



# PERIYAR UNIVERSITY

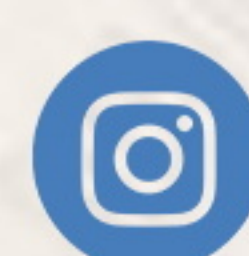
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Salem-636011, Tamil Nadu, India.

# NEWSLETTER

## NOVEMBER 2024



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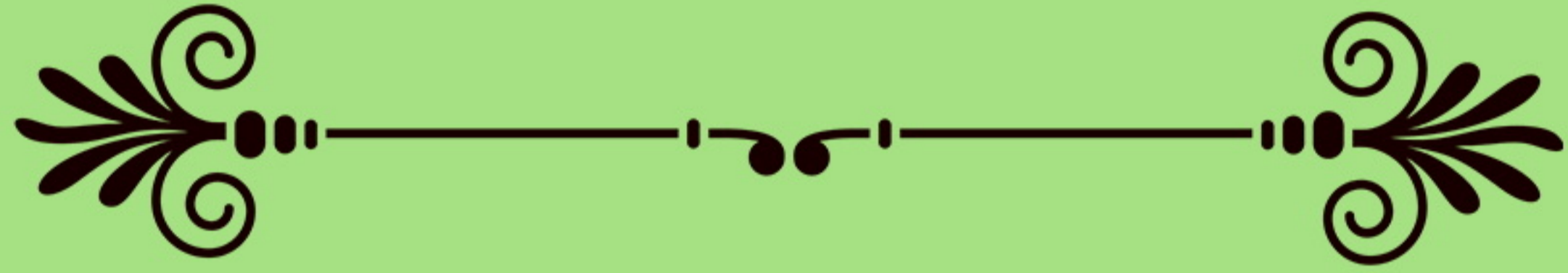


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## Dept. of Botany holds two-day expo on 'organic products'

Periyar University's Department of Botany has organized a two-day exhibition on organic farming, - 'Traditional Seed Exhibition and Organic Farming for Sustainable Future (2024)' beginning from 5<sup>th</sup> to 6<sup>th</sup> November, 2024. The event was sponsored by TNSCST, under 'popularization of science program.'



The program started with the presidential address by Honourable Vice Chancellor, Prof. R. Jagannathan. Dr. R. Krishnan, Head of Nammazhavar Organic Farming Research Centre, Tamil Nadu Agricultural University, Coimbatore, and Dr. K. Raja, Seed Science and Technology, Directorate of Seed Centre, Tamil Nadu Agricultural University, Coimbatore, were the resource persons.

Dr. S. Lalitha, coordinating the event, said, the expo was aimed at promoting organic farming and accompanied benefits of agriculture. Over 60 stalls showcased traditional vegetables, varied rice seeds, biofertilizers, cold compressed oils, palmyra sprouts, millet-based products, and other agricultural products.

The expo received overwhelming response as over 200 participants visited different stalls and purchased different organic food products.

## 3-day Alumni Lecture Series: Synergetic lectures regale audience

In a 3-day 'Alumni Lecture Series' hosted by the Department of Sociology at University premises could generate a synergy where participants learn and understand the nuances of different sociological theories, impact of increasing media influence, sampling techniques and data collection methods. The event beginning from 6<sup>th</sup> to 8<sup>th</sup> November, 2024, served as a platform for the participating alumni who shared their valuable professional achievements, expertise, and key experiences on the occasion.

On the inaugural day, Periyar University alumni, Dr. K. Saritha, Assistant Professor with Fathima College, Madurai, dwelt upon Vilfredo Pareto and Pitirim Sorokin's theories. Her engaging presentation on complex sociological concepts could make intricate theories quite engaging for the audience.

Later, Rev. Dr. A. Christu Raj, MSFS, SFS Public School, Coimbatore, and Fransalian Media Director, spoke on the influence of media in contemporary society and emphasized the ways to leverage media effectively for personal and profession growth. His focus was on constructive usage of media in the modern context.

Dr. U. Arul's talk on 'Practical applications of classical sociological theories in contemporary contexts,' could enhance the participants' understanding about foundational sociological concepts and enduring relevance. Thereafter, Dr. R. Kamaraj, Correspondent of National Nursery & Primary School in Kadamalaikundu, Theni, highlighted the significant role and potential contributions of NGOs in social development.



Highlighting 'Sampling techniques and methods of data collection,' Dr. Prabu, Assistant Professor at Krupanidhi Degree College, Bangalore, utilized practical examples to elucidate methodologies. The session being interactive, students could clarify their doubts on certain issues.

On the concluding day, Dr. Prabakaran, Assistant Professor at the Centre for Social Exclusion and Inclusive Policy, Pondicherry University, exemplified transformative role of education in social development. He discussed about the implications of new education policy and its potential impact on societal progress.

## University holds voter registration camp



Periyar University recently has organized 'Voter Registration Camp' to assist many in getting registered for voter identity card, and updating of already existed voter IDs. The information about the camp was disseminated through online portal.

The camp received good response as many got their registration and correction done on the occasion. Dr. T. Elangovan, NSS Program Officer and Dr. S. Padmasekaran, Election Nodal Officer, Periyar University, Salem, graced the program. P. Muthusamy, Deputy Election Tahsildar, Omalur, was the resource person of the program.

## Entrepreneur progress against all odds

On 'National Entrepreneurship Day,' students club of the Department of Commerce has hosted a lecture entitled - 'Entrepreneur: The driving forces for growth, job creation, and technological developments.' The event was organised to emphasise the pioneering role of entrepreneurs in the development of society.

The program commenced with Department Head, Dr. K. Krishnakumar, welcoming the audience. Dr. T. Sarathy, Department of Management Studies, the guest speaker, shared profound insights on the pivotal link between entrepreneurship and economic development that paves the way for development.

He reiterated that an entrepreneur will always look for opportunities whenever he encounters difficulties. His indefatigable spirit enables him to make progress amid all odds. He stated that an entrepreneur must possess verbal, numerical, engineering, interpersonal, intra-personal skills; and innovative, physical, spiritual, and sensory attributes to make his way. Program coordinator, Dr. R. Kavita, proposed the vote of thanks.



Meanwhile, Department of Economics, has also observed national entrepreneurship day. The resource person on the occasion, explained what it takes to become an entrepreneur. He shared the interesting stories of renowned entrepreneurs who made their way amid all hostilities.

## Students told to acquire entrepreneurial skills, create jobs

“Imbibe education in a way, where it enables you to create jobs for others, instead of you seeking for it”, Honourable Vice Chancellor, Prof. R. Jagannathan, exhorted the students. He was speaking in a daylong global workshop – ‘Sustainable and innovative administrative practices for executives and entrepreneurs,’ organised by Department of Management Studies, at university premises recently.

The VC, further stressing entrepreneurial initiatives, innovation, and export prospects, asked students to involve into research endeavours and form business ventures. He also informed about numerous opportunities in the field of archaeology.



The visiting dignitary, Prof. Mohammed Faleel Hibathul Careem, Registrar, Uva Vellasa University, Sri Lanka, in his speech, urged students to acquire training on management practices and imbibe modern technologies to stay relevant in the fast-changing global scenario. Stressing upon the transformative power of Artificial Intelligence in transforming global economy, he asked students to work towards entrepreneurial careers.

The program commenced with Dr. V. R. Palanivelu, Head of Department of Management Studies, according warm welcome to the gathering.



## Regional stakeholders consultative meet on higher education fruitful

The Higher Education Ministry of Tamil Nadu state, has convened Regional Stakeholders Consultative meeting for the higher education sector at Coimbatore on 22<sup>nd</sup> November, 2024. The purpose of the program was to improve student-centric Tamil Nadu Government's flagship schemes.

The meeting was arranged to have an interaction with all stakeholders including beneficiaries of Pudhumai Pen Tamil Pudhalvan, Naan Mudhalvan, disabled students, students' representative, and parents.

The program started with differently-abled students meeting the State's incumbent minister for Hon'ble Higher Education, Dr. Govi Chezhian. During interaction, Mr. Sundaramoorthi of Salem Govt. Arts College urged the minister to introduce sports scholarship and his suggestion was well received. Thereafter, parents, students' representatives, naan mudhalvan, pudhumai penn and Tamil Pudhalvan also met the minister.

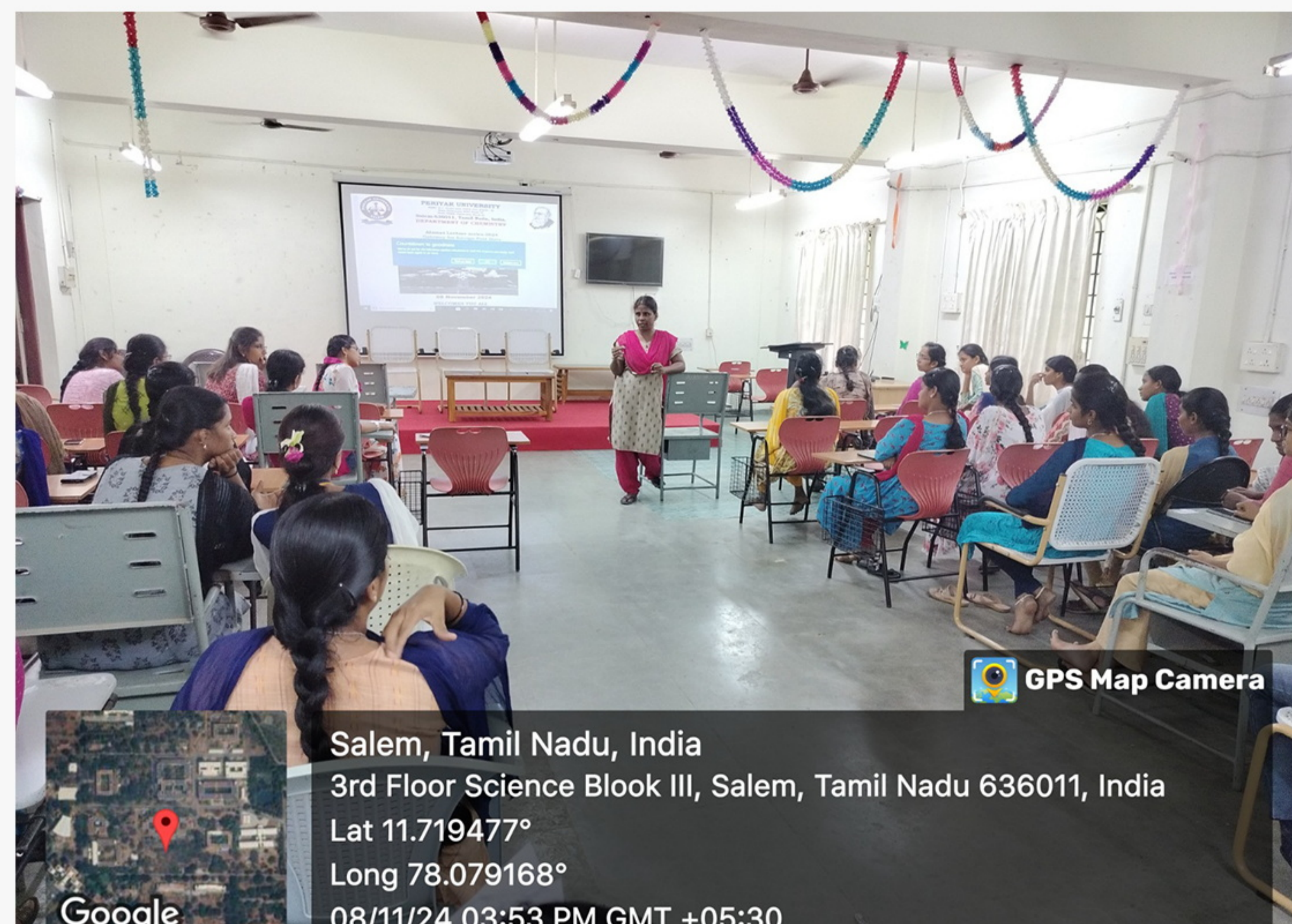


The consultations held between the minister and students and other officials were fruitful. Around 50 participants from Periyar University, students and parents from Bharathiar University, Anna University and Polytechnic Colleges participated in the meeting. Dr. K. N. Jayakumar, Associate Professor from Psychology and Dr. R. Ramesh, Assistant Professor, Physics, Co-ordinated the trip to Coimbatore.

## Alumni Lecture Series: Chemistry

The CHEM CLUB of the Department of Chemistry conducted a special lecture programme under "Alumni Lecture Series" on 08/11/2024. Dr. C. S. Maheshwari, Post-Doctoral Researcher, BRIN, KST Soekarno, Cibinong, Indonesia the lecture on, "Gateway for Foreign Post-Doctoral,"

The lecture was very informative and engaging, providing valuable insights into the opportunities and challenges of pursuing a Ph.D. and postdoctoral studies in foreign countries. The speaker offered practical advice and tips on how to prepare for a postdoctoral position in a foreign country. The speaker's enthusiasm and passion for the topic was highly inspiring and motivating. Prof. P. Viswanathamurthi, Registrar (FAC), spoke on the importance of doing research abroad.



On Constitution Day (26.11.2024), Periyar University proudly came together for a pledge-taking ceremony, graced by the presence of our esteemed Vice-Chancellor.

## Five-Day Faculty Development Programme

The Internal Quality Assurance Cell (IQAC) and the Department of Statistics jointly organized a Five-Day Faculty Development Programme (FDP) titled “The Role of Modern Statistical Applications in Scientific Research” from 18.011.2024 to 22.11.2024. It aimed to empower faculty members with advanced statistical techniques and their applications in scientific research, fostering a culture of datadriven academic inquiry and innovation.

Honorable Vice Chancellor, Prof. Dr. R. Jagannathan, delivered the inaugural address emphasizing the growing relevance of statistics in multidisciplinary research and encouraged the participants to apply modern statistical tools in their respective domains. The Vice-Chancellor underlined the university’s commitment to programme, setting the tone for the five days of intensive learning and collaboration.



The Department of Energy Science & Technology successfully organized an Awareness Program on Green Energy and a Free Medical Camp as part of the 'Village Adoption Programme' in Kollapatti Village on 27.11.2024.



Periyar University, celebrated ‘Constitution Day 2024’ on 25/11/2024. A Special Lecture Programme on ‘Fundamental Duties’ was organised by the University. Honourable Vice Chancellor presided over the function and Thiru. Issac Mohanlal, Senior Advocate delivered the special address.



The alumni of the Microbiology department met on the University campus 17.11.2024 Former Professor and Head Dr. R. Balagurunathan inaugurated Association of Microbiology Alumni and 100 plus alumni attended the above meeting.