



PERIYAR UNIVERSITY

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

SALEM - 636 011, TAMIL NADU

Newsletter

March 2023



National Seminar on Folk Elements in Tamil Literature



NSS Programme : Village campfire

Capacity Building Programme on Life Skills

The Department of Management Studies organized a three day(01-03.03.2023) Capacity Building Program on Life Skills for Scheduled Caste Youth in association with Rajiv Gandhi National Institute for Youth Development, Ministry of Youth Affairs & Sports, Government of India.



Prof. R. Jagannathan, Vice Chancellor, Periyar University inaugurated the event and stated that in the recent past, Periyar University has made a strategic alliance and partnered with well-reputed globally standardized corporates and institutions for instilling a knowledge economy. Hence the young student communities must come forward and utilize its benefits at an optimum level. Further, the youths in this millennial can be at the pinnacle, by equipping their standards, life skills, and networking through this kind of Capacity Building Program. Young students must develop their communication skill and decision-making skill for leading a better life because communication skill helps you reach success and decision-making skill will help retain the same. Further he highlighted that Generation Alphas are brilliant and born with immaculate opportunities, but due to some social pressure their dreams are scattered and to overcome these stressful situations, one should get involved and master life skills. Prof. Vasanthi Rajendran, Head & CTO & CB from Rajiv Gandhi National Institute for Youth Development, Ministry of Youth Affairs & Sports, Government of India delivered a chief guest address. She advised students to utilize this programme and propagate the outcome to society. Earlier Dr. V.R.Palanivelu, Professor and Head, Management Studies, had delivered the presidential address and later, Dr.S. Balamurgan, Programme Co-ordinator and Assistant Professor in Management Studies welcomed the gathering. Finally, Dr.M.Suryakumar, Assistant Professor in Management Studies, proposed the vote of thanks.

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

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Industry-Oriented Skill Development programme on Renewable Energy

Department of Energy Science and Technology, Salem Periyar University, organized a Two day Workshop on Industry Oriented Skill Development on Renewable Energy on 06.03.2023 and 07.03.2023.



Prof. C. Selvaraj, Dean of Science and Head of the Department of Mathematics, Periyar University, presided over and elaborated on the employment opportunities available to students in the field of energy storage. He also encouraged the students to develop the skill to reach their carrier goals. Special Guest Dr. N Karunamurthy, Managing Director Wind Plus Pvt Ltd. Coimbatore delivered a detailed speech to the students on Renewable Energy Sector Opportunities and its Growth in India.

During the two day workshop resource persons from Industries such as Mr.Kanga Sababathi, Satellite Solar Pvt Ltd, Coimbatore, Mr.S.Kiruba, Manufacturing Engineer, Philips Bangalore, Mr.V.Kavinkumar, Managing Director, Sky Solar's System, Erode, and Mr.Janarthan, Managing Director I- Power System, Salem addressed the students on various topics related to skill development in the renewable energy sector. Head of the Department Dr. K.A Ramesh Kumar welcomed the participants to the inaugural function and Dr. T Elangovan, Assistant Professor, Department of Energy Science and Technology and Organizing secretary delivered the vote of thanks.

6th National Level Management Meet

The Department of Management Studies organized the 6th National Level Management Meet on 07.03.2023 with management-related intellectual competitions in Segments viz., IPL Auction, Best Manager, Presentation on Export, Group Discussion, Poster and Acting Skill, Photography, Business Quiz, and Treasure Hunt. Presiding over the event the Vice Chancellor, Prof. R. Jagannathan, stated that if students want to succeed in every event in their life, they have to be persistent and strive with the ambition to achieve success. Mr. Narayanan, Managing Director-MR Color Lab, Erode, and Dr. Thangaraj Periyasamy, Proprietor-Geological Survey Mining Solutions, Syndicate Member-Periyar University, participated as Special Guests. More than 500 students from 50 colleges participated. The students from the "SONA INSTITUTIONS" secured the Overall Championship of the 6th National Level Management Meet. Dr. V.R. Palanivelu, Prof and Head, Department of Management Studies, Periyar University, welcomed the gathering. Finally, Dr. G. Yoganandhan, Professor, Department of Management Studies, delivered the vote of thanks.





International Women's Day Celebrations

The Centre for Women's Studies celebrated International Women's Day on 08.03.2023 in a grand manner. Dr. A. Lalitha, Coordinator, Centre for Women's Studies delivered the welcome address on the occasion. The Vice Chancellor of the University, Prof. R. Jagannathan delivered the keynote address. He pointed out that the literacy rate of women has increased manifold in the last 20 years than men and that the role of men in women's progress is equal and that male-female equality can be maintained only if men and women work together in harmony. Ms. Pavithra Venkatesh, an alumna of the university and athlete and a medal winner at the Asian Games, was felicitated by the Vice-Chancellor on behalf of the University with a cash award and a prize.

The Deputy Collector of Salem district and alumna of the Department of Physics of Periyar University. Mrs. A. Mayil advised the participants to write all the exams of TNPSC - Group II, Group III, Group IV, and Group VII and succeed. Mrs. A. Latha, Regional Joint Director, District Employment Office, Salem said that they must read the daily newspaper to improve their study ability and there are various types of government examinations, free coaching centers, and camps for today's students. She guided the students to make good use of it and move forward.



The winners of the drawing competition for Women's Day were presented with certificates and cash awards by the Centre for Women's Studies. The center Co-ordinator Dr. S. Parameswari delivered the vote of thanks. The function was attended by a large number of university teachers, non-teaching staff, and students.

AWARDS for the Bests: Periyar University Biotechnology Association



The Department of Biotechnology and Periyar University Biotechnology Association (PUBA) jointly organized Program called "Best Researcher/Student Awards" for the academic year 2022-2023 on 10.03.2023. PUBA is a student association that brings out the hidden talents of the students by way of various programs and also it helps in the enrichment of students in academic aspects. Every year PUBA invites applications for the Best Researcher /Student Award among students. The submitted applications are screened by the Department Committee and the awardees are selected based on assessment criteria formulated by the Department Committee. PUBA also conducted various competitions events like Drawing, Essay Writing, Quizzes, and Debate related to recent development in the field of Biotechnology. The prize winner for each event is selected by experts from other departments of Periyar University and the prizes are categorized into three levels. At the event, Dr. R. Kavitha, Professor, and Head, the Department of Biotechnology welcomed the August gathering of this program. Dr. P. Indra Arulselvi, Assistant Professor highlights the Journey of the PUBA and the announcement of the Best Researcher and Best Student award by Dr. D. Natarajan, Associate Professor, and PUBA Faculty-Incharge. Dr. M.S. Shivakumar, Associate Professor announced the winners of the events conducted by the PUBA. The Chief Guest Prof. R. Jagannathan, the Vice Chancellor, presented the awards/medals to all awardees and winners of the event and delivered a felicitation address.



Hands-on Training on Innovative Varieties of Bread



The Department of Food Science and Nutrition organized a two days hands-on Training programme on Innovative varieties of Bread from 13.03.2023 to 14.03.2023. It was arranged for about 43 students in the First year (Diploma Level) B.Voc. Programme to enable the students on making innovative varieties of bread including gluten-free bread, millet bread, vegan bread, etc. Chief chef from Chef Baker's Bangalore, Mr. A.Aranganathan, and Mr. T. Surya trained the participant on Innovative varieties of Breads, Multigrain bread, Gluten free bread, and bun varieties was taught in the sessions. At the end of the training session, the students evaluated the sensory score of their developed products with 10 semi-trained panel members and submitted their report. The programme had a great take home as they learned many varieties of bread and how to operate bakery types of equipment. Further, the skill they learned here would improve their Entrepreneurship skills.

Awareness Programme on Renewable Energy for Farmers



Department of Energy Science and Technology organized the Awareness Program on Renewable Energy for Farmers and Tree Plantation at Kollapatti village, Salem under Village Adaption Scheme, on 17.03.2023. Tree sapling was planted with an iron net in the village which is donated by NIRT Renewable Energy PVT LTD, Salem.

Dr.T.Elangovan, Assistant Professor, Village adoption program coordinator, welcomed the farmers to the event. Prof K.A. Ramesh Kumar, Head of the Department, explained the theme of the awareness program and the importance of tree plantation.

Mr. R. Sekar Executive Director, NIRT Renewable Energy PVT LTD, Salem, in his Chief Guest talk, emphasized the concepts of usage of biogas and renewable energy. Ten free tree samples were donated to villagers for promoting green energy. Mahalingam, village president, on behalf of the village, offered the vote of thanks.

Workshop on Content Management Systems



The Department of Library and Information Science organized a workshop on Content Management Systems – a Hands-on Training programme for PG students, Research Scholars, and LIS Professionals on 23.03.2023. Dr.G.Yoganandhan, Professor and Director-IQAC inaugurated the programme. The resource person, Mr.T.C.Thirunavukkarasu, Librarian and Information Assistant at the Anna Centenary Library in Chennai, trained the participants on the content management systems, the vital management system in any big library. 30 Participants participated in this workshop.

Cyber Security Awareness Programme



Dr. Rakshit Tandon, Head-Capacity Building Initiative, Cyberpeace Foundation delivered the keynote address. In his speech, he covered five major issues namely, cyber-crime, the impact of Cybercrimes in terms of money, mental health, and Physical Health, The measures available to safeguard oneself from cyber-attacks, the regulatory enrolment related to Cyber Security, and Government organizations deal with Cybercrimes. He also demonstrated how emails and Instagram accounts are hacked by hackers when we access them on mobile phones. He explained how photo morphing is done by hacking one's google drive. The usage and safety measures of Digilocker are explained by the speaker. He showcased the ways through which students can register their complaints against cyber-attacks. He revealed how people carelessly set easy passwords making their accounts vulnerable to hacking. He reiterated that safety has to be the priority in whatever devices, apps, and portals we use.

Internal Quality Assurance Cell (IQAC) organized Cyber Security Awareness Program (Phase 2) on 14.03.2023 in collaboration with the State Project Directorate Tamil Nadu, Rashtriya Uchchar Shiksha Abhiyan (RUSA).

Delivering the presidential address Prof. R. Jagannathan, the Vice Chancellor, pointed out the alarming number of Cyber-crimes against elders, women, and children. Excerpts from his speech: Since we live in the digital world and carry out numerous transactions through online platforms there is every chance that our data security may be compromised. It is of vital importance that students need to be vigilant while using smart devices as we live in an inter-connected world and there is an increase in cyber-attacks every passing day. According to the National Crime Records Bureau (NCRB), India reported more than 50000 Cyber Crimes in 2021. A report by the Ministry of Electronics and Information Technology revealed India witnessed more than 13 lakh Cyber security incidents in 2022. Women face unique cyber security issues making them a more vulnerable segment among internet users. Everyone should be aware of issues on Cyber transactions and take appropriate measures to conduct safe transactions to ward off any misadventures of Cyber criminals.



Ms. B. S. Vijayalakshmi, District Revenue Officer, Project Manager-RUSA felicitated the gathering. She highlighted the need for girl students to be aware of Cyber-attacks and their impact on their physical and mental well-being. She has pointed out the usefulness of this program to students and suggested that by adopting various measures to safeguard themselves from cyber-attacks.

The students interacted with the speaker and got clarified on the various issues about cyber security, cyber laws, and the ecosystem available to manage cyber issues. The discussion revolved around Industry 4.0, artificial intelligence (AI), and the evolutionary path of the digital world.

Dr. P. Viswanathamurthi, Coordinator-RUSA, Periyar University, had earlier welcomed the gathering. Dr. G. Yoganandan, Director-IQAC, Periyar University delivered the vote of thanks. Deputy Directors - IQAC, and officials from RUSA Directorate, Tamil Nadu facilitated the event. More than 1200 postgraduate students and professors from various departments of Periyar University have actively participated and benefited from this programme.

National Seminar on Folk Elements in Tamil Literature

Department of Tamil organized a Two-day National Seminar on Folk Elements in Tamil literature from 28/03/2023 to 29/03/2023. Prof. T. Periasamy, Professor and Head, the Department of Tamil welcomed the gathering. The programme was presided over by Prof. R. Balagurunathan, Registrar (FAC), Periyar University. In his presidential address, he congratulated the department for organizing the programme and stated that it is a festival of the Tamil department. He said that having Padmasri Awardie Prof. Sirpi Balasubramaniam as chief guest added more laurels to the programme. He added that the geneses of writing and speaking play a crucial role in a language. The Tamil language being classical, its origin cannot be traced. Such a distinguished and honorable language, Tamil consists of various folk elements in it. Human lifestyle, tradition, politics, and culture are deeply rooted in the Tamil language. He pointed out that right from Sangam Literature to post-modern literature the elements of folk life are inseparable.

Padmasri Prof. Sirpi Balasubramaniam stated that he is not an expert in folk literature but a keen observer and lover of folk literary productions and folk research. He added that the reason for his participation despite his old age is his curiosity to know how and what kind of contributions the younger generations make in the present scenario. He added that the folk elements are generally oral by tradition. Hero /heroines of the natural soil are portrayed in folk literature with their virtue and flaws as it is. Prof. Sirpi has brought in the context of Sylapathikaram and its origin. There were folk stories resembling Silappathikaram well before it was written. Even the story of Kannahi is a well-known one beyond the nation and the famous story about Kannahi in Sri Lanka is the best example of the same.



Folk arts in connection with Kongu folk stories were performed for the students including Kongu Oylattam, Vallikummi, Perunchalangai attam, and Eason Vallikummi attam by organizer K. Palanivelu's team. Prof. P. Subramanian delivered a talk on Kavadi Padalkal, Prof. P. Nallasivam on 'Folk elements in Isai Padalkal, and Prof. P. Krishnaswamy' on self-esteem in Folk Literature from a Historical Perspective.

Prof. M. Sundaramoorthi delivered the vote of thanks. Faculty members research scholars and students from the University Tamil Department other departments and affiliated Colleges participated in the programme.

Special Camp by NSS (Unit-II)



National Service Scheme (Unit-II) organized a Special camp from 21.03.2023 to 27.03.2023 and the first day was observed as world down syndrome day with mentally challenged students and NSS volunteers cleaning their living campus. Dr. P. Prakash, NSS Co-Ordinator, and Dr. T. Elangovan NSS programme officer Unit-II planted saplings.

On the second day conducted Free Eye Medical Camp with I-MAX EYE VISION Salem at Ayyangaradu village, Kottamentupatti Panjayathu, Omalur taluk. Dr. T. Elangovan NSS programme officer along with the team. Through his address, the students and villagers were encouraged to utilize the benefits of medical camp under the Special camp. He also mentioned some plans and developments for the benefit of rural development under the Special camp. During the Eye camp and health checkup lot of villagers benefitted.

On the third day, volunteers cleaned the temple in the village. Dr.P.Alagirisamy, YRC Prgramme Officer Periyar University, delivered a talk topic on the important quality of NSS volunteers. in the rest of the days, they removed plastic waste and cleaned the schools and nearby hill areas.

Social Media Savvy & Career Guidance



The Department of Computer Science conducted a programme for school students of Government Higher Secondary School, Sarkar Kollapatty, Salem on 29.3.2023 to make the students social media savvy and provide career guidance. Dr. I. Laurence Aroquiaraj, Associate Professor, coordinated the event. The programme was arranged in the seminar hall cum computer lab provided by the school. A total of 140 students listened to the activities provided by MCA and M.Sc. (Data Science) students. The students were divided into 3 different groups for the display of various activities. After the performance of various activities, kits were distributed to School students in the valedictory function.

ICSSR sponsored Two-day national seminar on Actions @ 75 Skill India

Department of Sociology conducted an ICSSR sponsored Two-day national seminar on Actions @ 75 Skill India: Opportunity and Challenges for Rural India to highlight the issues regarding upskilling and reskilling of rural India in accordance with the new phrase "From Survival of the Fittest to Survival of the Skilled". Dr. R. Subramani, Director-Kalaingar Research Centre, presided over the inauguration and Dr V.Durga Rajulu, Vice-President-Acedemia-Industry connect (Services) - Naan Muthalvan, Tamil Nadu Skill Development Corporation, Govt of Tamil Nadu. The programme brought more than 95 think tanks and deliberations were taking place on various issues related to rural areas' skill sets owing to the shift from the primary sector to the secondary sector to the tertiary sector. The seminar also housed two plenary sessions with regard to digital learning and the Tamil Nadu government's flagship programme, Naan Muthalvan. At fag end, Director-IQAC, Periyar University, Dr.G. Yoganathan delivered the valedictory address.

GST-Awareness Programme



Department of Management Studies and Tamilnadu Goods & Service Tax Professionals Association jointly organized a One Day GST-Awareness Programme held on 24.03.2023. Zonal GST Commissioner Sudha Koka said that India has created the best digital tax payment structure in the world. The GST website is designed to pay crores of rupees in seconds. This structure is the reason for our economy to survive during the covid pandemic. With the introduction of GST and the removal of checkpoints, the daily routine of taxpayers and traders has become very easy. GST is gaining popularity among taxing pundits due to its transparency and accuracy. Due to this, the number of goods and services taxpayers in the Salem zone has increased by 21 percent of the nation which includes all the states. She said that the objective of development has been made possible by the central government through the imposition of GST. Tamil Nadu Goods and Services Tax Experts Association State President V. Mohammad Askar, Secretary A. Bazeer Ali, and others participated in the event.