abhiyan (UBA) scheme, the Department of Economics has participated in the 'Gram Sabha Meeting,' at the adopted village Virudasampatti, Mecheri block.

The primary goal of this program was to engage with the local governance process and to formally collect resolution passed by the Panchayat President during the session. Acknowledging the university's involvement, the Panchayat President warmly commended former's commitment to rural development through its various initiatives under UBA scheme.

Dr. D. Janagam, the UBA Coordinator, in her address emphasized the importance of maintaining village cleanliness and advocated for practical ways to minimize plastic usage within the community.

This participation has highlighted the university's proactive role and bond with its adopted village. The department assured collaborative efforts to ensure community's developmental goals are met in association with the local people's needs and aspirations.



Tree plantation, plastic-free awareness drive at Govt. school

The Department of Economics has recently organized a 'Tree plantation and plastic-free campaign' under Unnat Bharat Abhiyan (UBA) scheme at its adopted Government School. School Headmaster, teachers, students, and university teachers and students participated in the event to promote the idea of environmental sustainability.

Following the plantation, the university faculty member stressing the need of reducing plastic usage encouraged students to adopt alternatives like cloth bags and reusable containers. The event was aimed at fostering environmental awareness among younger generation and to promote eco-friendly habits.



The program was well-received by the school community and concluded with a commitment to maintain a clean, green, and plastic-free environment. University students performed various interactive activities such as rendering songs, delivering speeches, administering a pledge or vow, and a video presentation. Over 100 students participated in the event. Dr. D. Janagam, UBA Coordinator, organized the event.



World Mosquito Day observed

The Department of Statistics and NSS UNIT-III has organized a program to observe 'World Mosquito Day,' this day is annually observed on 20th August to commemorate the discovery made by British doctor Sir Ronald Ross in 1897 that female mosquitoes transmit malaria among humans.

This day aims to raise awareness about mosquito-borne diseases and the on-going efforts to combat this menace globally. Over 50 students participated in the event; Dr. K. Alagirisamy, Assistant Professor, organized the event.



Agriculture Entrepreneurship Expo: Innovation, key to success

The Department of Management Studies in collaboration with Export Entrepreneurship has recently organized an 'Agriculture Entrepreneurship Expo.' This event brought innovators, entrepreneurs, and industry leaders together to explore and celebrate the future of agriculture. The expo focused on promoting sustainable practices and integrating technology into agriculture, and delivering a dynamic and engaging experience to all participants.

Prof. R. Jagannathan, Vice Chancellor, inaugurating the event highlighted the importance of innovation in addressing global food security challenges and stressed need for continued investment in research and development. Mr. G. Ranganathan, President of Sikkanampatti, in his inaugural address, stressed the benefits of agriculture for the student community.

The exhibition showcased cutting-edge products and services, including advanced drones for precision agriculture and software solutions for farm management. The pitch competition allowed emerging agro-tech start-ups to present their ideas to judges and potential investors, receiving recognition for their innovative solutions. The expo also provided abundant networking opportunities, fostering connections among industry leaders, entrepreneurs, and potential collaborators.

Panel discussions on climate change, resource management, and technological intervention in sustainability provided valuable insights. Dr. V. R. Palanivelu, Professor and Head of Management Studies, organized the event.



Dept. of Botany holds agro-expo on 'Zero budget natural farming'

The Department of Botany has recently conducted an 'Agro Expo' on zero-budget natural farming. The coordinator of the event, Dr. S. Lalitha, Assistant Professor, Department of Botany, addressing the gathering, said, the exhibition was organized to promote organic farming. Various organic products, traditional vegetables and rice variety seeds, bio fertilizers, cold compressed oils, palmyra sprout-based food products, high quality, native poultry breeds and other agricultural products were on display. The exhibition had over 50 stalls; visitors from various walks of life enjoyed the expo.



Talks on simple techniques for eco-friendly agriculture

The Department of Biotechnology has recently organized an alumni-cum-lecture program on simple techniques for eco-friendly agriculture. The sole objective of the program was to orient students and research scholars on promoting sustainable farming practices that minimize harm to the environment, conserve natural resources, and ensure long-term soil fertility.

Dr. Ramalingam Srinivasan, Research Professor, Department of Horticulture and Life Science, School of Life Sciences, Yeungnam University, South Korea, in his keynote address emphasized the importance of eco-friendly agriculture and discussed the use of pesticides and how they directly and indirectly affect human health and the environment.

He further adds, these eco-friendly agriculture techniques are accessible, effective, and scalable. They benefit small-scale farmers, large-scale producers, and environment. He also suggested avoiding the usage of chemical pesticides. Students, faculty members, and scholars of the department attended the program. Dr R Kavitha, Professor & Head, of the Department of Biotechnology, organized the event.



Program on 'Innovation and entrepreneurs - eliciting ideas'

The Department of Economics organized a program on 'Innovation and Entrepreneurs - Eliciting ideas aiming at fostering creative thinking and entrepreneurial spirit among students' on 27th August, 2024.



Dr. K. Jayaraman, Professor and Department Head of Economics, delivered keynote address in which he underscored the vital role of entrepreneurship in economic development and need for young minds to think out-of-the-box.

Dr. D. Janagam, Professor with Department of Economics sharing insights on 'Innovative ideas for development' encouraged students to bring forth creative ideas to resolve societal and economic challenges. The students actively partook in discussions, and shared their ideas and gained valuable suggestions from the faculty.

The program provided a platform for students to explore entrepreneurial ideas and engage in innovative thinking, thus contributing in their overall academic and personal growth.

University donates sporting goods to adopted village

Periyar University's Department of Economics recently has donated valuable sporting goods to its adopted Virudasampatti village at Mecheri block. This gesture was fulfilment of university's commitment to support education and physical development, which is part of Unnat Bharat Abhiyan (UBA) scheme.

The event took place in the presence of Mr. V. P. Nallathambi, Headmaster of the school, who addressed the gathering. The school authorities and students expressed their gratitude for the generous support. The Mr. M. Sivakumar, a school teacher, proposed the vote of thanks. Dr. D. Janagam, The UBA Coordinator, organized the event.