



# PERIYAR UNIVERSITY

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



## Newsletter August 2023



The 77<sup>th</sup> I- Day vibes: The Hon'ble Vice-Chancellor hoists the tricolor; honors the teachers; awards the winners; distributes sweets to kids; and accepts the guard of honor.

## Meet on advances in Molecular Biology: Be pragmatic, students told



A day-long national seminar on 'Advances in Molecular Biology' held at Periyar University's Senate Hall on 17<sup>th</sup> August 2023, could generate a synergy where researchers discussed issues such as molecular biology, microbes, human evolution, etc. and students were told to adopt pragmatic approach towards research. The event was jointly organized by the Department of Microbiology and Tamil Nadu Science Forum.

In his inaugural address, Honourable Vice Chancellor, Prof. R. Jagannathan, accentuating the role of the plant microbiome in plant health, encouraged and called upon the students to come up with applied research that will resolve issues of society using microbes as a chief organism.

Replying to his felicitation, Kovai Medical Centre and Hospital's scientist, Dr.G.Velmurugan, discussing his topic, 'Microbiota - An inevitable player in one's health,' said, "All microbes are not harmful, humans are intrinsically part of our ecosystem and human genome varies among individuals."

A Salem-based writer, Mr. P. Shahasranamam, dwelling on human evolution, informed the audience as to how dinosaurs reached extinction and primates evolved. Salem Microbes Private Limited's Project leader, Dr. L. Kartik, spoke on 'Revolution in drug discovery' and highlighted CRISPR technologies.

At the outset, the organizer of the seminar, Associate Professor, Dr. N. Hemalatha, giving a lowdown on the Tamilnadu Science Forum, spoke about the importance of molecular biology. Microbiology Department Head, Prof. A. Murugan, extended gratitude to the participants for the informative talks. Dr. R.Dhandapani, Associate Professor, proposed the vote of thanks.

Research scholars, Microbiology PG students from five different colleges, and Karpagam University were in attendance. Students also participated in a quiz contest organized later.

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**Periyar University**

Salem-636 011, Tamil Nadu

Phone: 0427-2345766,2345520

www.periyaruniversity.ac.in

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## No technologies can replace the human brain



The human brain is vitally supreme, said, Honourable Vice Chancellor, Prof. R. Jagannathan, in his inaugural speech; he added no technologies including Artificial Intelligence can replace the brain, for all technologies merely report and inform what all are fed into them. He revealed how marketing platforms like Amazon, Flipkart, etc. collect consumers' data while they perform transactions via these platforms capitalize on those data, and target their audience.



The Department of Commerce and the Department of Computer Science of Periyar University have jointly organized a talk on 'The Role of Artificial Intelligence in business development,' at the Computer Science Seminar Hall on 4<sup>th</sup> August, 2023.

The resource person, Hitaky Tech Solution Private Limited's head, Ms Salom Jerlin, spoke on AI's role in different domains including Business Development. G20 Nodal Officer, Dr. K. Jayaraman, faculty members, and students of both departments participated in the program.

University Registrar and Department of Computer Science Head, Prof. Dr. K. Thangavel, welcomed the participants. Department of Commerce Head, Dr. K. Krishnakumar, spoke on the audience of the program.

## Debate on anti-ragging awareness

Department of Sociology has recently organized an 'Anti-ragging awareness program,' at Seminar Hall for post-graduate and other students. Students, categorized into two groups, presented their pro and anti-views vis-à-vis anti-ragging measures during the debate.



The awareness debate started with Dr.C.Gobalakrishnan, Associate Professor and Head, acquainting the gathering with the consequences of ragging and saying anti-ragging rules ensure the smooth functioning of the teaching and learning process.

Faculty members, post-graduate students, and others were in attendance; Associate Professor, Dr. M. Jeyaseelan, made the concluding remarks on the occasion.

The university is the place to cultivate skills, and gain knowledge. Herein, anti-ragging measures function as the protective firewall against physical intimidation, emotional blackmailing, and psychological harm. Therefore, it is indispensable and if left unattended, it will harm students' mental wellbeing and cause irreparable damage to the purpose of education.

## Children under abuse must get impartial assistance

Periyar University's Department of Sociology hosted a 3-day online training program on 'Child Protection & Child Rights in Disasters and Emergencies' from 16<sup>th</sup> to 18<sup>th</sup> August 2023 in association with Centre for Climate Change & Disaster Risk Management and National Institute of Disaster Management, Ministry of Home Affairs, Government of India.

In the opening address, Mr Ranjan Kumar, Child Centric Disaster Risk Reduction consultant, said that it is about management and organization of responsibilities and available resources for coping with various humanitarian aspects of emergencies. It focuses on the response, preparedness, and recovery so that the disaster impact is lessened.

Inaugurating the program, the Hon'ble Vice Chancellor, Prof. R. Jagannathan said that it is time to sensitize ourselves on these issues and support them. Handling 1<sup>st</sup> and 2<sup>nd</sup> sessions of Child rights, Ms. Dolphi Raman and Mr. Ranjan Kumar delivered topics like basic concepts of disaster management and disaster impact on kids and their rights.

Dr. S. Parameshwari, Professor and Head, Department of Nutrition and Dietetics, said that disaster endangers the health of children causing impacts on their mental, physical, and social well-being. In this context, adequate infant and young child feeding programs can prevent possible malnutrition and save lives.

Director of Climate Change and Disaster Risk Management, Dr. P. Thangavel, and Department of Sociology Head, Associate Professor Dr. C. Gobalakrishnan, had arranged the event.

## Corporate skills, key to success, students told



The Department of Management Studies organized a 4-day training workshop on corporate skills for its students at university premises from 28<sup>th</sup> to 31<sup>st</sup> August 2023.

The workshop began with the organizing secretary, Assistant Professor Dr. M. Suryakumar, welcoming the audience. Later, the Department Head, Dr. V. R. Palanivelu, urged the students to be receptive to acquiring corporate skills like communication, basic technical knowledge, interpersonal skills, adaptability, research acumen, project management, critical thinking, strong work ethics, emotional intelligence, etc. that will enable them to make headway into the corporate world.

Dr. Palanivelu, honored the chief guest, Chief Executive Officer of Milestones, Chitra Satyanayanan, with a memento. The visiting dignitary explained to students about corporate culture and how they can be part of it with sustained hard work and tenacity.

Assistant Professor and the organizing secretary of the program, Dr. S. Balamurugan, proposed the vote of thanks. Students, faculty members, Dr. G. Yoganandan, Dr. J. Senthil Velmurugan, Dr. T. Sarathy, Dr. P. Thirumurthi, Dr. R. Subramania Bharathi, and others graced the occasion.

## Periyar University felicitates freedom fighters

Periyar University organized a felicitation function for freedom fighters and paid tributes to many unsung heroes on 10<sup>th</sup> August 2023, at Seminar Hall, Science Block-II. Visiting war veterans related and shared their unforgettable experiences, sufferings, and sense of contentment in achieving freedom.

The function started with the Department of Sociology Head, Dr.C.Gobalakrishnan, welcoming the gathering and informing them about the invaluable contributions of freedom fighters in achieving independence for our nation.

The Hon'ble Vice Chancellor, Prof. R. Jagannathan, having expressed his indebtedness towards freedom fighters, said that the real tributes to these precious souls will be when all of us behave with a sense of responsibility. He urged all to contribute to nation-building and treat one another on equal footing. Attributing the credit of our 'secured life' to their sacrifices which, he said, must be honored.



Visiting freedom fighter, Mr. Irusa Goundar of Dharumapuri, on the experience of prison life, informed the gathering about the way the British used to rule and punish their opponents. Later, Dr. C. Chandrasekar, Government Arts College, Dharumapuri, spoke on Tamil Nadu's 1<sup>st</sup> freedom fighter, Alagumuthu Kone (1728-57), who vehemently opposed the British on payment of tax. He also related to Subramanya Siva's saga. Dr.Sundara Raj, Organizing Secretary, and Associate Professor, proposed the vote of thanks.

## PU holds 'G20 Presidency' orientation program

Periyar University's Department of Economics organized a daylong orientation program - 'The Sustainable Development Initiatives of India - G20 Presidency 2023 orientation program' at Senate Hall on 19<sup>th</sup> August 2023.

The prime objective of the program was to familiarize students with the key sustainable development initiatives (SDIs) and policies that India planned to champion during the G20 Presidency. The event could empower young minds with knowledge and understanding of the pressing global challenges and how India aimed to contribute to their solutions.

Presiding over the program, Honourable Vice-Chancellor, Prof. R Jagannathan, emphasized India's priorities during the G20 Presidency and shed light on its pivotal themes surrounding SDIs, climate change, inclusivity, and innovation.

Adjunct Professor of Economics at Bharathidasan Institute of Management, Tiruchirappalli, Dr. S. M. Suriya Kumar, in his keynote address, dwelt upon climate change mitigation and adaptation strategies and focused on the need for renewable energy sources, low-carbon economy, and inclusive economic growth.



In a splendid ceremony, G20 Nodal Officer Prof Dr. K. Jayaraman, accorded a warm felicitation while Dr. A. Sugirtha Rani, Associate Professor, proposed the vote of thanks.

## Therapy for the management of mental health and stress

Department of Biotechnology hosted a daylong awareness program on ‘Therapy for management of mental health and stress’ on 8<sup>th</sup> August 2023, at university premises. Visiting dignitaries enlightened the gathering about the ancient practice and the role of ‘Siddhar yogam and varmam’ therapy.

The event was aimed at highlighting ancient practices that can contribute to modern mental health issues. The program commenced with a welcome address by the Head of the Department of Biotechnology, Dr. R. Kavitha. Hon’ble Vice Chancellor, Prof. R. Jagannathan, in his address, emphasized the importance of integrating traditional practices with contemporary research.

The chief guest, Dr. R. Vetrivendan, and resource persons, Associate Professor, Dr, G, Padmavadhi, and Assistant Professor, Dr. S. Uthrapthi of Sivaraj Siddha Medical College and Hospital, stressed the importance of ancient practice in managing mental health, stress and elaborated on therapeutic applications.



Organizing secretary and Associate Professor, Dr.Natarajan expressed gratitude on behalf of the university and proposed a vote of thanks. Department Head of Economics, Dr. K. Jayaraman, distributed certificates to the participants. Organizing secretaries, Associate Professor, Dr. M. S. Shivakumar, and Assistant Professor, Dr. P. Indra Arulsevi, Biotechnology Department; students and other faculty members attended the program.

## I-Day Celebrations: Poem, Essay Writing, and Elocution contests

Department of Tamil, in order to commemorate the 77<sup>th</sup> Independence Day, held a slew of competitions for students, at Senate Hall on 8<sup>th</sup> August 2023. On the occasion, students could showcase their creative skills by participating in elocution, essay, and poetry writing competitions.

The Honorable Vice Chancellor, Prof. R . Jagannathan, opening the program and mentioning some innovative research carried out in the field of Geology and Medicine by Periyar University, urged all students to participate in the competitions and bring forth creative skills.

The contests were classified into three categories – ‘Vinvelyil Indhiya’- Essay writing, ‘Puvipanthu Vendhidal Thagumo’ - poetry writing, and ‘Unarvootum velanmaiku Uyirootuvom’ elocution contest. Over 120 students participated in the contests and respective winners were rewarded prizes on the Independence Day celebration on 15<sup>th</sup> August 2023.



## Kalaighnar commemorative Lecture in the varsity



Periyar University's Muthamizh Arignar Kalaighnar Research Centre observed the 5<sup>th</sup> death anniversary of former Chief Minister of Tamil Nadu and doyen of Dravidian movement Kalaighnar by organizing a commemorative lecture at Senate Hall on 7<sup>th</sup> August 2023.

On the occasion, visiting dignitaries - documentary filmmaker, Dr.P.Saron, and well-known poet, Pala Pugalendhi, in their respective lectures, highlighted the vision and dreams of the late leader on the ideals of self-respect, social justice, equality, state autonomy, and a federal India.

CDC Dean, Prof. S. Kannan, presided over the program. Muthamizh Arignar Kalaighnar Research Centre Director, Dr.R.Subramani, welcomed the gathering. Over 200 students, varsity staff, and others graced the event

## Psychological trends in Tamil culture: A G20 event of Psychology



The Department of Psychology recently hosted a special lecture program on 'Psychological trends traced in ancient Tamil culture.' Chennai-based Vivekananda College's former History faculty, Prof. A. Karunanandan, who has had vast academic experience, was the resource person.

Periyar University's Registrar, Prof. K. Thangavel, inaugurating the event enlightened the audience on Ancient Tamil Culture and Modern Developments. He encouraged the participants to be courageous in resolving their modern-day issues. Students and faculty members from the Department of Psychology, Economics, and Commerce were in attendance.

## Biotechnology research prospects in India and abroad

The Department of Biotechnology hosted a special lecture program on 'Biotechnology research opportunities in India and abroad' at Seminar Hall, on 21<sup>st</sup> August 2023.

The program started with, the Department of Biotechnology Head, Dr. R. Kavitha, welcoming the audience. She apprised the gathering of relevance and significance of available research opportunities across the globe.

The resource person, Dr. Ramalingam Srinivasan, Horticulture and Life Science, School of Life Sciences, Yeungnam University, South Korea, highlighted the role of AI and machine learning, Aptamer technology, nano-Biotechnology, multi-omics, Internet of Things, synthetic biology, etc., and available research scope across the world including South Korea.

Faculty members, MSc students, research scholars, and others were in attendance; Associate Professor, Dr. D. Natarajan, proposed the vote of thanks



## Learning challenges among kids: Remedial and teaching strategies

The Periyar University Directorate of University-Industry Collaboration (PU-DUIC) in association with Helikx Open School (HOS), Salem, organized the regional conference on ‘Learning challenges among children: Remedial and teaching strategies’ on 5<sup>th</sup> August 2023, at Senate Hall. The conference addressed the ongoing issues of learning disabilities in reading, writing, and math, which affect an estimated 5 to 15% of school-going kids.

Inaugurating the event, Honorable Vice-Chancellor, Prof. R. Jagannathan, said, educators play a pivotal role in the academic, social, and emotional development of students. By implementing appropriate strategies, educators can help students in battling learning disabilities; it will help them to reach their full potential and succeed in society.

HOS experts trained their focus on innovative teaching methods and approaches to foster an inclusive learning environment. The program covered a wide range of topics like the identification of learning disabilities, personalized learning plans, assistive technologies, and the role of educators in promoting the holistic development of students.



SKS Hospital’s Child and Adolescent Psychiatrist, Dr. R. Shinika, in her valedictory remarks, stressed the prime duty of parents to give utmost care and attention to their children. She added that they must understand, respect their feelings and emotions; and devote time with kids that will strengthen their bond. She distributed certificates to the participants as well.

On the occasion, many distinguished educators, administrators, and senior teachers from across the region had intense discussions and exchanged ideas on effective teaching strategies. PU-DUIC Director, Dr. R. Subramania Bharathi, and Dr. J. Parameswari, Nodal Officer, CISTAD; PU-DUIC, the organizing secretaries made all arrangements for the conference.

## Workshop on Traditional Practices in Agriculture and Health

Centre for Biodiversity and Forest Studies and Periyar University’s Botanical Society, Department of Botany, organized a daylong workshop on the current scenario of ‘Traditional Practices in Agriculture and Health’ at university premises on 30<sup>th</sup> August 2023.

The Honourable Vice Chancellor, Prof. R. Jagannathan, opening the workshop underscored salient features of traditional practices on agriculture and health. Department of Botany Head, Dr. K. Selvam, and Dr. S. Murugesan welcomed the gathering; Dr. A. Maruthupandian highlighted the theme of the workshop

Program resource person, Mr. A. Parameswaran of Adhiyagai Native Seeds Farm, Dindigul, spoke on the resilience and adaptive capacity of traditional seeds and Chennai-based Sri Sai Ram Siddha Medical College and Research Centre’s Associate Professor Dr. P. Murugan, unraveled the role of herbals.



Prof. K. Thangavel, Registrar, delivered the valedictory address, Dr. K. Jayaraman made the opening remarks. Assistant Professor, Dr. D. Arulbalachandran and the Department of Botany’s Assistant Professor, Dr. S. Lalitha, proposed a vote of thanks. Over 100 participants including PG students, scholars, farmers, and women SHGs were present during the program.