



# PERIYAR UNIVERSITY

NAAC A++ Grade-State University - NIRF Rank 63 - ARIIA Rank 10

SALEM – 636 011, TAMIL NADU



# Newsletter

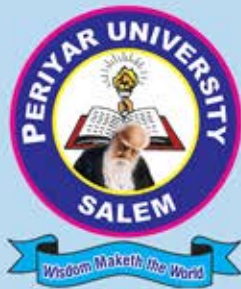
September 2022



## Puthumai Penn Scheme inauguration



அறிவால் விளையும் உலகு



**Periyar University**  
Salem-636 011, Tamil Nadu  
Phone: 0427-2345766,2345520  
www.periyaruniversity.ac.in

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Vice Chancellor

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## Dravidian Model of Governance ensures more access to Higher Education for Women



Periyar University celebrated its silver jubilee year and Thanthai Periyar EVR's birthday as Social Justice day on 17.09.2022. The Hon'ble Speaker of the Tamil Nadu Legislative Assembly Mr. M. Appavu garlanded the Periyar's Statue.

As Dr. K. Ponmudy, Hon'ble Minister for Higher Education Department read the social justice day pledge, the Vice Chancellor, Prof. R. Jagannathan, Professors, Students, and staff took the oath. Then, the celebrations for Silver Jubilee Year for Periyar University were inaugurated. Prof. R. Jagannathan welcomed the august gathering. The higher education minister honored the donors/sponsors for various activities in Periyar University with Shawl and Citation. Excerpts from his speech:

The student community needs to learn the history of Periyar Peraringar Anna, and Kalingar Karunanidhi. The celebrations we are doing today are apolitical as all these three doyens' services benefitted all sections of society irrespective of their political affiliations. Though Periyar was born and lived in Erode, Salem is also his arena as many major political events that shaped the movement of Periyar held majorly in Salem. He never hated particularly any religion or god but he crusaded for equality in each and every aspect of the life of all sections of society



50 years back there were only one or two girls in classrooms but now the entire class is packed with smart and studious girls. We can proudly say these positive vibrations in society are because of our Dravidian Model of governance. Following the lineage, our Honorable Chief Minister of Tamilnadu, M. K. Stalin has ensured higher percentages of reservations for women in government jobs. The Dravidian Model of governance has helped the oppressed to march forward at an equal pace and in all contexts as others do. It made it possible for all people of all castes to become priests (Archakas) in temples, contrary to the hereditary priesthood.



Later, Prof. R. Balagurunathan, Registrar (FAC), delivered the vote of thanks highlighting the initiatives of the Ministry of Higher Education, Govt. of TN, to promote higher education in the state, especially in the rural and remote parts where it is vitally required.

M.L.A.s, R. Rajendran, R. Arul, S. Sadhasivam, and Mayor of Salem A. Ramachandran, and the Dr. R. Subramani, Director of Kalaingar Research Centre, graced the event with their active presence.

# Anna, the symbol of Tamil Populace

## Former Vice Chancellor Prof. R.T. Sabapathy Mohan



On behalf of Anna Chair in Periyar University Anna's birthday was celebrated on 15.09.2022. On the occasion of the ceremony, Periyar University Vice-Chancellor Prof. R. Jagannathan, paid floral tributes to Anna's portrait along with other dignitaries.

Dr. R. Balagurunathan, Registrar (FAC) Periyar University, welcomed the gathering. Presiding over the function the Vice Chancellor, Prof. R. Jagannathan said:



A research chair worth Rs.1 crore has been created to study Anna's speech and writing works for the benefit of the society. The Chair will help the students to take advantage of this opportunity. Students should carry out research to bring Anna's thoughts to the public. The craze for Tamil as a language to celebrate and use in all forms among common populace has happened due to 2<sup>nd</sup> World Tamil Conference conducted by Anna. Anna created chaste Tamil words without mixing other languages. It has become not only a symbol of language but also a symbol of culture. Events like research symposium will be conducted by Anna Chair for the use of students.

Former Vice Chancellor of Manonmaniam University Prof. R. T. Sabapathy Mohan spoke as the special guest on the occasion and excerpts from his speech:

Periyar's principles will stand till the last Tamil remains in this land. Universities should celebrate the birthdays of all the leaders like Ambedkar and Kamaraj so that the younger generation could know all the leaders and the principles they crusaded for. Arignar Anna was the only leader who was called Anna with relationship affection. We have long cherished language identity and temporal identity that dates back to more than 2 thousand years. Anna became the symbol of Tamil along with these three. We cannot limit his unlimited talents within the picture of orator.

A rare man, the pinnacle of humanity, a political genius, there is no one as educated as Anna. He was the pinnacle of knowledge. Anna started not only a political movement but also a cultural movement. He created modern Tamil Nadu by using two weapons, Pen and Speech. Anna met tens of thousands of youth throughout his life and continued to address them for their progress.

Websites today provide everything that is sought for in an instant. But in his time, Anna had acquired the knowledge of all fields by his incessant reading of books alone. As Anna dreamt, the century will be for the Tamils. After this, prizes were awarded to the winners of speech, poetry, and essay competitions conducted among college students from Salem, Dharmapuri, Namakkal, and Krishnagiri districts.



## Tamil Nadu stands tall as it was the first state to democratize Education



Dr. J. Jeyaranjan, the Vice Chairman of State Planning Commission (SPC), said that Tamil Nadu is a leading state because of democratization of education and implementation of various schemes. On behalf of the Kalaingar Research Centre operating in Periyar University, the Muthamizharingar Kalaingar Special Talk was held on 16.09.2022. Prof. R. Balagurunathan, Registrar (FAC) of Periyar University, welcomed the gathering.

The excerpts from the Vice Chancellor's speech who presided over the function: Kalingar was a multitalented genius having commanding political and literary skills. He implemented social reforms through his political platform and fulfilled the needs of the people who brought many social security schemes like Food grain production increased with the introduction of the Land Reform Act. During his tenures Industrial sector attracted more investments and factories; he announced and implemented free education for all. By creating hundreds of farmers' markets (Uzhavar Sandai) he saw that the farmers' produce got a fair price. By creating Tidal Parks he laid the foundation for the IT revolution in Tamil Nadu.

Excerpts from Dr. J. Jeyaranjan's speech: We need to compare how Tamil Nadu was hundreds of years ago and how it is now. There are much and variety of data from village to village. Until the 1950s, the feudal system determined hunger and starvation. Common people were able to operate depending on those who owned the land. Even after independence the industrial sector remained small and as a large number of people did not get employment through this, poverty persisted. Getting a job just for 120 days a year was a big deal. There was a time when caste structure, poverty, unemployment etc. were huge.

We got freedom at a time when there was neither social freedom nor economic freedom. The standard of living of the people should be improved only by creating employment. Creating it as per population remains the biggest challenge even today. Bringing about social change will bring about economic change. Most of the government programs are based on two things - food and education. Although the target was achieved in food grain production, the planning to reach the public was not better and so the then Chief Minister Kalaingar extended the ration card system that was catering only to Chennai and Coimbatore.



Everyone should come and join in education. Education should be democratized. To encourage this, programs such as Mid-Day Meal Scheme and Breakfast Scheme are being implemented. Creating a dynamically operating Transportation system is also a part of this. Tamil Nadu is today a pioneer state due to various works done in 1970.

Tamil Nadu ranks first, making Maharashtra in terms of industrial development. Tamil Nadu became a developed state only because of democratization of education. There is still a long way to go. We have achieved in numbers. But the quality behind the numbers remains questionable.

There is a need to take giant leaps. We need education and the quality of education needs to rise. A leap of 5 times growth and 10 times growth will happen only if the curriculum is changed according to the recent needs.

Major programs have been implemented in primary education. Universities should come forward to increase the quality of higher education and student enrollments. Kalaingar M. Karunanidhi has already laid the foundation of this great work. A great duty awaits us.

Active University Chairs, such as Kalaingar Research Centre in Periyar University, in developed countries, ensure growth. 6 professors from Vienna in Austria together developed this concept of Chairs in universities. It was those Chairs they created that enhanced the plans and policies. All development work like preparing research students, creating discussions about it in the community is made possible by the activities of research chairs.

After this, prizes were awarded to the winners of speech, poetry and essay competitions conducted among college students from Salem, Dharmapuri, Namakkal and Krishnagiri districts on behalf of the Kalaingar Research Centre. Dr. R. Subramani, Director of Kalaingar Research Centre rested the the event with his vote of thanks.



# UPSC and TNPSC guidance programme



Periyar University organized a one day guidance programme for UPSC and TNPSC aspirants on 04.09.2022. The Vice Chancellor, Prof. R. Jagannathan, and the District Collector of Salem Thiru. S. Karmegam felicitated the event. The mega guidance event was organized in association with *The Hindu* tamil newspaper.

# Training Programme for Farmers on Vermiculture



The Department of Zoology organized a training workshop on vermiculture for the Farmers on 8.9.2022. Large number of farmers across Salem benefited from the event.





## Student Reading Event Record: 5.96 lakh students participated



In order to encourage the reading skills of the students as a silver jubilee event in view of the completion of 25 years of the University, Periyar University organized a student reading event called 'Periyarai Vasipom'. A record of 5.96 lakh students participated in the program held simultaneously in four districts.

Vice Chancellor Prof. R. Jagannathan led the mass reading programme. Salem District Revenue Officer, Dr. P. Menaha, and Salem District Primary Education Officer, Dr. R. Murugan, were the special guests.



### Excerpts from Vice Chancellor's speech:

A contingent of 4 lakh 1,378 students, 18,285 teachers totaling 4,19,663 in 609 higher secondary and higher secondary schools in Salem district; 1,77,313 students, teachers and staff studying in Periyar University and its affiliated colleges with grand a total of 5,96,976 readers participated in 'Let's Read Periyar' mass student reading event.

This mass reading will be a driving force to improve reading skills among students and improve the habit of reading books which is rare among the younger generation and inculcate the principles of Periyar in the minds of students. Approximately six lakh people read the text on Periyar at the same time in this great historical achievement.

Prof. S. Kadhiravan, CoE (FAC), Periyar University, Dr. R. Subramani, Director, Kalaingar Research Centre, Dr. M. Jayaprakash, University Librarian & Public Relations Officer, Professors, research scholars, and students participated in the mega event.





## Seminar on Biostatistics



The Department of Statistics organized a oneday seminar about Biostatistics on 09.09.2022.

## Seminar on Microbial Products



The Department of Microbiology organized an academic seminar about Microbial Products on 12.09.2022.

## Workshop on SEM-Mediation & Moderation Analysis



A two-day National Level Training Workshop was conducted by the Department of Psychology from 22.09.2022 to 23.09.2022.

Prof. R. Jagannathan, the Vice Chancellor of the University, inaugurated the function and delivered the inaugural address. In his speech, he highlighted the increase in the number of problems one has to face along with growth. He positively reiterated that there is a solution to every problem and all problems can be solved through systematic approach. He urged the students to develop an inquisitive personality that will ensure the longevity of the individual and the society and congratulated the department of Psychology for designing various techniques and engaging in continuous research.

Dr. S. Kadhiravan, Head of the department of Psychology spoke on the significance of the workshop. He registered that the workshop was conducted to develop the skills of micro-analysis of data related to psychological research among the psychoanalysts. Structural Equation Modeling, a Mediation Moderation Analysis helps analyse the data in detail and draw precise conclusions, he stated.

Dr. P. Murugan, Assistant Professor, Department of Management, Hyderabad Central University, the resource person in his special address said, "Research should be aimed at solving industrial and social problems.

They should be based on the Sustainable Development Goals (SDGs); in developed countries, the practice of evaluating researchers' reports based on articles alone has come to an end. A researcher is ranked according to the prevention and solution of industrial society problems".



Dr. J. Parameswari, the coordinator of the workshop welcomed everyone. Faculty from the department of Economics, Psychology, Sociology and institutions of Higher Learning like Osmania, Hyderabad, Tamil Nadu Central University, VIT, Bharathiyar and Manonmaniam Sundaranar Universities also participated in the workshop.



# Cross Country race



The Cross Country race for men and women of affiliated colleges of Periyar University was conducted on 15.09.2022 for all India tournament. The Vice Chancellor flagged off the selection race.

## Workshop cum Field Training on Geological Mapping and Drone Survey



The Department of Geology organized a three day Workshop cum Field Training including Geological Mapping and Drone Survey on 19-21 September 2022.

## Entrepreneurship Innovation and Startup – ICEIS 2022

Fifth International Conference on Entrepreneurship Innovation and Startup was conducted by the Department of Management Studies on 06.09.2022 and 07.09.2022 in the Senate Hall.

Dr. V. R. Palanivelu, Professor and Head & Convener, Department of Management Studies delivered the welcome address.

Vice Chancellor Prof. R. Jagannathan delivered the presidential address. He spoke about the five-year plan used for new policies and how LPG helped to put the Indian economy, global entrepreneurship monitor report, plans to build strong India. He also spoke about initiatives for skill development and entrepreneurship and highlighted India's 2<sup>nd</sup> rank in publications. He elucidated the need for EDP cell (Entrepreneurship Development Institute).

He said that the Government of Tamil Nadu had allocated 6.5 crore for the fabrication lab fund (FAB). He spelled his plans for the 25<sup>th</sup> Silver jubilee celebrations.

Dr.S.Balamurugan, Assistant Professor, DOMS, delivered the overview of the conference. Mr. Abel Despaigne, Deputy Ambassador & Head of Mission Embassy of the Republic of Cuba in India/Bangladesh/Nepal/Bhutan delivered the inaugural address. He stated that India has the capacity to advance rapidly and develop in a more sustainable way with the resources available.

He also vocalized about the Indian culture, Cuba's development and changes, innovation, economical system for MSME (Micro Small Medium Enterprise) and the ways to protect investment, the renewable energy sector which would have a wide impact on India. He shared his token of love with the Vice Chancellor.



Dr. A. Tamilarasu, Associate Professor, College of Business And Economics, Ambo University, East Africa & Sen B Mathews, Director-CECR, Assistant Professor, School of Management Kristu Jayanti College, Bangalore, delivered the felicitation address. Sree. P. Rajeshwaran, Managing Director, Sri Krithika Pipes Pvt Ltd, Salem, released the 5<sup>th</sup> international conference souvenir.

Dr. G. Yoganandan, Professor and Member of Syndicate, Periyar University, delivered the vote of thanks.

The department faculties Dr. J. Senthil Velmurugan, Dr. T. Sarathy, Dr. R. Subramaniya Bharathy, Dr. P. Thirumoorathi, Dr. S. Balamurugan, Dr. M. Suryakumar, Dr. E. Saranya, PDF Scholar, Dr. A. Abdul Kathar, FC-PU-IEDP-HUB, Research Scholars and Students were present.



# Youth Awareness Campaign



The Department of Commerce in association with Institute of Co-operative Management, Madurai organized a one day youth awareness campaign on Co-operative Enterprises.

# Entrepreneurship Development in Medicinal Plants



The Department of Botany organized a National Workshop on Innovative Approaches on Value-added Products and Entrepreneurship Development in Medicinal Plants on 23 September 2022.

## Seminar on Value Added Food Products



The Department of Biotechnology conducted a one day Seminar cum Workshop on “Biotechnological Approach towards the Development of Functional and Value Added Food Products” on 23.09.2022, in the Seminar Hall, Old Science Hall.

Prof. R.Jagannathan, Vice Chancellor, Periyar University delivered the presidential address. Dr. N. Elangovan, Assistant Professor and Head of Department welcomed the gathering.

Dr. Ramalingam Srinivasan, International Research Professor, Department of Horticulture and Life Science, Yunnan University, South Korea delivered the keynote address. In his speech, he spoke about the development of Indian Agriculture and recycling of crop wastage.

Dr. D. Natarajan, Assistant Professor presented the methods needed for the improvement of agriculture sector and the need for recycling of crop wastes and delivered the vote of thanks. In the technical session, Prof. R. Srinivasan spoke on “Nutritional and Biological Properties screening of Fresh Fermented Extracts from Fruits of Indigenous Food Plants”.

In the second session, MS Sivasamy of Kongu Engineering College, Erode spoke on “Functional Food Development” In the third session, Dr.R. Srinivasan imparted training on “Food and Fruit juice production from food waste”. In the valediction, Dr.Indira Arulselvi, Organising Secretary welcomed the gathering,

Dr. R. Balagurunathan, Registrar (FAC) Periyar University delivered the valedictory address and emphasized on the importance of the programme. Finally, Dr.M.S. Sivakumar delivered the vote of thanks. Faculty from the department and from other departments, Research scholars and students benefited from the programme.





## Entrepreneurs and Faculty Development Programme

The Department of Management Studies of Periyar University and the Books and Entrepreneur Development Training Centre, Chennai organised a three day workshop for Entrepreneurs and faculty on 22.09.2022.

The inaugural function started with the welcome address by the Head of the department and Program coordinator Dr. V. R. Palanivelu.

Prof. R. Jagannathan, Vice Chancellor, Periyar University inaugurated the programme and delivered the presidential address. In his speech, he encouraged the conduct of such workshops for the benefit of both the teachers and entrepreneurs.

He asked the teachers to encourage students to become entrepreneurs and also said such workshops should be conducted for the students and faculty of Periyar University Extension Centres and Affiliated Colleges and the students must be encouraged to build startups and become entrepreneurs. Such initiatives will help reduce unemployability, he opined.



Mr. Gowri Gopinath, Life Coach, Emotional Intelligence Trainer, Business Communication Trainer, Consultant and Entrepreneur was the special guest and he explained the nuances of entrepreneurship to the participants.

Dr. G. Yoganandhan, Professor, Management Studies delivered the vote of thanks. More than 40 college teachers participated in this programme. Books and Entrepreneurs Development Training Centre Coordinator Dr. A. Abdul Kadhar also addressed the gathering.



## Teachers day celebrations



## Future Scenario of Bio-Chemistry CSFSB-2022



The Department of Biochemistry organized a seminar on “Current Status and Future Scenario of Bio - Chemistry - CSFSB-2022” on 06-09-2022.

The entire Seminar has focused with the current status and future scenario of biochemistry. Around 120 members has participated from various colleges and Periyar University. Prof. R. Balagurunathan Registrar (FAC) has welcomed the gathering and our honorable Vice Chancellor Prof. R. Jagannathan, inaugurated and delivered the presidential address to stating that importance of Biochemistry and latest developments and research updates to students and research scholars.

Invited Speaker Dr. J. Mathivannan, Associate Professor, NIMHANS, Bangalore delivered the lecture on Targeting Tissue specific factors: A future Cancer Therapeutics and Mr. V. Balaji, Managing Director from Gaaleon Pharmaceutical Company Coimbatore focused how to bring biochemistry in pharmaceutical industries.

Dr. M. Suriyavathana, Professor, organizing secretary of CSFSB-2022 delivered the concept note on this seminar. The entire programme concluded with the formal vote of thanks proposed by Dr. V. Manju.

**Only Education, self-respect, and rational qualities will uplift the down-trodden**  
- Thanthai Periyar