



Periyar University Newsletter

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Workshop on Strategic Human Resource Management



Department of Management studies organized a One-day workshop on *Strategic Human Resource Management* on 18th November 2021. Dr. V.R.Palanivelu, *Professor and Head*, Department of Management Studies welcomed the gathering. He spoke on the importance of Human Resources in effective functioning of an organization.

The Chief Guest Mr.S.M.Rajkumar, HR Consultant, Big 4 Business Services, Coimbatore highlighted the strategic initiatives in Human resources namely capability building, leadership development, employee engagement, talent retention, and skill development. In his speech he elaborated that students should nurture HR skills such as intrapersonal skills, interpersonal skills, communication skills, and team building skills. Further, he highlighted the necessity for the employees to cope up with stress reducing strategies, retrenchment strategies, and attrition strategies adopted by the company in order to improve its overall growth and efficiency. Dr.T.Sarathy, *Associate Professor* proposed the vote of thanks. Over 70 Students and Research Scholars of the department participated actively and gained knowledge in the domain of Human Resource Management.



Mushroom cultivation for Career Harvest

The Department of Botany has established a Mushroom cultivation program to promote self-employment for our students and economically backward women in and around Salem district to uplift their socio-economical status. Prof. R. Jagannathan, the Vice-Chancellor, motivated the students by allocating a sum of Rs. 50,000, for the procurement and meet out the basic needs of the mushroom hut. He further laid out clear cut plans for the execution of the program round the year and directed efforts to identify the economically weaker sections of the society in order to organize hands-on training programs related to mushroom cultivation and explore its commercial viability.

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Photo Courtesy : G. Vijayakumar

Energy and Environment Park

Clean energy offers several benefits to the environment and humankind. Renewable energy is the need-of-the-hour to mitigate environmental pollution and improve environmental quality. In view of the above, Periyar University has taken steps to create a Renewable Energy and Environmental Park on the campus to educate the students, faculty members of schools and colleges, and also the public, about renewable energy production and utilization. The practical prototypes that will be installed are based on the domains of Renewable Energy and the Environment, namely, Solar Water Heater, Solar Pump, Solar Desalination, Solar Tree, Solar Dryer, Biogas Plant, Biochar Unit, Gasifier, Biomass Chula, and Wind Turbine. These renewable energy models will promote the use of renewable energy among the stakeholders.



BITBAY 2K2: Out-to-Out Techno treat for E-yes!

The Department of Computer Science organized a one-day symposium titled "BITBAY 2K21" on 16.11.2021. Delivering the Presidential address Vice Chancellor Prof. R. Jagannathan spoke about the usage of sensors particularly in IoT in today's world and the need for acquiring skills in order that students can get better opportunities during placement. The special guest of the symposium was Mr. S. Srinivas Sivakumar, Chief Digital Advisor at Microsoft and MIT Technology Review Global Panel Member. He elaborated on the latest technology like Industrial IoT, Artificial Intelligence, and Robotics. He also illustrated with an example from Stanford University where people with communicative skills achieve success at a higher rate than people with actual talent. Various events like Paper presentations, Quiz programs, Debugging, Marketing, Meme creation, Trail Making, and Digital brushes were also part of the symposium. It also showcased a Technical Expo where students with different technological



ideas like Smart House with water sensors, Sensor enabled stick for the visually challenged, Persistent vision display, Smart lights with light sensor for cars, Pose Detection by Deep Learning Techniques, COVID Data Visualization, Augmented Reality as a 3D projection of objects, and a 360 Degree view using Virtual Reality of Periyar university campus.

Prof. K. Thangavel, Registrar (FAC) and *Professor and Head* welcomed the industry partnership with Boston Private Limited and Scopik Technologies. Attended by more than 250 students from 50 colleges, the symposium provided a valuable platform for the exchange of ideas across the broad field of computer science.



Workshop on Stock Market and Share Trading

The Department of Management Studies organized a one-day workshop on *Stock Market and Share Trading* on 24.11.2021. Mr.S.Nagarajan, *Assistant Professor*, Bannari Amman Institute of Technology Sathayamangalam served as the resource person. He highlighted the importance and necessity of knowledge related to the Stock market and Share trading.



In the key note address he stressed the need for getting the fundamental and technical analyses being the areas to be clearly understood in order to make wise investment both in the selection of stocks and see it's high capital appreciation. He also touched upon the functioning of Stock market, method of involvement in live share trading and identifying the best companies for investment. More than 70 research scholars and management students participated in the workshop and were provided awareness on the issues and challenges related with Stock market and Share trading. Prof. V.R.Palanivelu, *Professor and Head*, facilitated the programme organization. Dr.T.Sarathy, *Associate Professor* proposed the vote of thanks.



Young researchers should focus on filing Patents



“Young researchers do a lot with their grey matter but are not filing with the patents of their contribution”- said the Dean of Research, Prof. R. Balagurunathan, *Professor and Head*, Department of Microbiology in the Two-day workshop on Logo Design, Product Design, Web Design, and Hosting organized by the Department of

Journalism and Mass Communication during 30.11.2021 and 01.12.2021.

Inaugurating the well-designed event the Dean said, further, that in developed countries like the USA the filing of patents is given much importance no sooner than they file for International patents and they get it. 90% of the inventions have received their patents in the USA, Australia, and Singapore but it is just 105 in our country. Hence, young researchers should focus on filing for the patents immediately as they get Royalty for their contribution. Moreover, youngsters' contribution immediately reaches the common populace. Dean of Social Science, Prof. J. Venkatachalam delivered the special address. Mr. G.Bala, Graphics Lab, Salem, and Mr. Illayaraja Ramasamy, Kaandhal Achhu Kalaiyagam, Salem trained the enthusiastic participants on Graphic Design and Logo design respectively. Prof. S. Nandakumar, *Professor and Head*, Dept. of Journalism and Mass Communication facilitated the event.



Parents - act like a doctor: Doctors - feel like a Parent

The Department of Psychology at Periyar University conducted a two-day workshop on *Neuro Science & Neuro-Developmental disorders* on 25th and 26th November. Prof. R. Jagannathan, Vice Chancellor inaugurated the event with a narration of the role of parents in maintaining the physical and mental health of the children. Giving his own successful parenting tips to the audience he called for the parents to act as doctors at the sight of disease and physicians to feel like a parent while administering the medical procedures. Both together will make the child comfortable and treatment successful.



Excerpts: According to the evolutionary mechanism the organism which has fitness will survive. In spite of the modern developments in medical science and technology, people are suffering from many psycho-physical issues and fitness becomes a challenge. Hence, in order to achieve complete physical and mental fitness, parents need to be very proactive. As and when parents notice any slight changes in the physical and mental health of their children they

must immediately act as a doctor by approaching the proper medical facility. Children generally are very hesitant both in reporting issues and seeking help and hence the physician should feel like a parent to understand them completely during and after the medical procedure. Ultimately the concept of love that is interwoven in any relationship, be it in case of

parent-child or doctor-patient, would help us survive in the world. Besides, love towards other species makes the earth keep its natural course of life.

Dr. V.Sukumar, Child Psychologist and Special Educator of the Nemonic Learning Center delivered the special address in which he narrated how lack of child psychologists and child care mental health professionals hinders the children's achievements of developmental milestones. The child psychologist, later, trained the participants on the technical skills of diagnosing childhood neurological psychological and learning disability issues.





Know your library: Couplets and Booklets of Thiruvalluvar Library

Serving as a resource centre for knowledge and information, the concept of Library aims to develop a comprehensive collection of Books, Journals, Newspapers, Thesis, Back Volumes, E-Resources, CD-ROM etc., for faculty and students of the University and acts efficiently in the dissemination of knowledge. Periyar University Library is a vibrant resource centre for supporting academics and research communities ensuring the development of a knowledgeable and prosperous society. As the backbone of the knowledge repository, it supports the educational and research programmes by developing collections, facilitating effective use of information resources; providing value-added services to the users; developing Institutional Repositories, building collections based on the user requirements and use cutting edge resources and introducing new technologies.



The University library is named after the great poet Thiruvalluvar who stocked and shared the library of knowledge of aphoristic teachings on virtue (Aram), wealth (Porul) and love (Inbam) not only to Tamils but to the entire world, all in short couplets

The University Library Block is with a built-up area of 1246 sq m. with spacious reading area. The Thiruvalluvar Library has more than 98,482 Volumes of text and reference books on various disciplines; 124 National and International print journals; 13 leading Newspapers; 1541 M.Phil theses; 2715 PhD theses; E-resources through INFLIBNET N –List, DELNET, Springer link, J-Gate Plus, ISID, and Web of Science Database. Accessibility links to world-renowned

academic publishers like Cambridge, Wiley-Blackwell, JSTOR, and Emerald are also available. The library houses provisions for students to refer to IAS, IPS and other competitive exam books for examination preparation besides having more than 4,448 Back Volumes for Ready

Reference Service to the users. The facility of “Open Access System”, RFID and Intelligent shelving system (self-issue and self-return) adopted in the Central Library help people to easily source their requirements.

Its services are available from 8.00 A.M. to 7.00 P.M on working days and Saturday from 10.00 A.M. to 5.00 P.M.

One modern adaptation of technology available is Self-Issue - a self-service system, which will let you issue books to yourself whenever the library is open. With a valid Library card, we can borrow items on the Self-Issue machine just by a click and a scan. Another remarkable





facility is the Intelligent Shelf where books automatically are returned when they are placed on the intelligent shelf.

Periyar University Library signed MoU with INFLIBNET Centre for establishing UGC-INFONET Digital library to access E-Resources subscribed in UGC-Infonet Digital library consortium.

University Library has 2781 CDs/DVDs. Steps have been taken to establish CD/DVD Network Server facility to access information available on CDs and DVDs. Further, steps have been taken to subscribe to Bibliographic databases on various subjects to augment the research programmers.

UGC and INFLIBNET Centres have sanctioned Rs.10.06 Lakhs to establish ETD Lab in the University Library and Digitization of theses and dissertations. All digitized theses are available in the National Repository of Shodhganga as well as our ETD Lab. The ETD Lab has one server with 9 systems. Students can access all the theses free of cost.

Talking Library for Differently Abled Persons has been established in the Periyar University Library exclusively for the Welfare of Differently Abled Persons. It provides access to a variety of web-based resources available for them on the internet. Additionally, it has 180 CDs on talking books, Typing Tutor Software Package and Audio books for differently-abled persons.

Library Services include Circulation Service, Web-based On-line Public Access Catalogue, Information

Alert service, Current awareness service, On-line Access to Databases Services, Photocopying/ Scanning/ Printing



Services, Document Delivery Service, Reference Service, Remote Access, Academic Integrity & Plagiarism, Reference only to Affiliated Colleges, Citation Profile, LMS, and Institutional Repository.

Available facilities are RFID Technology (With Security Gate), KIOSK for self-issue and return of books, CCTV, Institutional Repositories, E-Shodhsindhu Lab, Shodhganga Lab(E-Theses), Digital Talking Book Library (Visually Impaired), Audio-Visual room/Seminar Hall, Wi-Fi Access, Remote Access, Photocopying and Printing, Institutional Membership with DELNET, a Question bank, Heritage Collections, Oxygen Library, DSPACE, and Plagiarism.

A well-stocked library is an asset to the University and our library is the best stocked and best served one.



MBA Export and Import Management Programme inaugurated

Periyar university, Department of Management studies inaugurated a new PG course “MBA Export and Import Management” on 01.11.2021 in the Department seminar hall.

Dr.V.R.Palanivelu, *Professor and Head*, Department of Management studies delivered the welcome address. Prof. R.Jagannathan, Vice Chancellor of Periyar University presided over the function. In his

presidential address he affirmed the exposure of the new course among the students and also assured the students of effective training for the course.

Chief Guest of the programme, Mr.R.Rajendran, MLA, Salem, North, delivered the key note address. In his speech, he spoke in praise of the Department and University for initiating a new and relevant course. Further he stated that Government is ready to provide support in this regard in order to mould export entrepreneurs and enrich the economic status of the state.



Special Guest Mr.R.Sundram, Managing Director and Head, Aerospace Engineers Private Limited, Salem encouraged the students to enhance themselves. He was sharing his personal experience. He offered his suggestions on starting export business, methods to obtain state and central Government Schemes and funds, bank loans, getting license, doing banking and online exports. Dr.C.Yoganathan, *Associate Professor* delivered vote of thanks.



Rescuing and re-sheltering earthworms during rainy days

Department of Zoology is taking necessary steps through its students to conserve the earthworms on the roadside.

Ever wondered why earthworms are lying on sidewalks and crossing roads during heavy rains? Most of the burrowing species of earthworms come out of their burrows during a heavy downpour but it is not fully understood why they do so though it is known that it is to find a new habitat or a mate as most of the migrating worms are adults. Moving to newer habitats can also bring a chance to find new mates and chances of increasing

genetic variation within the population. While raining, the burrows of earthworms are waterlogged and the worms have no other choice but to migrate to the elevated region where water logging is less. Earthworms prefer moist soil rather than wet or dry soil though they can survive in wet soil. The rainy season is a great travel opportunity for these tiny little travelers to move to farther away moist places but they cannot move in dry soil environments. Hence, the Department of Zoology is planning to educate the public not to trample earthworms and allow them to

safely migrate to distant places after heavy rains. With this noble vision to protect and preserve the lives of the farmers' friends, the Department of Zoology is taking necessary steps through its students to conserve the earthworms on the roadside. The simple approach they suggest is to pick them up and safely release them on the moist soil where water stagnation is low. Thus, students are alerted during times of continuous rain to safe-guard the worms and other creatures in order to enable them escape from the effect of natural calamities.

Career Guidance Programme

The Department of Computer Science, Periyar University organized a two-day workshop on Career Guidance Programme on 25th and 26th November 2021. Dr. K. Thangavel, *Professor and Head*, welcomed the gathering and briefed the importance and requirement of the programme.



In the career guidance event Mr. R. Mageshwaran, Director of Training & Placement in Global Academy of Technology, Bengaluru delivered the inaugural address. In his session he highlighted the importance of skill sets for the better opportunity in the industry. In the session he delivered lectures on Campus to Corporate-A Journey Forward and Major Components of Placement Process and Industry Expectations. In his practice sessions he emphasized the need for developing competencies and interview skills. Through the interaction he also showcased the importance of Career counseling leading to better decisions and ultimately to career satisfaction. The speaker also explained about qualities expected by the corporate world such as possessing champion mindset, ability to think ahead of times, self-discipline and integrity.

Another resource person Mr. B. Manjunath Assistant Professor, Bengaluru delivered a lecture on IT Skills for the Corporate World. The speaker talked about the requirements of additional skills sets apart from their

academic qualifications. Mr. K. Kiran Kumar and Mr. R. Sekhar from Bengaluru conducted sessions on Decision Making & Problem Solving, Opportunities & skills set required for government /public sectors.

Group activity on Requirement of IT infra structure for some start-ups like, E-commerce (Web Application), online learning platform (Mob Application) and Data collection (Big Data) hands on training were provided to the students. The activity encouraged participants to think about problem – solving process, build skill sets and develop creativity, negotiation & decision making, as well as communication and time management. The participants were made to work together, to think on their feet and demonstrate their idea and solutions. Later resource persons connected the activity to one of most required skill set for career - cloud computing & PTS services.

Resource persons motivated and guided the participants to know the various opportunities and required skill sets to clear various government examinations to get jobs in public sectors, government sector and defense sector.

The two-day career guidance programme enabled the students to think over career opportunities. Dr. I. Laurence Aroquiaraj, *Assistant Professor*, Department of Computer Science proposed the vote of thanks.



Internship at the Bureau of Police Research & Development



A Research scholar from the Department of Psychology, Periyar University has got an opportunity to undergo an internship programme in the Bureau of Police Research & Development Home Affairs, Government of India, New Delhi. Ms. Athira OS, Ph.D. Scholar, was chosen based on the merit of her proposal of research and was one among the twelve chosen from a competitive 500 or more proposals across India.

During her internship, she was posted in the Modernization Division- the wing responsible for Riot control and application of computer technology in police work. She interacted with the inmates and police officers at Tihar Jail, New Delhi. She was also posted in the Central Detective Training Institute (CDTI, Ghaziabad) to undergo training in Forensic analysis. At the National Crime Record Bureau (NCRP, New Delhi) she had the opportunity to learn about Crime Statistics. She visited various police stations in and around New Delhi to observe the pride and duty of the police forces.

She also coordinated the 7th National Conference of Heads of Prisons of all States/UTs. She was very proud of receiving the medal from Shri. Balaji Srivatsava, IPS, DG-BPR & D as did the other 11 co-interns.

The Bureau of Police Research & Development was established in 1970 for assisting the Union Government in coordinating the efforts in the field of Police training and research. The BPR&D had started its Internship Programme in 2017 for giving an opportunity to students of various Universities / Research Institutes to learn about BPR&D programs and activities and to effectively contribute to advancing the programs and activities of the BPR&D to fulfill the mandate.



Indian Constitution Day in the varsity

Prof. R. Jagannathan, Vice Chancellor, presided over various events held on the campus to celebrate Constitution Day on 26.11.2021 and read the Preamble of the Constitution of India. Professors, Students, Administrative Staff repeated the same as the pledge.

All participated virtually in the Constitution Day events hosted by the President of India in New Delhi. In the following Constitutional Day special lecture the Vice Chancellor said that the Constitution reserves the fundamental rights equally for all people of India and that the Constitution Day is celebrated for the very purpose to make people aware of their rights on 26th November every year since 2015. He further urged the youth that they must know their rights bestowed upon them by the Constitution and disseminate the same to the commoners.

Another special lecture programme was organized by the National Service Scheme of the University. Special invitee senior advocate Mr. V. Ponmudi M.A., M.L., MPhil., ADR., delivered Constitution day lecture.



In his speech, he highlighted the features and importance of Indian Constitution Day. Students actively participated in the event.

In yet another programme, Retired District Judge V. Sampath Kumar delivered a talk on the importance of the Indian constitution day. Research scholars and students enthusiastically participated in the series of celebrations. Earlier, Prof. S. Kadiravan, Controller of Examinations (FAC) welcomed the gathering and the vote of thanks was delivered by Prof. R. Balagurunathan, Dean, Research.





Varsity establishes Vermi composting Unit

A workshop on Vermiculture and Vermicomposting was conducted by the Department of Zoology, Periyar University, on 29-11-2021. Vice Chancellor, Prof. R. Jagannathan inaugurated the vermi composting unit in the university premises for Organic Solid Waste Management as a part of green initiative, consultancy and extension services. The global scientific community is keeping an eye on technologies that is economically viable, socially acceptable, and environmentally sustainable for recycling organic wastes. The research outcomes of vermi composting studies in the Department of Zoology endorses the development of technology to treat and convert organic wastes, agricultural wastes, and industrial wastes into nutrient-rich compost using earthworms. The workshop highlighted the significance of earthworm for prevention of soil pollution worldwide. In his inaugural address, the Vice chancellor emphasized that the long-term goal of this vermi compost unit is to increase campus

sustainability through the effective management of organic wastes. He also stressed to do research on microbial activity during the vermin composting process.

More than 100 participants were benefited by attending the workshop through lecture and hands-on training given by Dr. R. Thangaraj, *Assistant Professor* of Zoology, Periyar University with the support of his research team. Earlier, Prof. S. Kannan, *Professor and Head*, Department of Zoology, welcomed the gathering and the vote of thanks was delivered by Dr. P. Thiruchenthil Nathan, Periyar



University. Faculty, Research scholars, Post graduate students of life science departments participated and benefitted from this workshop.



BITBAY2K21 - Cultural Programme

