



ALAGAPPA UNIVERSITY

(A State University Established in 1985)
Vallal Alagappan Valagam
KARAIKUDI - 630 003, Tamil Nadu, India
www.alagappauniversity.ac.in



2017	2018	2020	2018	2021
				
Accredited with A+ Grade by NAAC (CGPA : 3.64)	Graded as Category-1 & Granted Autonomy	Rank : 36	Swachh Campus Rank : 4	Asia Rank : 199

அழகு செய்திமடல் AZHAGU NEWSLETTER

VOLUME - 21

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ISSUE - I



Ms. D. Monica, PG Topper in Microbiology at Alagappa University with other Meritorious Students from other Institutions who received Certificates of Appreciation from the Hon'ble Minister for Human Resource Development Shri. Ramesh Pokhriyal on the Seventy-Second Republic Day on 26.01.2021 in New Delhi.



ALAGAPPA UNIVERSITY

(Accredited with 'A+' Grade by NAAC (CGPA: 3.64) in the Third Cycle,
Grade as Category - I University and Granted Autonomy by
MHRD - UGC, 2021: QS ASIA Rank - 199



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From the Chief Editor

In spite of the unusual situation triggered by the horrendous COVID-19 pandemic, a number of academic events of significance were executed at Alagappa University. Thanks to the strong virtual platform (ALUOP) established at the University that provided the needed relief and helped the institution to conduct numerous programmes without much disruption. This combined issue of *Azhagu Newsletter* covers the activities of the departments of study during the period between October 2020 and May 2021.

The University realises the importance given to interdisciplinary and multidisciplinary studies at the global level to tackle real world problems. In using the changing technology effectively, skilling, upskilling, reskilling and updating have become imperative. The Faculty and Researchers, I am sure, will keep these in mind for a better and socially relevant research. In this context, I am happy to state that our University's Institute of Skill Development is concentrating on empowering the rural youth with skills.

The launching of Alagappa University Community Radio on 26th Jan 2021 under RUSA 2.0 scheme is a milestone in the annals of Alagappa University. Another noteworthy event was the hosting of a One Day Radiation Awareness Programme in association with the renowned Indira Gandhi Centre for Atomic Research, Kalpakkam. The Curtain Raiser and Outreach Programme conducted on the theme "Science for Self Reliant India and Global Welfare" in connection with India International Science Festival drew the attention of other higher education institutions in India. The triune function organised to mark the Pongal Festival, Thiruvalluvar Day and Teachers Day was, indeed, a gala event. Interesting reports on these functions and numerous other events hosted by the departments of the university are documented in this number of *Azhagu Newsletter*.

ALAGAPPA UNIVERSITY COMMUNITY RADIO LAUNCHED

Alagappa University Community Radio was commissioned on 26th January 2021 on the momentous occasion of India's 72nd Republic Day by the Hon'ble Governor of Tamil Nadu and Chancellor of Alagappa University Thiru. Banwarilal Purohit through virtual mode. In his inaugural address, the Governor said that community radio is a world-wide phenomenon today. It provides space for the local community to meet and collaborate and articulate their ideas and views for the betterment of the society. It would also help to carry the Central and State Governments welfare measures and development plans to the doorsteps of the marginalized people. It would also help in documenting the unique cultural traditions of the local community and would also help in their social and economic activities. As on 31st December 2020 India had 310 Community Radio Stations and more than 40 community radio stations are functioning in Tamil Nadu. In fact, Tamil Nadu State is not only a pioneer but also it is keeping its record. The Governor commended the University for this enterprise .



While offering felicitation at the function arranged through virtual mode, the Hon'ble Minister for Higher Education Thiru. K.P.Anbalagan stated that Alagappa University is the second university in Tamil Nadu to launch the community radio which would act as a bridge between the local community and the University. Speaking on the occasion

the Hon'ble Minister for Khadi and Village Industries G. Baskaran said that the launching of Alagappa University community radio would help the rural community of Sivagangai District and lauded the authorities of the University for this venture .

Prof. N.Rajendran, Vice-Chancellor, in his felicitation address, said that launching of the community radio under RUSA 2.0 Scheme is yet another milestone in the annals of Alagappa University. He added that a University is not an island and it is connected with the society and launching of Alagappa University Community Radio would make this link closer by bringing people to the University. The founder's dream of establishing a world class institution is being realized step by step by various noteworthy improvements and additions made to the academic ambience of Alagappa University. The contents that are useful and relevant to the region are to be decided by the local community; and that pragmatic approach will be beneficial to the people. In fact, it will provide a forum for the ordinary people to voice their views on matters of social importance. He concluded his speech by thanking the Ministry of Information and Broadcasting for sanctioning the Community Radio and the Department of Communication, Government of India for its help in the founding process of this Community Radio Station in such a short time.

Thiru. Karthick P Chidambaram , MP Sivagangai Constituency , Thavathiru Kundrakudi Ponnambala Adigalar, Sree Meyyappa Gnana Deshika Swamigal Kovilur, Thiru P.Madhusuthan Reddy , IAS , District Collector, Sivagangai, Thiru Rohit Nathan Rajagopal , IPS, Sivagangai and Thiru. R. Vairavan Ramanathan (Grandson of Alagappa Chettiar) offered felicitation through virtual mode.

Prof.P.Vaseeharan, Registrar in-charge , Dr.E.Kannapiran Controller of Exams i/c, Thiru .

S.Karunanidhi, Finance Officer, Members of the Syndicate, officials, faculty and administrative staff participated. Dr.K.R.Murugan, Dean Faculty of Arts, and his team coordinated the programme. The Officials and Staff of Madurai Station of All India Radio provided necessary support and technical help in the launching of this community radio which is broadcast at 90.8 MHz.

SEVENTY-SECOND REPUBLIC DAY CELEBRATIONS

The 72nd Republic Day was celebrated at Alagappa University with usual fervour and gaiety. Hony.Col.Prof. N. Rajendran, Vice-Chancellor, unfurled the National Flag and accepted the guard-of-honour presented by the NCC Students and Security Staff of the University.

In his Republic Day Address, the Vice-Chancellor said that today we enjoy the fruits of freedom which ushered in owing to the sacrifices made by millions of people during India's freedom struggle. He referred to the successful and quick adoption of virtual mode by the Faculty and Administration. As a result the teaching and research activities continued without much disruption, he added.

A colourful cultural programme was staged by the students of the Dept. of Physical Education and the Department of Fine Arts. Prof. P.Vaseeharan, Registrar i/c Prof. E.Kannapiran, Controller of Examinations i/c, Mr.S.Karunanidhi, Finance Officer, Syndicate Members Dr.R.Swaminathan, Dr.T.R.Gurumoorthy, Dr.R.Sankaranarayanan, Faculty Members, Administrative Staff and students participated in the function. Dr.M.Sundar, Principal, Alagappa University College of Physical Education, has made arrangements for the successful conduct of the function.

As part of the celebrations, tree saplings were planted at Vallal Alagappar Valagam,

Alagappa Government Arts College, by the Vice-Chancellor and officials of the University. It was arranged by the N.S.S. and Green Campus Coordinators of the University.

ONE DAY RADIATION AWARENESS PROGRAMME AND 125TH YEAR CELEBRATION OF DISCOVERY OF X-RAY AND RADIOACTIVITY

Alagappa University, Karaikudi, in association with Indira Gandhi Centre for Atomic Research (IGCAR), Kalpakkam and Indian Association for Radiation Protection (IARP) Kalpakkam, conducted a One Day Radiation Awareness Programme and 125th year Celebration of Discovery of X-ray and Radioactivity on 03.03.2021 at the Science Campus of Alagappa University. Prof.C.Sekar, Head, Department of Bioelectronics & Biosensors, welcomed the gathering.

In his presidential address Prof.N.Rajendran, Vice-Chancellor, Alagappa University, stressed the need for and importance of nuclear energy for constructive purposes and he exhorted the science students to explore the importance of Radiation in fields such as industry medicine etc. Though it has many merits and a few demerits, it needs to be handled very carefully for human welfare. He recalled the impact of nuclear explosion that happened in Japan which resulted in the loss of many precious human lives. At the same time the benefits of X-Ray are enormous in saving human lives. He recalled the contributions of Indira Gandhi Centre for Atomic Research (IGCAR) Kalpakkam to the field of Advanced Engineering and Fast Breeder Reactor Technology. Further the Vice-Chancellor said that Physics, Chemistry and Biology are directly or indirectly involved in the field of Radiation. Students pursuing science education should be aware of the importance of Radiation and its benefits.

Dr. Venkataraman, a Distinguished Scientist & Director, IGCAR, delivered a speech

on the “History of Radioactivity and Societal Applications of Radiation”. He provided a glimpse of ionizing and non-ionizing radiations in Industry and Medicine and also emphasized the advantages of nuclear energy as the most efficient and cleanest source of energy. His presentation focused on the live examples. He presented a comparison of how a small quantity of nuclear fuel give enormous energy compared to coal, oil and natural gases, solar, wind or hydro power. He elaborated on the greatest advantage of using the nuclear fuel as the cleanest source of energy and the way it gives very less or minimum amount of toxic gases.



An exhibition arranged by a team of scientists from IGCAR at Alagappa University fascinated the students and they learnt about the research work done at IGCAR and also about the opportunities for employment and research in IGCAR. Further, the team of IGCAR also conducted a Quiz competition and other competitions like Slogan Writing, Drawing and Elocution to create awareness among the students on the use of radiation and to make them understand more about the benefits of radiation.

At the valedictory function, Prof. Sanjeev Kumar Singh, RUSACoordinator and Organizer of this programme, explained the fruitfulness of the programme. Prof. B. Vaseeharan, Registrar i/c delivered the felicitation address emphasizing the importance of this awareness programme and also expressed his thoughts on the benefits of radiation. Shri. P. Gopal,

State Organizing Secretary, Arivial Sangam, VIBHA Tamil Nadu, spoke about the salient features of the programme. Prof. G. Ravi, Head, Department of Physics, spoke on the occasion. The team from IGCAR awarded the winners of the competitions with mementoes, cash prizes, and certificates.

[India International Science Festival IISF-2020](#)

Curtain Raiser & Outreach Programme Conducted on the Theme “Science for Self Reliant India and Global Welfare”

Alagappa University, conducted the “Curtain Raiser & Outreach Programme” on the theme “Science for Self Reliant India and Global Welfare” under the banner of India International Science Festival (IISF-2020) on 14.12.2020 through virtual platform. The main objective of this programme was to promote the role of Science & Technology in the current scenario and to create awareness on the significant role of science in promoting human welfare and health.

India International Science Festival is an annual celebration to promote science and technology and to demonstrate how science could make India a self-reliant nation. It is also organised to highlight the advancements in the field of science and technology and the contributions of students, innovators, craftsmen, farmers, scientists and technocrats from India and abroad.

Prof. N. Rajendran, Vice-Chancellor, Alagappa University, in his presidential address, referred to the role played by Science & Technology in ancient Tamil Nadu and said that the historical imprints help us explore the abundant resources and the role played by science in the ancient times for the well being of the state. He emphasized the need to study the history of science especially, the western science and stated that science alone could create an egalitarian society. The great

Sagar (ocean) of Sciences is the result of great human minds. The origin and evolution of science also shows the growth of human mind and creativity. The Vice-Chancellor also stated that the combination of physics, mathematics & other related fields have contributed immensely to the scientific world. He also said that the “Curtain Raiser & Outreach Programme” organized in connection with the IISF 2020 is one of the first of its kind to be organised in the University.

Prof. Vishwa Mohan Katoch, Former Secretary DHR & Director General, ICMR. President of JIPMER, Pondicherry and All India Institute of Medical Sciences (AIIMS), Madurai, delivered the keynote address. In his address, he stated that the old civilization had been very rich and helped in developing innovations in science and added that more research should be carried out in the Science of Medicine. He elaborated on the available health services in India which is equitable and affordable and also referred to the milestones in the health mission. He said that India ranks second volume wise in global pharmaceutical sector, mainly in the manufacture of generics. India dominates the vaccine industry globally. India is emerging fast in biotech industry but does not have adequate strength in diagnostics. Prof. Katoch also underscored the importance of Child Health Research.

Shri. Jayant Sahasrabudhe, National Organising Secretary, Vijnana Bharathi (VIBHA), was the guest of honour. He said that the present situation has forced everyone across the world to find solutions that are essentially local. He lauded our Prime Minister, for giving a clarion call for ‘Atmanirbhar Bharat’ – a self-reliant India. Having recognized the vital role of science, technology and innovation in achieving self-reliance during this period of crisis, he said that the Indian S&T fraternity and all R&D institutions have responded swiftly and successfully to the call of the Prime Minister.

A total of about 500 students participated in the event through virtual platform. Prof. S. Karutha Pandian, Dean, Faculty of Science, Head, Department of Biotechnology, welcomed the participants. Prof. Sanjeev Kumar Singh, Nodal Officer-Alagappa University, in his vote of thanks highlighted the role of IISF in building the nation and explained the activities happening under IISF 2020. Thiru. P.Gopal Organising Secretary, VIBHA, Tamil Nadu, Thiru. B.Krishnamoorthy, President, VIBHA, Tamil Nadu, Thiru. P.Sabanayagam, Secretary, VIBHA, Tamil Nadu, were present on the occasion.

TRIUNE CELEBRATIONS CONDUCTED TO MARK PONGAL FESTIVAL, THIRUVALLUVAR DAY AND TEACHERS DAY

A Triune Celebration to mark the Pongal Festival, Thiruvalluvar Day and Teachers Day was conducted in Alagappa University, on 12.01.2021 at the Convocation Auditorium.



In his presidential address Prof. N.Rajendran, Vice-Chancellor, Alagappa University, referred to the significance of celebrating the triune function and said it is done primarily to pay our gratitude to farmers and teachers in remembrance of their contribution to humanity. And equally important is the observance of Thiruvalluvar Day as Thiruvalluvar is a great teacher whose philosophy of life will eternally be relevant. Pongal is a festival that celebrates the fruits of labour and it reflects the quintessence of Tamil culture. Thirukkural with its ethical perspective

helps to understand the intra cultural milieu of the Tamils. He added that teaching is not a job but it is a way of life. The impact of teachers on shaping the individuals is immense.

He added that 'h-Index' of Alagappa University has risen to 84 as on date which points to the excellence in research. This, he attributed to the Theme Based Research Projects done under RUSA 2.0 Scheme . The teachers who contributed to the rise of 'H' index were honoured at the function.

Thavathiru. Kundrakudi Ponnambala Adigalar released the English Translation of Valluvam : The Philosophy of World Affirmation, a master critique on Thirukkural authored by the Former Vice-Chancellor of Madurai Kamaraj University Prof. V.Sp.Manickanar. The English translation has been done by an eminent scholar Dr. K. Chellappan, a Former Professor of English of Bharathidasan University. Adigalar also released the book Thee Nunmee (A Documentation of the Impact of the current Pandemic) containing, poems, stories and essays.

While delivering the special address on the occasion, Adigalar said that Thirukkural covering the entire gamut of human life in 1330 couplets addresses all mankind and its wisdom is not bound by time and space. The book Valluvam by Dr. V.Sp.Manickam dwells on Valluvar's ideology of world affirmation revealing the modern perspective by an in-depth interpretation of Kural couplets. The competent English translation rendered by Prof. K. Chellappan is a treasure to the world of knowledge. He said that ignorance is at the root cause of all evils and proper education is the solution for all problems. Swami Vivekananda, whose birthday falls today, emphasised the importance of science education for India's development. He added that teachers' crucial role in this regard cannot be ignored.

Nine University Teachers and one Senior System Programmer who have been serving

the University for 25 years without any blemish were honoured with certificates.

Prof. T.R.Gurumoorthy, Member of Syndicate, Prof.S.Karutha Pandian, Director, IQAC, and S. Karunanithi, Assistant Technical Officer, offered felicitations.

Earlier, Prof. B. Vaseeharan, Registrar i/c, welcomed the gathering and Prof. S. Senthamizh Pavai, Director, Centre for Tamil Culture, and the Co-ordinator of Programme, proposed a vote of thanks.

[Alagappa University Online Directoarte Established](#)

ALAGAPPA UNIVERSITY TO OFFER ONLINE PROGRAMMES



It may be noted that Government of India announced in May 2020, that it would permit top 100 Universities in India to start Online Courses to keep pace with global developments in the education sector. Alagappa University with its credentials of 'A+' Grade (CGPA 3.64) given by NAAC in the third cycle of assessment and graded as Category-I University applied for permission to start online programme. It may also be recalled here that as part of the e-governance facilities under RUSA 2.0 scheme the University launched the Alagappa University Online Portal and it is functioning through the University Website.

Meanwhile, the UGC has granted permission to Alagappa University to start Online Programmes. For this purpose Alagappa University has established Alagappa

University Online Directorate (AUOLD) which was inaugurated by Vice-Chancellor Prof. N. Rajendran on 5th February 2021.

Vice-Chancellor Prof. N. Rajendran said that the Online Programmes provide “anytime, anywhere education experience”; and they have been designed with an objective of giving a boost to the careers of learners and helping them use their full potential for elevation. They are on a par with distance learning programmes. He added that industry-oriented teaching is to be done by corporate experts and also lectures are to be delivered by eminent faculty and these would be notable features of the online programme.

The Online Programmes include 3 UG and 10 PG programmes and they are as follows:

1.B.A. (Tamil) 2.B.Com 3.B.B.A. and the PG Programmes are 1.M.A. (Tamil) 2.M.A. (English) 3.M.A. (Journalism and Mass Communication) 4.M.Com 5.M.B.A. (General) 6. M.B.A. (Financial Management) 7. M.B.A. (Logistics Management) 8. M.B.A.(Tourism) 9. M.B.A. (Human Resource Management)

Earlier Dr. S. Thanuskodi, Director, Online Programme, Alagappa University welcomed the participants of the function. He said that the programmes would be highly beneficial to students and working professionals. The programmes adhere to the UGC’s “four quadrant stringent criteria”. The use of well designed curriculum, renowned faculty and cutting-edge technology will be of immense help to the students.

Prof. B. Vaseeharan, Registrar i/c, and Syndicate Members Dr. R. Swaminathan, Dr. T.R. Gurumoorthy, Dr. K. Sankaranarayanan and Dr. S. Karuppuchamy, all Faculty Deans and Finance Officer were present on the occasion.

130TH Birth Anniversary of Dr. Baba Saheb Ambedkar Observed



Floral tributes were paid to the portrait of Bharat Ratna Dr. Baba Saheb Ambedkar on his 130th Birth Anniversary on 15.04.2021 at Alagappa University. Prof. N. Rajendran, Vice-Chancellor, led the event and paid homage to the portrait of Ambedkar by garlanding it. Prof. B. Vaseeharan, Registrar i/c, Dr. A. Kannapiran, Controller of Examination i/c, Mr. R. Pandian, Finance Officer, Dr. V. Palanichamy, Head of the Department of Computer Applications, Dr. A. Balu, Principal of the College of Education, Dr. Manimekalai, Director i/c, Directorate of Distance Education, Dr. M. Senthil, Dean, Faculty of Management, Dr. V. Sivakumar, Dean, College Development Committee, Dr. A.R. Saravana Kumar, Head i/c, Department of History and a number of Faculty Members and Administrative Staff paid their respects. The Departments of History and Social Work made arrangements for the function.

ACCOMPLISHMENT CERTIFICATE AWARDED BY NPTEL FOR MASSIVE ENROLMENT IN MOOC'S COURSES

Alagappa University has been awarded with an accomplishment certificate by the National Programme on Technology Enhanced Learning (NPTEL) for massive students enrollment and successful completion of Massive Open Online Courses (MOOC's courses) for the period January to December 2020. Initiated in the year 2017 the MOOC's courses have been popular among the Post Graduate students of the University. Prof. N. Rajendran, Vice-Chancellor, said that it

is one of the milestone achievements of the University. The Vice-Chancellor appreciated Dr. C.Baskaran, SWAYAM Co-ordinator and Dr. G. Ramalingam, NPTEL Co-ordinator, for this achievement.

It may be noted here that besides helping to achieve three principles of educational policy namely access, equity and quality, the efficient use of SWAYAM portal at Alagappa University has helped to bridge the digital divide for students who have not so far been touched by the digital revolution.

[U.K. - India Education and Research Initiative](#)

SENIOR STAFF ATTEND HIGHER EDUCATION LEADERSHIP PROGRAMME

The Vice-Chancellor of Alagappa University Prof.N.Rajendran congratulated and distributed Certificates to four staff members of Alagappa University who had attended Higher Education Leadership Development Programme.

The Higher Education Leadership Development (HELD) Programme was funded by the UK-India Education and Research Initiative (UKIERI) and delivered by Advance HE and the University Grants Commission (UGC) with support from the Ministry of Education India and British Council, UK.

The Programme aimed to build the administrative and leadership capacity of senior level staff across Indian Higher Education Institutes (HEIs) and to enable the participants to bring about systemic changes with renewed approaches, capacity, tools and skills in their HEIs. It was also intended to create and strengthen the sustainable relationship between UK and Indian HEIs and utilize the UK's expertise in the field of higher education administration and leadership.

The UGC had invited applications from the Universities in the country during February

2020 as face-to-face programme. Among the applications received, 67 Universities were selected and 247 members from these Universities were selected to participate. Due to COVID-19 situation, the programme was implemented by online mode.

Four members Dr.H.Gurumallesh Prabu, Dr.N.Rajakumar, Dr.S.Arun and SP.Geetha were the participants from Alagappa University. The participants attended the programme online during the period between 2nd November 2020 to 26th March 2021 operated through Zoom Online Meetings with virtual learning environment platform Brightspace provided by Advance HE, where resources and materials were shared.

Learning modules included Leadership & Change, Effective Managers & Leaders, Coaching Skills, Helping People through Change, Action Learning, Project Management Techniques, Communication & Stakeholder Engagement, Role of the Leadership Developer, Diversity & Inclusivity, Performance Management. Further, the participants took a Digitization as Change project. The University extended support in the form of manpower and machineries.

The participants received an extensive Leadership Training and gained knowledge in ideas / strategy in Leadership. The participants equipped themselves to train future leaders within and outside the University.

Second COVID – 19 Vaccination Camp Organised



A COVID-19 Vaccination Camp was organised by Alagappa University in collaboration with Nehru Yuva Kendra Karaikudi and Pudukkottai PHC on 28.05.2021 at the University Convocation Hall. The Vice-Chancellor of Alagappa University Prof.N.Rajendran inaugurated the event. Thiru S.Mangudi MLA, Karaikudi, was present on the occasion. A total Number of 530 people including the teaching and non-teaching staff and their family members belonging to the age group of 18 to 44 and above 45 years were the beneficiaries of the camp. Nehru Yuva Kendra District Youth Officer and Co-ordinator Mr.P.V.Praveen Kumar, NSS Co-ordinators Prof.B.Jothi Basu, Prof. Sivakumar and the University Medical Officer Dr.R.Aanandhi. Doctors from Pudukkottai Govt. Health centre Dr. Anandraj (Block Medical Officer) and Dr.Priyanka (Medical officer) made the arrangements. Volunteers of the Tholkodu Thozha Youth Club, Vallal Alagappa Youth Club. Swami Vivekananda Youth Club, Agni Siragugal Youth Club, helped in conducting the camp smoothly.

SPECIAL LECTURE ON “HISTORY OF INDIAN SCIENCE” ORGANISED AS PART OF “INDIA INTERNATIONAL SCIENCE FESTIVAL

Alagappa University organized a Special Lecture Programme on “History of Indian Science” in connection with “India International Science Festival” (IISF) on December 20th, 2020 through virtual mode to show India’s contribution to the field of science and create awareness among the youth of the country about Indian civilization and the imprints it has left across the globe. Prof. N. Rajendran, Vice-Chancellor, Alagappa University, in his presidential address, said that the fascinating history of science demonstrates the ever active inventive genius of the human mind and man’s endeavours and innate potential to protect his

species from the onslaught of Nature.

In his special address, Prof. S. Sivasubramanian, Former Vice-chancellor, Bharathiar University, Coimbatore, said that scientists of the world with an inner urge and curiosity have all along been trying to understand the way the world and the universe work and the result has been many inventions and discoveries that help humanity to lead a life of comfort, health and happiness. The history of science shows that these scientists pursued their craft not simply to get glory or material reward but to satisfy their quest for curiosity. Their curiosity led to innovations. He added that increasing awareness of scientific inventions over the years have added to the growth of culture and civilization.

Dr. D. K. Hari, Founder, Bharath Gyan, Chennai, in his keynote address, stated that “India has been noted for its scientific awareness and knowledge right from the Vedic period to modern times with the usual fluctuations that can be expected of any country.” Shri.V. Parthasarathy, Treasurer, Ariviyal Sangam, VIBHA, Tamil Nadu Chapter, in his felicitation, said the importance of a series of motivational speeches delivered by the distinguished speakers during this festival is to enthuse the youth to take up science research.

Prof. H. Gurumallesh Prabu, Registrar, Alagappa University, Karaikudi, delivered the thematic address and stated that science is involved extensively in all aspects of our routine day –to-day life and emphasized that exploring the history of science would be interesting as well as educative. Prof. Sanjeev Kumar Singh, Nodal Officer, Alagappa University, IISF 2020 who proposed a vote of thanks, exhorted the participants of the event to join the main event of IISF 2020.

CONSUL GENERALS OF MALAYSIA AND MYNMAR VISIT ALAGAPPA UNIVERSITY



Mr. Saravanan, Consul General of Malaysia and Mr. J.Renganathan, Honorary Consul of Myanmar visited Alagappa University, Karaikudi on 23.04.2021 as part of their mission to visit Prestigious Higher Education Institutions of India and learn about their functioning and salient and unique features. The dignitaries were given a warm reception at the University. Prof. N.Rajendran, Vice-Chancellor, explained briefly the genesis, growth and achievements of Alagappa University and also referred to the philanthropy of Dr. RM. Alagappa Chettiar, the founder of Alagappa Group of Educational Institutions at Karaikudi which led to the establishment of the University in 1985. The Vice-Chancellor honoured the distinguished guests by presenting with shawls and mementoes.

FACULTY OF ARTS

DEPARTMENT OF ENGLISH AND FOREIGN LANGUAGES

Discourse on the Enigmatic World of Drama-Explained

The Department of English and Foreign Languages held a special discourse online on 5th February, 2021 on “The Enigmatic World of Drama-Explained” with Dr.M.Murali Ganam, Professor and Head of M.A. English Programme, DG Vaishnav College, Chennai. The distinguished speaker said that of all

the genres of literature, drama proves to be most effective as it is a life like representation of the world; and he traced the growth and development of drama. The speaker made an observation in his talk that morality and religious plays based on the Biblical themes paved the way for the growth of drama when the religious priests wanted to preach morality to people particularly to the people of lower strata who were not educated enough to read the Bible and learn lessons from it, they staged plays interwoven with spiritual themes for the benefit of the simple illiterate folk.

In course of his discourse, Dr.Murali Ganam referred to Aristotle’s concept of “catharsis” which is nothing but the purification of the feelings of pity and fear. When the spectators behold a play particularly tragedy, the guest speaker quoting from Aristotle’s Poetics, illustrated that they will go through purification of emotions and emerge as far better mortals.

The subsequent parts of the discourse cast light on the popularity and immortality of British drama for which the contributions of Ben Jonson, Marlowe, William Shakespeare Dryden, T.S.Eliot, George Bernard Shaw and others made enormous contribution. The erudite eminent guest of honour articulated that Shakespeare with the publication of 37 plays including the immortal tragedies, Macbeth, Othello, King Lear and Hamlet is considered to be the father of English Drama.

Over and above, Dr.M.Murali Ganam drew the attention of the audience to the glory of ancient Indian dramas the manifestation of which can be found in the dramas of Kalidasa. His Plays Sakuntala, Kumarasambavam, Megathoodham and others have not only attained immortality but also earned him the title “The Shakespeare of India”. The eminent guest speaker further added that although Kalidasa belongs to 4th century BC and the phenomena of Shakespeare happened only

in 16th century AD, critics equate the former on a par with the latter. After that, the guest speaker's discourse centered around the contemporary dramatic domain wherein the plays of Vijay Tendulkar, Mahesh Dattani and others are found. The kernel part of his discourse was the analysis of the themes and stylistic features of the western and eastern dramas.

Prior to the commencement of the discourse, Dr.P.Madhan, Professor and Head, Department of English and Foreign Languages, welcomed the gathering and delivered the introductory address. In the end, Dr. S. Sudha, Assistant Professor of English, proposed a formal vote of thanks.

Special Discourse on Post Modernism



The Department of English and Foreign Languages held a special discourse on “Post Modernism” on 11th March 2021 with Prof. K.Chellappan as the guest of honour. The Former Head of the Department of English, Bharadhidasan University, Trichy explained in detail all key characteristics of Post Modernism. He said that some critics view it as a “Period Concept” and some other critics look at it as a “unique genre.” He added further that if it is perceived as a “Period Concept”, it can be both the continuation and contradiction of modernism. Even if modernism is followed by post modernism, the latter is different from the former in its approach towards human life the manifestation of which is found in literature. Modernism mourns the disorderliness, fragmentation, chaos and incoherence of modern life. The octogenarian professor

referred to T.S.Eliot's “The Waste Land” as a land mark work of modernism wherein the poet grieves for the disorderly, chaotic, untidy and fragmented lives of moderns. But, the speaker said when modernism seeks to create order out of disorder, coherence out of incoherence, tidiness out of untidiness, and perfection out of chaos, Post Modernism celebrates disorder, incoherence, untidiness and chaos and it accepts them as part of life. Further, the distinguished speaker referred to Canadian Academic, Linda Hutcheon who opines that post modernism can be viewed as a blend of historiography and metafiction. Historiography is about recording the actual historical events whereas metafiction is concerned with fictionality of fiction. The speaker illustrated that Post Modernism is a blend of fact and fiction, adding that it reduces history to a kind of textuality and problematises it. In this regard, Prof.K.Chellappan, in his discourse brought out the post modern elements from Salman Rushdie's Midnight's Children wherein the protagonist Saleem Sinai associates his life with the history of India. Furthering his discourse, he articulated that magic realism which is an exaggerated version of realism is a key feature of Post Modernism. In addition to students, research scholars, faculty members from University English Department, Teachers and Students from the neighboring Alagappa Govt. Arts College also participated in the programme.

In the beginning of the programme, Dr.P.Madhan, Professor and Head, Department of English and Foreign Languages delivered the welcome address and finally Dr. SP. M. Kanimozhi proposed a formal vote of thanks.

World Poetry Day Celebrations

In keeping with the tradition of observing UN (United Nations) declared World Poetry Day that falls on 21st March every year, this year also the Department celebrated World Poetry Day on 19th March 2021 through

online mode with the resource persons Prof. Navaneethan, Former Head of the Department of English, H.H. THE Rajah's College, Pudukottai and Former Professor of Tamil Dr. Valliammai from Annamalai University. One of the Guests of Honour, Prof. Navaneethan who spoke about English poetry defined poetry in the following way: The Identity of a race is Language, the identity of Language is Literature and the heart of Literature is Poetry, he further illustrated that the heart beat of a society can be heard in its poetry. Besides, dwelling on the profundity of Poetry, he stated that Poetry has the potential to bring about transformation and metamorphosis in people. Prof. Navaneethan's further articulation included the fact that back in the day, in the days of yore, only poetic pieces which were available in the forms of proverbs and sayings educated and enlightened the masses. In this regard, Prof. Navaneethan made a reference to the following definition of Shelley: Poets are the unacknowledged legislators of mankind. He made a mention about the following definitions of poetry by Wordsworth and Coleridge, with the former saying that "Poetry is spontaneous overflow of powerful feelings and it is emotions recollected in tranquility and the latter's statement "a poets mind is not like a mirror but a lamp because it not only imitates reality that also creates reality." The Guest of Honour also explained how T.S.Eliot's statement that poetry is not the expression of emotions but an escape from emotion differs from that of Wordsworth. Over and above, he made a survey of the growth and development of British Poetry and cast light on both romanticists and classicists. His lecture was followed by the discourse of Prof. Valliammai who painted a picture of the glory and greatness of Sangam Tamil poetry. She illustrated that through Sangam Tamil poetry the way of life, culture, civilization, love, warfare and agricultural practices of ancient Tamils can be learnt. She called Elangovadikal's Silapadhikaram the first ever national linguistic epic.

The PG and research students of the Department and faculty members attended the programmes. In the start of the programme, Dr.P.Madhan Professor and Head, Department of English and Foreign Languages, welcomed the gathering and Dr. M. Natarajan, proposed a formal vote of thanks in the end.

DEPARTMENT OF TAMIL

வானவில் கே. ரவியின் படைப்புலகம் -
இணையவழி தேசியக் கருத்தரங்கம்

அழகப்பா பல்கலைக்கழகத் தமிழ்த் துறையும் தமிழ்ப்பண்பாட்டு மையமும் பாலக்காடு தமிழ்ப்பண்பாட்டு ஆய்வு மையமும் இணைந்து நடத்திய வானவில் கே. ரவியின் படைப்புலகம் என்னும் பொருண்மையிலான ஒருநாள் இணையவழி தேசியக் கருத்தரங்கம் 14.10.2020 புதன் கிழமை நடைபெற்றது.

இக்கருத்தரங்கிற்குத் தலைமை தாங்கிய மாண்புமிகு பேரா. நா. இராசேந்திரன் அவர்கள் தம் தலைமையுரையில் ஒவ்வொருவரும் வாழ்க்கையில் வெற்றி பெறுவதற்கு நூல்களைப் படிக்கட்டுகளாகக் கொள்ளவேண்டும். ஒருவர் தம் வாழ்க்கையில் முடிவு எடுக்கும் போது அறிவு ஒன்றைக் கூறும்; இதயம் ஒன்றைக் கூறும். அறிவு கூறுவதைக் காட்டிலும் இதயம் கூறுவதையே சிறந்த முடிவாகக் கொள்ள வேண்டும் என்றார். கவிஞர் கே. ரவியின் படைப்புகள் சுவையானதாகவும் அறிவுக்கு விருந்தாகவும் அமைந்திருக்கிறது. அறிவியல், சமுதாயம் பற்றிய விழிப்புணர்வுகள் அவருடைய படைப்புகளில் சிறப்பாக வெளிப்படுகின்றன என்றார்.

இக்கருத்தரங்கில் தொடக்கச் சிறப்புரை யாற்றிய தமிழ்ப்பல்கலைக்கழக இலக்கியத்துறை மேனாள் தலைவர் பேராசிரியர் கு. வெ. பாலசுப்பிரமணியன் அவர்கள் கவிஞர் கே. ரவியின் படைப்புகள் அவருடைய உள்ளுணர்வு வெளிப்பாடு; அனுபவ ஞானப்புலப்பாடு என்பதை எடுத்துரைத்தார்.

இந்நிகழ்ச்சியில் பாலக்காடு தமிழ்ப்பண்பாட்டு ஆய்வு மைய இயக்குநர் முனைவர் கு. அ. ராஜாராம் நோக்கவுரையாற்றினார்.

பாலக்காடு தமிழ்ப்பண்பாட்டு ஆய்வு மைய இயக்குநர் முனைவர் ச. மகேசுவரி சுப்பிரமணி கருத்துரை வழங்கினர். அழகப்பா பல்கலைக்கழகத் தமிழ்த்துறைத் தலைவர் முனைவர் ச. இராசாராம் 'கவிதை மொழி' என்னும் தலைப்பிலும் தமிழ்ப்பண்பாட்டு மைய இயக்குநர் முனைவர் சே. செந்தமிழ்ப்பாவை 'சொல்லேருழவர்' என்னும் தலைப்பிலும் அழகப்பா அரசினர் கலைக்கல்லூரி, தமிழ்த்துறை இணைப்பேராசிரியர் முனைவர் மா. சிதம்பரம் 'காப்பியத் தூரிகை' என்னும் தலைப்பிலும் கட்டுரை வழங்கினர்.

முன்னதாக அழகப்பா பல்கலைக்கழகத் தமிழ்த்துறைத் தலைவர் முனைவர் ச. இராசாராம் அனைவரையும் வரவேற்றார். அழகப்பா பல்கலைக்கழக தமிழ்ப்பண்பாட்டு மைய இயக்குநர் முனைவர் சே. செந்தமிழ்ப்பாவை நன்றி கூறினார். பல்கலைக்கழகப் பேராசிரியர்கள், மாணவர்கள், தமிழறிஞர்கள் திரளாக இணைய வழியில் கலந்து கொண்டனர்.

மகாகவி பாரதி பிறந்தநாள் விழா - இணையவழி சிறப்புச் சொற்பொழிவு

அழகப்பா பல்கலைக்கழகத் தமிழ்த்துறையில் "செய்தனவும் செய்ய வேண்டியனவும்" என்ற தலைப்பிலான மகாகவி பாரதி பிறந்தநாள் விழா இணைய வழி சிறப்புச் சொற்பொழிவு 11.12.2020 வெளிக்கிழமை பிற்பகல் 4.00 மணியளவில் நடைபெற்றது.

இந்நிகழ்வில் தலைமையேற்று உரை நிகழ்த்திய பல்கலைக்கழகத் துணைவேந்தர், பேராசிரியர் நா.இராசேந்திரன் அவர்கள் தமது தலைமை உரையில் "பாரதி தமிழ்நாட்டிற்கு மட்டுமல்ல உலகெங்கும் கொண்டாடப்படுபவர். அவரது புகழைப் பாடுதல் நமது கடமை. அவரின் பிறந்த தினத்திலேயே அவரைப் போற்றிட வேண்டும். தமிழுக்குப் பெருமை சேர்க்கும் பாரதி பிறந்தநாள் விழா ஆண்டுதோறும் அழகப்பா பல்கலைக்கழகத்தில் கொண்டாடப்படும் ஒரு நிகழ்வாக அமைய வேண்டும் என்றுரைத்து பாரதியின் வரலாற்றை எடுத்துரைத்தார்.

இந்நிகழ்வில் சிறப்புரையாளராகக் கலந்து கொண்ட சென்னை வளர்ச்சி

ஆராய்ச்சி நிறுவனத்தின் பேராசிரியர் ஆ.இரா.வேங்கடாசலாபதி அவர்கள் தம் சிறப்புரையில் தம் வாழ்நாளில் படைப்புகள், பத்திரிகைத்துறை, சமூக நோக்கு என்று பல நிலைகளில் தன் ஆளுமையைப் பதிவு செய்து தமிழ்ச்சமூகத்தை மாற்றியமைத்தவர் பாரதி என்றுரைத்து, பாரதி பற்றிய புதிய செய்திகளை அனைவரும் உளம் கொள்ளுமாறு பதிவு செய்தார். பாரதியின் சிறப்பைப் பகிர் தல் நம் கடமை என்றும் அவர் குறித்து மேற்கொள்ள வேண்டிய ஆய்வுகள் இன்னும் பல உள்ளன, அவற்றை மாணவர்களும் பல்கலைக்கழகங்களும் முன்னெடுக்கவேண்டும் என்றும் எடுத்துரைத்தார்.

பாரதியின் புகழ்பரப்பும் இப்பிறந்தநாள் விழாவில் கலைப்புல முதன்மையர் பேராசிரியர் முருகன் ஆய்வு முதன்மையர் பேராசிரியர் ஏ.நாராயணமூர்த்தி மற்றும் பிறதுறைப் பேராசிரியப் பெருமக்கள், நகரச் சான்றோர்கள், கல்வியாளர்கள், மாணவர்கள் என அனைவரும் கலந்து கொண்டு சிறப்பித்தார்கள்.

நிகழ்வின் முன்னதாகத் தமிழ்த்துறைத்தலைவர் பேராசிரியர் ச. இராசாராம் அவர்கள் வரவேற்புரை வழங்கினார். துறையின் இணைப்பேராசிரியர் மு.நடேசன் நன்றியுரை வழங்கினார். முனைவர். மு. சூதா இணைப்பேராசிரியர் நிகழ்வினைத் தொகுத்து வழங்கினார்.

இன்றைய புத்தக உலகம் - இணையவழி சிறப்புச் சொற்பொழிவு

அழகப்பா பல்கலைக்கழகத் தமிழ்த்துறையும் இதழியல் மற்றும் தகவல்; தொடர்பியல் துறையும் இணைந்து நடத்திய 'இன்றைய புத்தக உலகம்; என்ற தலைப்பிலான இணையவழிசிறப்புச் சொற்பொழிவு 11.01.2021 திங்கள்கிழமை முற்பகல் 11.00 மணியளவில் நடைபெற்றது.

இந்நிகழ்வில் தலைமையேற்றுச் சிறப்பித்த பல்கலைக்கழகத் துணைவேந்தர் பேராசிரியர். நா. இராசேந்திரன் அவர்கள் தான் புத்தகங்கள் மீது கொண்ட தீராக் காதலை வெளிப்படுத்தியதோடு மாணவர்கள் புத்தகவாசிப்பைத் தவறாது பழக்கமாகக்

கொள்ள வேண்டும் என்றும் புத்தகத்தின் சிறப்புகளை உணர்த்தும் இதுபோன்ற நிகழ்வுகளில் பங்குபெற வேண்டும் என்றும் எடுத்துரைத்தார். குறிப்பாக உலக வரலாற்றை மாற்றுவது நூல்களே என்பதனை மாணவர்கள் உணரவேண்டும் என வலியுறுத்தினார்.

தொடர்ந்து சிறப்புரை வழங்கிய மணிமேகலைப் பிரசுரத்தின் இயக்குநர் டாக்டர். ரவி தமிழ்வாணன் அவர்கள் தம் சிறப்புரையில் புத்தக வாசிப்பு குறித்து இன்றைய மாணவர்கள் தெரிந்துகொள்ள வேண்டும் என்றும் அறிவியல் வளர்ச்சி புத்தகத் தோற்றத்திற்கு ஆக்கம் என்றாலும் அப்புத்தகத்தில் கிடைக்கும் சுகஅனுபவம் கூறுதற்கியலாதது என்றும் மாணவர்கள் மனதில் புத்தக நேசிப்பு குறித்த விதையை விதைத்து கிடைத்ததை கொடுத்துப் படிக்கச் சொல்வதை விட படித்ததைக் கொடுத்து புத்தக வாசிப்பை ஊக்குவிக்க வேண்டும் என்றும் அறிவுறுத்தினார்.

இந்நிகழ்வில் பிறகுறைப் பேராசிரியர்கள் சிங்கப்பூர், ஜெர்மன் போன்ற அயல்நாட்டுத் தமிழர்கள், பள்ளி ஆசிரியர்கள், மாணவர்கள், தமிழ் ஆர்வலர்கள் எனப் பலரும் கலந்து கொண்டு சிறப்பித்தனர். இந்நிகழ்வில் தமிழ்த்துறைத் துறைத் தலைவர் பேராசிரியர் ச.இராசாராம் வரவேற்புரை வழங்கினார். கல்வியியல் புலத்தின் முதன்மையரும் இதழியல் மற்றும் தகவல் தொடர்பியல் துறையின் தலைவருமான பேராசிரியர் ப. பால்தேவநேசன் அவர்கள் நன்றி தொரிவித்தார். முனைவர் மு.சுதா, இணைப்பேராசிரியர் இந்நிகழ்வினைத் தொகுத்து வழங்கினார்.

CENTRE FOR TAMIL CULTURE

தாய்மொழி நாள் விழா

அழகப்பா பல்கலைக்கழகத் தமிழ்ப் பண்பாட்டு மையம் சார்பில் 22.02.2021 திங்கட்கிழமைன்று காலை 11.00 மணியளவில் தாய்மொழி நாள் விழா கொண்டாடப்பட்டது. இணைய வழியில் நடைபெற்ற இந்நிகழ்வில், தமிழ்ப் பண்பாட்டு மைய இயக்குநர் பேரா. சே.செந்தமிழ்ப்பாவை வரவேற்புரை வழங்கினார்.



பல்கலைக்கழகத் துணைவேந்தர் மதிப்புறு கர்ணல் பேரா. நா.இராஜேந்திரன் அவர்கள் இவ்விழாவிற்குத் தலைமையேற்று தமிழ் மொழியின் சிறப்பு பற்றியும் தாய்மொழியின் முக்கியத்துவம் குறித்தும் தலைமையுரை ஆற்றினார்.

இந்நிகழ்வின் சிறப்பு விருந்தினர் இராசபாளையம் பேசும் பூங்காற்று திருமதி. கவிதா ஜவகர் அவர்கள் பேசும் பொழுது “தமிழுடன் பிறந்தோம்” என்னும் தலைப்பில் உரை வழங்கினார். இதில் தமிழ்மொழியின் தொன்மை, தொடர்ச்சி, சிறப்பு ஆகியவற்றைப் பண்டை இலக்கியங்களின் வழி எடுத்துரைத்தார். இந்நிகழ்வில் நூற்றுக்கும் மேற்பட்டோர் பங்கேற்றுச் சிறப்பித்தனர்.

தாய்மொழி நாள் விழாவை முன்னிட்டு மாணவர்களுக்கு கவிதை, கட்டுரை, ஓவியப் போட்டிகள் நடைபெற்றது. வெற்றி பெற்ற மாணவர்களுக்கு துணைவேந்தர் பரிசுகள் வழங்கி பாராட்டினார். தமிழ்ப் பண்பாட்டு மைய முனைவர் பட்ட மேலாய்வாளர் அருணன் நன்றி கூறினார்.

மருந்தின்றி வாழ.. என்னும் பொருண்மையிலான உரையரங்கம்

அழகப்பா பல்கலைக்கழகத் தமிழ்ப் பண்பாட்டு மையமும் காரைக்குடி வீறுகவியரசர் முடியரசன் அவைக்களமும் எது மருத்துவம்? புலனக் குழுவும் இணைந்து நடத்தியமருந்தின்றி வாழ... என்னும் பொருண்மையிலான உரையரங்கம் 30.01.2021 ஞாயிற்றுக்கிழமை மாலை 5.00 மணியளவில் இணைய வழியில் நடைபெற்றது. இந்நிகழ்வில் வீறுகவியரசர் முடியரசன் அவைக்களத்தின் செயலர் முனைவர்

தமிழ் முடியரசன் அவர்கள் வரவேற்புரை வழங்கினார். அழகப்பா பல்கலைக்கழகத் தமிழ்ப் பண்பாட்டு மைய இயக்குநரும் நுண்கலைத்துறைத் தலைவருமாகிய பேரா. சே.செந்தமிழ்ப்பாவை அவர்கள் இந்நிகழ்வுக்குத் தலைமையேற்று, பழந்தமிழரின் வாழ்வியலில் மருந்தில்லா மருத்துவம் குறித்தும் உணவே மருந்தாக வாழ்ந்த சூழல் குறித்தும் விளக்கினார். மருந்துகளையே உணவாகக் கொண்டு வாழும் இன்றைய சூழல் மாறவும் ஆரோக்கியமான வாழ்வு வாழவும் வழிகாட்டும் நோக்கிலேயே தமிழ்ப்பண்பாட்டு மையமும் வீறுகவியரசர் முடியரசன் அவைக்களமும் இக்கருத்தரங்கை ஏற்பாடு செய்ததெனக்கூறித் தலைமை உரையாற்றினார். வீறுகவியரசர் முடியரசன் லஅவைக்களத்தின் நிறுவனர் எழுத்தாளர் பாரி முடியரசன் அவர்கள் தொடக்கவுரையும் உடுமலைப்பேட்டை பாவலர்கொழும்பம் ஆதிஅவர்கள் அறிமுக உரையும் வழங்கினர். தொடர்ந்து மரபுவழித் தொடு தூண்டல் மருத்துவர் உங்கூட்டுப் பையன் கூ.நா. மோகனராசு அவர்கள் இயற்கை மருத்துவம் குறித்தும் உணவுப் பழக்கவழக்கம் குறித்தும் சிறப்புரை வழங்கினார். மேலும் ஆங்கில மருத்துவம் தரும் பக்கவிளைவுகள் குறித்து விளக்கி நோயின்றி வாழ வழிகாட்டும் வகையில் உரையாற்றினார். செல்வன் மு.இராகவேந்திரன் நன்றி கூற உரையரங்கம் இனிதே நிறைவுற்றது. இந்நிகழ்வில் பேராசிரியர்கள் மாணவர்கள் ஆய்வாளர்கள் கலை இலக்கிய ஆர்வலர்கள் மருத்துவத்துறை சார்ந்தோர் என நூற்றுக்கும் மேற்பட்டோர் கலந்துகொண்டு பயனடைந்தனர்.

அயலகத் தமிழரும் தமிழ்ப் பண்பாடும்

காரைக்குடி அழகப்பா பல்கலைக்கழகத் தமிழ்ப் பண்பாட்டு மையம் ஆஸ்திரேலியா சிட்னி தமிழ்க்கலை மற்றும் பண்பாட்டுக் கழகத்துடன் இணைந்து நடத்திய “அயலகத் தமிழரும் தமிழ்ப் பண்பாடும்” என்னும் பொருண்மையிலான இணையவழி பன்னாட்டுக் கருத்தரங்கம் அன்மையில் நடைபெற்றது. அழகப்பா பல்கலைக்கழகத் தமிழ்ப் பண்பாட்டு மைய இயக்குநர் பேரா. சே.செந்தமிழ்ப்பாவை வரவேற்புரை வழங்கினார்

அழகப்பா பல்கலைக்கழகத் துணைவேந்தர் மதிப்புறு கர்னல் பேரா.நா.இராஜேந்திரன் அவர்கள் தலைமையேற்று தலைமை உரையாற்றினார். அவர்தம் உரையில், திரைகடல் ஓடியும் திரவியம் தேடு என்னும் கொள்கையினர் தமிழர். தம் வணிகத் தொடர்பை உலகம் முழுவதும் கொண்டிருந்ததால்தான் தமிழர் பண்பாடு உலகம் முழுவதும் பரவியுள்ளது என்றார். மேலும் கௌடியாரின் அர்த்தசாஸ்திரம்; மெகஸ்தனிஸின் இண்டிகா முதலிய நூற்குறிப்புகள், கம்போடியாவில் கிடைத்த நாணயங்கள், சீனாவிற்கும் தென்னாட்டிற்குமான அக்கால வணிகத் தொடர்பு முதலியவற்றை வரலாற்று நோக்கில் விளக்கினார். வணிகம் கலை பண்பாட்டு நோக்கிலான தமிழர் வளர்ச்சி உலகம் முழுவதும் பரவியிருப்பதைத் தம் உரையில் சிறப்பாக எடுத்துரைத்தார்.

சிட்னி தமிழ்க்கலை மற்றும் பண்பாட்டுக் கழகத் தலைவர் திரு. மா. நாராயணன் மாணிக்கம் அவர்கள் வாழ்த்துரை வழங்கினார். தொடர்ந்து ஆஸ்திரேலியாவில் தமிழக் கல்வி என்னும் தலைப்பில் திருநந்தகுமார் அவர்களும் தமிழர்களின் வழிபாட்டு மரபுகள் என்னும் தலைப்பில் சிட்னி உலக சைவப்பேரவையின் செயலாளர் சிவத்திரு. மா.அருச்சுணன் அவர்களும், ஆஸ்திரேலியத் தமிழர் வரலாறும் வாழ்வியலும் என்னும் தலைப்பில் திரு.அண்ணாமலை சுந்தரம் அவர்களும், ஆஸ்திரேலியாவில் தமிழ் விழாக்கள் என்னும் பொருளில் சிட்னி தமிழ்க்கலை மற்றும் பண்பாட்டுக் கழகச் செயலாளர் திரு.ரா. அனகன்பாபு அவர்களும் சிறப்புரை வழங்கினர்.

இந்நிகழ்வில் பேராசிரியர்கள், மாணவர்கள், ஆய்வாளர்கள், கலை, இலக்கியம், பண்பாடு, சமயம் ஆர்வலர்கள் என நூற்றைம்பதுக்கும் மேற்பட்டோர் கலந்து கொண்டு சிறப்பித்தனர். இக்கருத்தரங்க உரைகள் தமிழ்ப் பண்பாட்டு மையம் என்னும் வலையொளியில் பதிவேற்றம் செய்யப்பெற்றுள்ளது. தமிழ் பண்பாட்டு மைய உதவிப்பேராசிரியர் முனைவா; கா.கணநாதன்; நன்றி கூறினார்.

DEPARTMENT OF WOMEN'S STUDIES

International Women's Day Celebrated



The Department of Women's Studies and the Centre for Women's Studies, Alagappa University celebrated the International Women's Day on 08.03.2021 at the University Convocation Seminar Hall. Prof. K. Manimekalai, Professor and Head, Department of Women's Studies and Director i/c, DDE, Alagappa University, in her welcome address, highlighted the significance of celebrating this event year after year. After speaking about remarkable women of great achievements, she gave some valuable suggestions to women how they should conduct themselves carefully in private and public world life. She also mentioned about the extent to which women have gained freedom economically. She also said how women should deal with most difficult problems encountered by them in the society courageously and alone and highlighted the necessity of education to women for gaining their due status and rights in the society.

Prof. N. Rajendran, Vice-Chancellor, delivered the keynote address. He said that 73 per cent of the students of Alagappa University are women, and he noted that this shows that women are enthusiastic about pursuing higher education. While referring to the extreme hardships meted out to women in the past in different parts of the world, he said how girls in ancient China were put to a painful custom called foot binding. According to this cruel practice, the baby girl's toes were tied tightly

stunting the natural growth besides causing untold suffering. Girls who under went this agony alone were considered for married life. Unlike in the U.K. and France, Indian women were given voting rights as early as 1920.

Dr. Appachi Sabapathy, an eloquent orator, was the special guest and in his speech the speaker highlighted the necessity of celebrating Women's Day every year to recall and remember the achievements of women who in spite of social constraints could contribute substantially to the progress of the family, society and nation. He exhorted women to be courageous and oppose all oppressive attempts indulged in the patriarchal world. At the event the students of the Department of Theatre and Filma Studies enacted a play showing how atrocities were perpetrated on women in the society in the past and how much progress they have made now. The play received the applause of the audience.

More than 250 women attended the function. At the end of the programme Dr. Paul Punitha, Assistant Professor, proposed a vote of thanks.

DEPARTMENT OF SOCIAL WORK

Human Rights Day Observed

Under the aegis of the Department of Social Work, Alagappa University, the Human Rights Day was observed through virtual mode on 10.12.2021. Prof. K.R. Murugan, Dean, Faculty of Arts, while welcoming the participants, stated the significance of Human Rights Day.

Presiding over the programme Prof. N. Rajendran, Vice-Chancellor, traced the evolution of human rights principles in different parts of the world and its contributions to the growth of modern civilization. He said "to lead a life of freedom and safety, a person needs to enjoy basic human rights without which a happy life is not possible". Gender equality is

associated with human rights which ensures freedom for women. Equality, fraternity and liberty are the three important components of human rights principles. Social, economic and legal rights are the foundation on which human welfare is built and hence upholding and safeguarding human rights become essential.

Prof. Thamma Suriyanarayana Sastri, Vice-Chancellor, Tamil Nadu Ambedkar Law University, in his special address, referred to the uniqueness of the massive Indian Constitution which guarantees all conceivable basic human rights to the citizens of our country and highlighted the necessity of implementing the rights in all earnestness to facilitate a peaceful living for all people. "Indian Constitution provides equal status to all the people without any discrimination on the basis of gender, caste, community and religion. He concluded his speech by saying that "Being really humane and compassionate is more important than simply extolling human rights".

200 participants listened to the speeches. Mr. Vignesh Sabarikiran proposed a vote of thanks.

Webinar on Social Entrepreneurship

The Department of Social Work, Alagappa University, in collaboration with Mahatma Gandhi National Council of Rural Education (MGNCRE) , hosted a Webinar on Social Entrepreneurship on 9th March 2021.

Dr.K.R. Murugan, Dean, Faculty of Arts and Professor and Head of the Department of Social Work, Alagappa University, welcomed the participants and presented the thematic address. The aim of the webinar, he said, is to orient the students and social workers on social entrepreneurship. Dwelling on the significance of social entrepreneurship, he added that it helps to find and implement solutions to social, cultural and environmental issues. It is an approach developed by individuals, groups, companies, institutions and its application

has the potential to solve community based problems.

The keynote address was delivered by Mr. B.S.C. Naveen Kumar, Co-ordinator, Swachhta Action Plan, MGNCRE, Hyderabad. He provided an in-depth perspective on what social entrepreneurship really means and in what ways an individual can offer solutions to the problems prevailing in the society through innovation and also through various social entrepreneurship models. The distinguished speaker stressed on the point where social entrepreneurs can earn for their livelihood. He inspired the listeners by saying that success in social entrepreneurship will in fact lead to a win-win situation where he gains monetary benefits as well as personal gratification. It was a mindful session where the resource person came up with more case studies of young social entrepreneurs. The participants were enlightened with a host of social entrepreneurship ideas to start their own business model in future.

Mr. J. Vignesh Sabarikiran, Teaching Assistant, Department of Social Work. proposed a vote of thanks.

WORLD SOCIAL JUSTICE DAY

Talk Delivered Over AU Community Radio

Dr. K.R.Murugan, Dean, Faculty of Arts and Professor and Head, Department of Social Work, gave a speech over Alagappa University Community Radio to mark the observance of 13th World Social Justice Day at Alagappa University on 20.02.2021. He said as per a resolution passed by the United Nations on 26th November 2007, the World Social Justice Day is being observed on the 20th February every year since 2009. Dwelling on the significance of social justice for the progress and happiness of mankind and for a harmonious life of individuals the speaker said "in a good society a fair relationship should prevail between individuals and

society leading to a peaceful co-existence of various communities that constituted a society. Social justice implies protecting the rights of individuals in a society. It stands for providing equal rights and opportunities to all the citizens of a country to bring in peace for the welfare of humanity. He recalled the fight and struggles of Indian social reformers for upholding social justice in India and said how Thanthai Periyar, Rajaram Mohan Roy, Vinoba Bhave, Sahu Maharaj, Ambedkar, Narayana Guru, Jothirao Phule and Savitri Phule fought for the rights of victims of social forces so as to free them from the shackles of tyranny. The distinguished speaker concluded his speech by saying that the social reformers' contribution to the cause of social equity could be discerned by a study of social history of India.

DEPARTMENT OF HISTORY

Chhatrapati Shivaji's 391st Birth Anniversary Celebrations

Chhatrapati Shivaji's 391st Birth Anniversary was celebrated at the Department of History, Alagappa University, Karaikudi, through virtual mode on 19th February, 2021. Vice-Chancellor Prof.N.Rajendran, in his presidential address, summarized Shivaji's remarkable achievements and contributions to the making of the Maratha Kingdom. With the assistance of a disciplined military and well-structured administrative organizations, Shivaji set up a professional and egalitarian civil law. The Vice-Chancellor asked the History Department to celebrate and recall the contributions of many other nation-builders to raise awareness among the student community on the unique leadership qualities of eminent historical personages.

Dr.Prabha Ravi Shankar, Associate Professor, PG. Dept. of History, Mahila College, Affiliated to SNTD Women's University, Mumbai, stated in her special address that how Shivaji taught religious tolerance, co-existence

and responsibility to his people. She also recollected how Shivaji learnt in his childhood to admire his mother; and he naturally developed reverence for women. She also referred to the remarkable research of historian Jadunath Sarkar and exhorted the participants to read the classic work Shivaji and His Times. She also mentioned that the Maharashtra State Archives holds a vast collection of about 14 crore records including letters by Chhatrapati Shivaji to his son Sambhaji etc.

Dr.AR.Saravanakumar, Head (i/c), Department of History, Alagappa University, welcomed the participants and Dr.G.Paranthaman, Assistant Professor, Department of History, proposed a vote of thanks.

National Symposium on India's Independence

A National Symposium on India's Independence was conducted virtually on 12 March 2021 at the Department of History, Alagappa University, Karaikudi as a prelude for the grand celebrations planned to mark 75 Years of India's Independence in August, 2022. Named as "Azadi Ka Amrut Mahotsav" it was launched today by the Prime Minister of India to commemorate 91 years of Dandi March. The objective of the symposium is to pay tribute to the martyrs, who sacrificed their lives for the nation's freedom from the clutches of alien rulers and their resolve to build an India of their dreams.

Dr. K. R. Murugan, Dean, Faculty of Arts, Alagappa University, while welcoming the participants, said that the "Azadi Ka Amrut Mahotsav" has commenced exactly 75 weeks prior to the 75th Independence Day that falls in 2022 and would extend up to the Independence Day 2023 and the Mahostav will help the young generation to get inspiration and imbibe the spirit of patriotism.

Vice-Chancellor

Prof.N.Rajendran,

in his presidential address, referring to the Salt Satyagraha, mentioned that it was an epic march in the history of India. Gandhi's participation in this event made it a mass movement and the TIME magazine understanding the significance of Gandhi's participation declared him as "Person of the Year" in 1930 and it also described him as 'Saint Gandhi'. He mentioned the remarkable Subaltern Studies made by the historian Ranajit Guha and asked the historians to record the sacrifices and struggles of unsung freedom fighters. He also stressed the notable role of Tamil Nadu in the freedom struggle and recollected the great contributions of leaders like Subramania Bharathi, V.O.Chidambaram and others.

Prof. G. Chandrika, Professor, Department of History, Pondicherry University, delivered the special address on the theme titled "Role of Women in the Salt Satyagraha". She said that Gandhi strongly believed that women are stronger than men. She also mentioned the passionate participation of women in the Salt Satyagraha March spanning 240 miles from Sabarmati Ashram to Dandi which drew the attention of the nation. She listed out the contributions of eminent women such as Sarojini Naidu, Kasthurba Gandhi, Muthulakshmi Reddy etc.

Dr.Prabha Ravi Shankar, Associate Professor, PG. Dept. of History, Mahila College, Affiliated to SNTD Women's University, Mumbai, spoke on the topic "Mahatma Jyotirao Phule and Savitribhai Phule: Extraordinary Couple and Social Reformers of Maharashtra". She stated that Jyotirao Phule is extolled as the champion of women's education in India. He, along with his wife Savitribai Phule, opened the first school for girls in 1848. Both dedicated their entire lives for the uplift of the down-trodden and for eradication of untouchability. They strove for equal rights for all.

Dr.S.Anantha Krishnan, Associate

Professor & HOD, Department of History, A.M.Jain College, Chennai, gave a speech on the topic "Gandhiji: Passive Resistance as a Weapon". He mentioned that Gandhi was greatly influenced by Leo Tolstoy's book, The Kingdom of God is Within You and his essay on "Christianity and Patriotism" and also said how Gandhi was influenced by Thoreau's master treatise "Civil Disobedience"

Prof. S. Rajavelu, Adjunct Faculty, Department of History, Alagappa University, proposed a vote of thanks.

Collection of Antiquities Obtained from Elanthakarai Village Given to University



The Vice-Chancellor of Alagappa University Prof. N. Rajendran received a collection of antiquities obtained from Elanthakarai, a village near Kalaiyarkoyil, Sivagangai District from an enthusiast Mr.K.Ramesh who is a resident of Kalaiyarkoyil. Prof. N. Rajendran said these antiquities are the landmark findings revealing the history of Tamil Nadu spanning a period from the Sangam Age to the Medieval Period.

Prof.N.Rajendran said that on the basis of these collections, the Department of History of Alagappa University has made a preliminary survey of this site and collected a few artifacts and found the site having a great potential to do further investigation. It is proposed to start the excavation during 2020-21. The proposal for this purpose was sent to Archaeological Survey of India, New Delhi through the Government of Tamil Nadu. The Standing Committee

of Central Advisory Board of Archaeology,(CABA) has now approved the proposal for taking up the excavation work at Elanthakarai with the co-operation of Archaeological Survey of India. The Archaeological Survey of India is to join the University for the first time to do excavations in Tamil Nadu. The Department of Archaeology, Government of Tamil Nadu, is providing full cooperation for this work. An MoU has already been signed by the University with the Tamil Nadu Government's Archaeology Department to do archaeological excavations, explorations and researches through the History Department of Alagappa University.

The Department of History, under the direction of Prof. S. Rajavelu, Adjunct Faculty, Dr. AR. Saravanakumar, Head i/c and Dr. Paranthaman with a team of archaeologists from Archaeological Survey of India is to begin the excavation work soon. The Archaeological Survey of India will nominate one Co-director for this project. The Vice-Chancellor said: "After seeing the large number of antiquities and potteries collected from Elanthakarai through surface level explorations, we hope our excavation certainly will give fruitful results and this site will be yet another significant site like Keeladi site in Sivagangai District to learn about the authentic history of the Tamils".

"The antiquities which we have received from Mr.K.Ramesh consisting of various kinds of beads, punch marked coins of 4th or 3rd century BCE., Ceylon man type coin of Rajaraja Chola, variety of potteries, bone objects, terracotta figurines, hopscotches clearly indicate the site at Elanthakarai has great potential for excavation. The exploration will throw more light on the ancient culture and history of the Tamils".

"Today we have also received nearly 500 inscriptional estampages which were taken by an Epigraphist Karu. Rajendran from the districts of Pudukkottai and Sivagangai for preserving them at the proposed Museum

at our University Campus. We are going to display and preserve all these objects and inscriptions for the benefit of research students as well as general public interested in history and archaeology. In future, the Museum of the Department of History in our University will be made into a full-fledged Museum which would reflect the History and Culture of the Tamils," Prof. N. Rajendran added.

During this function Prof. S. Rajavelu, Adjunct faculty, Dr.KR.Murugan, Dean, Faculty of Arts, Dr.AR. Saravanakumar and other faculty members of the Department of History, were present. The Vice-Chancellor congratulated the donors Mr.K.Ramesh of Elanthakarai and Mr.Karu.Rajendran, Epigraphist of Melapanaiyur for evincing keen interest in historical research and also for their donation of valuable artifacts and inscriptions to the Department of History, Alagappa University.

Parakram Diwas

125th Birth Anniversary of Netaji Subhash Chandra Bose

The 125th Birth Anniversary of Netaji Subhash Chandra Bose was celebrated as "Parakram Diwas" by the Department of History, Alagappa University, Karaikudi, on 23rd January, 2021. Vice-Chancellor Prof.N.Rajendran, in his presidential address, recapitulated Netaji's fight against the British rule in India and his contributions to the Indian Independence Movement. Among Indian statesmen, Netaji Subhash Chandra Bose stood supreme and unassailable during that period. Dr.S.Anantha Krishnan, Associate Professor & HOD Department of History, A.M.Jain Collge, Chennai, observed, in his special address, that Netaji Subhash Chandra Bose's undeniable and bold legacy continues to inspire generations of people. He said that Netaji stood for progress and well-being of crores of humble fellow Indians. He added

that Netaji's Indian National Army (INA) never won any significant battle, but its "thunderous defeat" shook the foundations of the British Empire and hastened their departure from India.

Dr.AR.Saravanakumar, Head (i/c), Department of History, Alagappa University, welcomed the participants and Mrs.R.Radha, Teaching Assistant, Department of History, Alagappa University, Karaikudi, proposed a vote of thanks.

Online Induction Programme

The Department of History, Alagappa University, conducted an Online Induction Programme to the PG students of History on 05.11.2020. Prof. N.Rajendran, Vice-Chancellor in his presidential note, highlighted the importance of studying history. Quoting Cicero he said the ignorance of history on the part of the people would make them remain as children for ever. The Vice-Chancellor added that one cannot perceive the present in a proper light without understanding the past.

In his special address Dr.S.Murugan I.P.S Inspector General of Police, South zone, said that a knowledge of history has helped many young men to clear civil service examinations. Referring to 40 per cent of questions being asked from History subject at the national as well as State level competitive examinations, he asked the students to note the importance given to this subject. He urged the students pursuing Arts subjects to learn other modern subjects to compete in the competitive world. Besides acquiring subject knowledge, one has to utilize all opportunities that come their way to climb up in life. He added that a study of history needs a special interest and involvement. He asked the students to choose history as an optional subject for civil service and other competitive examinations. He concluded his speech by saying "Study History and Create History".

Dr.AR.Saravanakumar, Head, Dept. of History, welcomed the participants. Dr.S.Rajavelu, Adjunct Faculty, proposed a vote of thanks. More than 200 students participated in the programme.

DEPARTMENT OF POLITICS AND PUBLIC ADMINISTRATION

Webinar on Constitutional Values and Fundamental Principles of Indian Constitution

The Department of Politics and Public Administration organised a Webinar on Constitutional Values and Fundamental Principles of Indian Constitution as part of Constitution Day celebrations on 26th November 2020. The day commemorates the adoption of the Constitution in India. The main aim of the Webinar was to highlight the significance of the Indian Constitution and also the contribution of its architect Dr B R Ambedkar.

Prof.K.R.Murugan, Dean, Faculty of Arts and Head i/c, Department of Politics and Public Administration, welcomed the participants and presented the thematic introduction in the Webinar. In his welcome address, Prof.K.R.Murugan spoke on the importance and purpose of celebrating the Indian Constitution Day.

Prof. N. Rajendran, Vice Chancellor, Alagappa University, chaired the seminar. In his presidential address, he highlighted the salient features of the Constitution of India and explained the historical events that led to the formation of the Constitution of India. Also he mentioned about the great contributions of the Chairman of the Drafting Committee of the Constitution Dr B R Ambedkar. He further said that India is a multi-lingual, multi-cultural country and the Constitution is the basis for unity in diversity.

The special guest of the Webinar was Shri.S.S.Jawahar, IAS (Retd), Retired Principal Secretary to Govt. of Tamil Nadu & Honorary Secretary, Indian Institute of Public Administration, TN Regional Branch, Chennai. In his speech, he said that the Constitution of India is the supreme law of India and it is the longest Constitution in the world. Further, he said the Constitution of India encompasses the basic political principles, the structure and procedures of government and the fundamental rights and duties of citizens. Also he noted that the Constitution of India focuses on equality for all without any discrimination on the basis of caste, religion and race.

Dr.N.K.Bhuvanewari, Teaching Assistant, proposed a vote of thanks. Nearly 250 participants participated in the programme.

Voters Awareness Programme 2020

The Department of Politics and Public Administration organised a Voters Awareness Programme for the students under the presidentship of Prof. N. Rajendran, Vice-Chancellor, Alagappa University on 16th December, 2020. The programme intended to spread the awareness among the young voters to get themselves registered in order to become eligible participants in the election process. The awareness programme aimed to encourage the youngsters who had completed 18 years age to enrol as electors and cast their votes. Dr.N.K.Bhuvanewari, Teaching Assistant, welcomed the participants of the programme. Prof.K.R.Murugan, Head i/c, Department of Politics and Public Administration, presented the thematic introduction to the awareness programme. Dr.K.Senthilkumar, Associate Professor, Department of Politics and Public Administration, delivered a lecture to sensitize the students on voters registration and its significance. He made an attempt to explain voting rights and insisted the participants to be responsible citizens to build a prosperous nation. Ms.A.Sumithira, Teaching Assistant,

proposed a vote of thanks. More than 100 participants participated in the programme.

National Voters Day Observed



The Department of Politics and Public Administration celebrated the 11th National Voters' Day with the theme 'Making Our Voters Empowered, Vigilant, Safe and Informed' under the presidentship of Prof. N. Rajendran Vice-Chancellor, Alagappa University on 25 January, 2021. The National Voters' Day is celebrated every year since 2011, all across the country to mark the foundation day of Election Commission of India, i.e. on 25th January 1950. The main aim of the National Voters' Day celebration is to encourage, facilitate and maximize the enrolment of new voters. Prof.K.R.Murugan, Head i/c, Department of Politics and Public Administration, welcomed the participants and elaborated on this year's theme.

Prof. N. Rajendran, Vice-Chancellor, Alagappa University, who presided over the function, said students should realize the importance of National Voters' Day and act accordingly. He also explained the role and importance of the electorate for the progress of the country. He also recalled the historical events pertaining to women's right for suffrage in different countries. Also he said that voters should not be under any control and they should act independently. Voting is a fundamental right of all and therefore the main purpose of National Voters' Day is to raise awareness among the voters to participate in the election.

Dr.P.Maduraiveeran, Prof and Head, Anna Centre for Public Affairs, University of

Madras, Chennai, who delivered the keynote address said that voting is about electing good politicians who can give good governance. Voting is a political right and a political duty of the people. At one time women, slaves, and the landless were denied the right to vote. Then after many struggles everyone got the right to vote. He stated when there is a high voter turnout, a good ruler is elected and that paves the way for good governance. He concluded his speech by advising the youth to vote as the participation of young voters in the process alone can bring about changes.

In connection with the National Voters' Day, the Department organised three online competitions viz. Essay Writing, Poster Making and Rangoli under the titles 'Role of Youth in Strengthening Democracy', 'Electoral Literacy for Stronger Democracy' and 'Right to Vote: Your Vote Counts' respectively for University Department students and students of Affiliated Colleges of Alagappa University. More than 100 students participated in the competitions and 25 students were selected and awarded with certificates by the Vice-Chancellor. Dr.N.K.Bhuvaneswari, Teaching Assistant, proposed a vote of thanks. Nearly 250 participants participated in the programme.

DEPARTMENT OF FINE ARTS

International Conference on Seasonal Music and Dance

An online International Conference on Seasonal Music and Dance was organized by the Department of Fine Arts, Alagappa University on 12.04.2021. Prof. S. Senthamizh Pavai, Head i/c of the Department, welcomed the participants at the inaugural session.

Prof. N. Rajendran, Vice-Chancellor, in his brief presidential address, illustrated the importance given by the Tamil Kings to Music and Dance and said that inscriptions found in many historically important places, including Kudumiyanmalai refer to the flourishing art

of Tamil Music and Dance in ancient Tamil Country.

In her keynote address, Prof. Swarnamalya Ganesh briefly traced the growth of Tamil Music and Dance starting from Karaikkal Ammaiyar's Thiruppathigam down to the present day. She added that the progress of Tamil Music and Dance over the generations stand as evidences to show the continuing rich cultural traditions of the Tamils, and they would remain as permanent symbols proclaiming the aesthetic sense of the people.

At the end of the brief inaugural session Dr. Kanagathara of the Department of Fine Arts proposed a vote of thanks.

A number of participants from across the country and Sri Lanka presented papers at six technical sessions chaired by six experts -- Prof. Swarnamalya, Dr. Sankar Ganesh, Dr. Madhavi, Dr. Subbiah, Dr. Ezhil Raman and Dr. Karpagam. Interesting papers read by some participants and expert comments made by the chair persons made the sessions lively.

Dr. Ushanthi Duraisingam, Senior Lecturer, Department of Dance and Drama & Theatre, Swami Vipulananda Institute of Aesthetic Studies, Eastern University, Sri Lanka, delivered a speech on "Bharathanatyam in Sri Lanka Today" at the valedictory function. At the outset of the valedictory function Dr. S. Senthamizh Pavai welcomed the participants and Mr. Avanthraj, Teaching Assistant, proposed a vote of thanks.

FACULTY OF SCIENCE

NATIONAL SCIENCE DAY CELEBRATION

Alagappa University celebrated the National Science Day on the theme "Future of Science, Technology and Innovation (STI): Impact on Education Skills and Work" on March 02, 2021 by observing "Open Day" at the Science Campus of the University. The event is being conducted every year to commemorate



the day on which the Nobel Laureate Sir. C. V. Raman discovered the Raman Effect in 1928. More than thousand students from various schools and colleges visited all the Research Labs at the Science Campus and the University Science Instrumentation Centre and interacted with Faculty Members and Research Scholars of Alagappa University.

The Dean of the Faculty of Science Prof. S. Karutha Pandian welcomed the gathering and delivered the thematic address. He emphasized the importance of celebrating Science Day. Quoting the poem of Thiru. Kaniyan Pungundranar, he exhorted the students to develop a broad perspective on life and pursue Science as their career for contributing to the betterment of humanity.

Prof. N. Rajendran, Vice-Chancellor, in his presidential address, highlighted the harmony that exists in India between Science, Religion and Philosophy. He recalled the life history and achievements of Sir. C. V. Raman and Srinivasa Ramanujan who are hailed as 'Sons of the Tamil Soil'. He also underscored the significance of embracing Science and Technology for the betterment of humankind and for the development of the nation's economy.

The University also arranged different exhibition stalls that displayed the exhibits/posters portraying detailed information about the Archeological Excavations of Keeladi and Elanthakkarai of this region. The way in which Research Scholars explained the posters would have created an imaginary movie on the 'Vaigai Valley' Civilization of Tamil Nadu

among the students. Students visited various laboratories on the Science Campus. Besides, the Department of Skill Development also displayed many handmade crafts and new technology-based prototypes, which would have definitely inspired the young minds.

Prof. K. Sankaranarayanan, Member of the Syndicate, Alagappa University, proposed a vote of thanks. Syndicate Member S. Karuppuchamy, Director of the Science Campus Dr A. Arun, and Faculty Members from various Science Departments of Alagappa University as well as from various Colleges and teachers from schools also participated in the inaugural function.

DEPARTMENT OF MATHEMATICS

National Mathematics Day Celebrated

The Department of Mathematics & Ramanujan Centre for Higher Mathematics of Alagappa University jointly celebrated the National Mathematics Day to pay tribute to the legendary Indian Mathematician Srinivasa Ramanujan on his 133rd Birth Anniversary on December 22nd, 2020.

Prof. N. Rajendran, Vice Chancellor, inaugurated the celebration through virtual mode. In his brief speech, he referred to the life history of Srinivasa Ramanujan focussing on his family background and education. Prof. Ravi P. Agarwal a renowned mathematician from the Department of Mathematics, Texas A & M University, Kingsville, USA, delivered a special lecture on "Are we prepared to accept the reality". He recalled interesting incidents from Ramanujan's life, education and work and the way he lived in India; and he also said how Ramanujan's fame increased after his death. About Ramanujan he said "God sent him to this world to do certain greater things and after the completion of those works god took him away".

Prof. Chee Peng Lim from Australia, Prof. Ovidiu Bagdasar from UK, Prof. Grienggrai

Rajchakit from Thailand, Prof. FethiBelcam from Kuwait, Prof. Natesan Srinivasan from IIT Guwahati participated in this celebrations. The online meeting was held via Google Meet and in YouTube (Live Stream). 70 participants from various countries joined the celebrations .616 viewers viewed the online programme via YouTube channel.

Earlier Prof.N. Anbazhagan, Head, Department of Mathematics, welcomed the gathering. Dr. R. Raja, Assistant Professor, Ramanujan Centre for Higher Mathematics, presented the highlights of the National Mathematics Day and proposed a vote of thanks.

Faculty and Research Associate Win Awards at the International Conference on Fractional Calculus

The Biruni University, Istanbul, Turkey and the International Fractional Calculus Community jointly organized the “First Online International Conference on Modern Fractional Calculus and Its Applications” (OCMFCA-2020) from December 4th to 6th, 2020.

In this online conference, more than fifteen thousand participants participated and more than one thousand researchers presented their research findings in the contributed talk sessions. More than 30 researchers received the awards. Among the award recipients, Dr.R. Raja, Assistant Professor, Ramanujan Centre for Higher Mathematics from Alagappa university, Karaikudi was one and he received the most prestigious “325 years of Fractional Calculus Award” given by Biruni University, Turkey and also his research associate Dr. A. Pratap received the “Oliviu Gherman Award” given by the University of Craiova, Romania for novel contributions to the field of fractional calculus applied to real world problems. Prof. N. Rajendran, Vice Chancellor, Alagappa University, congratulated Dr. R. Raja and Dr. A. Pratap on their outstanding achievements.

DEPARTMENT OF PHYSICS

World Standards Day 2020

The “World Standards Day 2020” was organized by the Department of Physics with the theme “Protecting the Planet with Standards” on 14th October, 2020 through online mode. Prof. G. Ravi, Head, Department of Physics, Alagappa University, welcomed the participants. Prof. H. Gurumallesh Prabhu, Registrar, Alagappa University, delivered the presidential address. He stressed the need for doing research work on par with international standards and he added that quality should be maintained in all spheres of academic work.

Prof. Dr. D. Shivagan, Principal Scientist at CSIR-National Physical Laboratory, New Delhi presented a special address and enlightened the audience with scintillating ideas for moulding ourselves for a perfect life. Later, in his thematic talk he illustrated his views through examples from Indian epics and correlated them with standards. His invited talk on “Redefined SI Units : Dissemination Pathways for New Kelvin” was a take away message for the students. Dr. E. Ebinezer Chellasamy, Head, Kodaikanal Solar Observatory, Indian Institute of Astrophysics, Kodaikanal inaugurated the function with his entertaining speech followed by a thematic talk on “Physics and Measurements”. He detailed a list of standards available to check the quality of the products. He spoke on the importance of protecting our planet with standards that everyone must adhere to. At the end of the programme, Dr. R. Yuvakkumar, Assistant Professor, Department of Physics and Co-ordinator of the Programme proposed a vote of thanks.

ACT NEXT – 2020

The Department of Physics organised the “Alagappa Celebrates Themed Nobel Excellence Talk” (AcT Next 2020) programme on 12.02.2021 to recall the contributions



of the Nobel Prize Winners in the field of Physical Sciences. Presiding over the inaugural function, Prof. N. Rajendran, Vice-Chancellor, Alagappa University, highlighted the contributions made by the Department of Physics for academic excellence of Alagappa University. Further, he narrated the highlights of New Education Policy 2020; and he also gave tips to the faculty members and research scholars for expanding their knowledge by using multidimensional, multidisciplinary and transdisciplinary approach. He referred to the sanctity of this programme in the present scenario.

Dr. E. Ebenezer Chellasamy, Head, Solar Observatory, Kodaikanal, gave a special lecture at this event. He spoke on the topic “Our Universe and Endstate of Stars”. He explained the fundamental concepts of our solar system, universe and stars. He also referred to the concept used in finding out the age of a star. In addition, he referred to various aspects of our galaxy system. He explained the differences between planets and stars.

Dr. Dawood Kothawala, Associate Professor, IIT Madras, Chennai, delivered a talk on “Singularities in Spacetime: From Big Bang to Black Holes”. In his lecture, Dr. Kothawala elaborated on the concepts of singularities in black hole, quantum gravity and gravitation in space time geometry. In addition, he gave information related to the mathematical concept of escape velocity of the object near the black hole. Further, he explained the theory of relativity in space time concept.

Earlier, Dr. G. Ravi, Professor and Head of the Department of Physics, welcomed the participants and highlighted the activities and achievements of the Department of Physics. In addition, he outlined the theme of this programme. Dr. S. Sudhakar, Assistant Professor, Department of Physics, proposed a vote of thanks.

Young Scientist Award- 2020 Given to a Faculty

Dr. R. Yuvakkumar, Assistant Professor, Department of Physics, Alagappa University, was honoured with the “Young Scientist Award” in Physical Sciences for the year 2020 (YSA-2020) by The Academy of Sciences, Chennai, in recognition of his outstanding performance and research contributions in the field of Materials Science. Dr. R. Yuvakkumar received this award from Prof. N. Rajendran, Vice Chancellor, Alagappa University, in a function held at Alagappa University on March 24, 2021. Five scientists were selected state-wide and awarded YSA-2020 in various disciplines such as Mathematical Sciences, Physical Sciences, Chemical Sciences, Biological Sciences, and Engineering & Technology. The other recipients of YSA-2020 were : two from IIT Madras, Chennai; one each from MKU University, Madurai, and Sathyabama University, Chennai. YSA awards for Chemical Sciences, Biological Sciences and Engineering & Technology were presented by the Vice-chancellor, University of Madras, at Chepauk campus, Chennai. YSA awards for Mathematical Sciences and Physical Sciences were presented by the Vice-chancellor of Alagappa University, Karaikudi.

National Recognition to the Department

- Prof. K. Sankaranarayanan has received CRG Project entitled “Bulk Unidirectional Growth of Organo-metallic Trihalides (MAPbX₃, X=Br and Cl) Perovskite Single Crystals For High Energy Radiation

Detectors, for a sum of Rs.42 lakhs from SERB, CRG/2020/005614 for a period of three years.

- As a sequel to the recent signing of an MoU on academics and research partnership between Alagappa University, Karaikudi and Western Norway University of Applied Sciences (HVL), Norway in the field of nanomaterials for clean energy applications, two research scholars Mr. S. Asaithambi and Mr. M. Isacfranklin from the Department of Physics went to the host institute HVL, Norway for a period of six months to carry out collaborative research on “valuable industrial insight into clean energy technologies”.

- In addition, a joint Indo-Norwegian collaborative UTFORSK project application on Advanced Materials for Clean Energy Technologies has been submitted by HVL and will offer educational opportunity to students shortlisted by Alagappa University and HVL. Further, Alagappa University will be an active partner in the Indo-Norwegian Collaboration on Higher Education and Research on Advanced Materials for Clean Energy Technologies (HERAMCET) proposal to be submitted to the Norwegian Center for International Cooperation in Education by Professor Dhayalan Velauthapillai of Western Norway University of Applied Sciences (HVL), Norway.

- During Oct.2020 – Mar.2021 the Department of Physics filed three patents and published 50 International peer reviewed articles.

DEPARTMENT OF INDUSTRIAL CHEMISTRY

Themed Nobel Excellence Talk-2020 (AcT-NExT -2020)

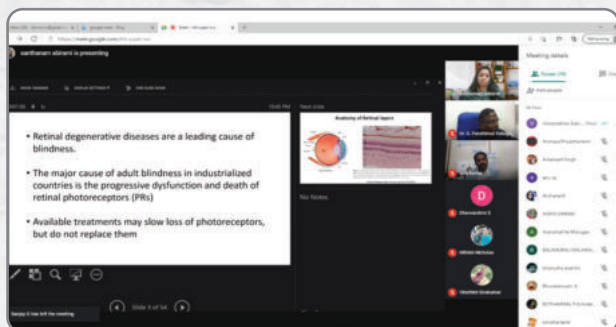
The Department of Industrial Chemistry of Alagappa University organized a one day seminar entitled “Alagappa Celebrates

Themed Nobel Excellence Talk-2020 (AcT-NExT -2020)” on 25th January 2021 through virtual mode. The aim of the seminar was to motivate the young postgraduate students and Ph.D. scholars to take up quality research. This conference focused on the latest scientific research and development in the field of chemistry.

Dr. G. Paruthimal Kalaiganan, Senior Professor & Head, Department of Industrial Chemistry delivered the welcome address. Vice-Chancellor Prof. N. Rajendran delivered the presidential address. He said that the Nobel Laureates Emmanuelle Charpentier and American biochemist Jennifer A. Doudna of the University of California, Berkeley, were awarded the Nobel Prize in Chemistry -2020 “for the development of a method for genome editing” and emphasized the importance of science research to the young researchers and asked them to concentrate on research in health sciences. Students and research scholars should take up high quality research that could support the overall scientific development and he advised the researchers to publish in Scopus-Indexed journals and books. “An in-depth knowledge of the specific field of research chosen by the scholar is a must for turning out quality reports or thesis,” he said.

Invited Talks Delivered

Dr. S. Abirami, Scientist, The University of Texas Health Science Center at Houston, USA, delivered an invited talk on the topic “Enabling Blind People See Again”. She explained the research methods to diagnose and eliminate hereditary eye defects. She highlighted the recent development in photoreceptor regeneration studies. She discussed the Retinitis Pigmentosa (RP) which is a genetically-based retinal degenerative disease which causes the death of rod photoreceptors and progressive vision loss, leading to blindness in many patients. RP



affects about 1 in 4000 people in the US. The steady march to blindness is a result of the failure of mammalian retina to produce an effective regenerative response to the presence of disease or injury. This, however, is not the case in teleost fish. Fish are able to produce all types of retinal neurons following an injury, and represent a valuable model system to study the mechanisms of regeneration. Her talk focused on understanding the transcriptional programmes that control proliferation of progenitor cells and their differentiation to produce photoreceptors which will allow the development of genetic therapies to reprogramme mammalian cells to undergo a productive regenerative response.

Dr. C. Sivakumar, Principal Scientist, Electrode & Electrocatalysis Division, Central Electrochemical Research Institute, delivered a talk on the significance of conducting polymers and its utilization in the field of chemical or electrocatalysis, drug delivery, sensor, supercapacitor etc. He described the fabrication of nanostructured conducting composites via the incorporation of precious or non-precious metal nanocatalysts / metal oxides. Reduced graphene oxide also enhances its electrocatalytic activity, sensing capability and electro transfer kinetics etc. With rational design and synthesis, conducting polymer with controllable morphologies and physicochemical properties can exhibit fascinating electrocatalytic, sensing and biological properties. This presentation overviewed on the novel synthetic methodology with the relationship of morphology, property of conducting polymer support and their recent

advances in electro catalytic, electrochemical bio sensing and energy storage/conversion applications.

Senior Professor Dr S. Karuthapandian spoke on “CRISPR-Cas9 and The Nobel Prize in Chemistry- 2020”. He explained that, genetic scissors are a tool for rewriting the code of life. Emmanuelle Charpentier and Jennifer A. Doudna have discovered one of gene technology’s sharpest tools: the CRISPR/Cas9 genetic scissors. Using these, researchers can change the DNA of animals, plants and microorganisms with extremely high precision. This technology will have a revolutionary impact on the life sciences and it is contributing to new cancer therapies and may make the dream of curing inherited diseases come true. Researchers need to modify genes in cells if they are to find out life’s inner workings. This may be time-consuming, difficult and sometimes impossible work. Using the CRISPR/Cas9 genetic scissors, it is now possible to change the code of life over the course of a few weeks. CRISPR-Cas9 is a unique technology that enables geneticists and medical researchers to edit parts of the genome by removing, adding or altering sections of the DNA sequence. It is currently the simplest, most versatile and precise method of genetic manipulation and is therefore causing a buzz in the science world “There is enormous power in this genetic tool, which affect us all. It has not only revolutionised basic science, but also resulted in innovative crops and will lead to ground-breaking new medical treatments,” says Dr S. Karuthapandian.

Dr. A. Subbiah made a detailed discussion on electrochemical sensor/biosensor and its applications. He explained different allotropes of carbon used as the electrode materials for various sensing applications.

Dr. S. Viswanathan, Assistant Professor, Department of Industrial Chemistry, Alagappa University delivered the vote of thanks. Nearly

one hundred participants actively participated in this one-day Seminar on AcT-NExT -2020.

DEPARTMENT OF ENERGY SCIENCE

Faculty Honoured



Prof. S. Karuppuchamy, Head, Department of Energy Science, Alagappa University, was awarded the degree of Doctor of Science in Chemistry by Periyar University, Salem for his outstanding research work in the field of Chemical Science for developing advanced nanomaterials for photocatalytic energy harvesting and environmental remediation. He is a good chemical scientist in photocatalytic energy conversion and environmental remediation. In the past 22 years, he has developed several multifunctional photocatalytic nanocomposites for hydrogen fuel production and to treat industrial wastewaters

Prof. Karuppuchamy met Prof. N. Rajendran, Vice-Chancellor of Alagappa University, who congratulated him and exhorted him to continue his meritorious research work.

DEPARTMENT OF BIOINFORMATICS

SEARCHING FOR TARGET-SPECIFIC AND MULTI-TARGETING ORGANICS FOR COVID-19 IN THE DRUGBANK DATABASE WITH A DOUBLE SCORING APPROACH

The Covid-19 outbreak is spreading alarmingly and number of deaths is also increasing every day in some parts of the world. Collaborative research and mobilization

of scientific skills is needed to address the COVID-19 challenge. In continuation to collaborative research culture, Professor J. Jeyakanthan, Professor & Head, Department of Bioinformatics, Alagappa University and Dr. Doc. N. Arul Murugan Docent of the Department of Theoretical Chemistry and Biology, School of Engineering Sciences in Chemistry, Biotechnology and Health KTH Royal Institute of Technology, Stockholm, Sweden have refocused their research work to support frontline efforts in identifying the potent phytochemicals to treat Covid-19 infections.

They have proposed a list of individual drugs and cocktails that deserve testing in clinical environment for treatment of COVID-19 and the results are published in Scientific Reports (<https://doi.org/10.1038/s41598-020-75762-7>). The researchers have proposed a reliable double scoring approach to computationally screen lead drug-like compounds from DrugBank database against the most important SARS-CoV-2 viral targets namely 3C-like protease (3CLpro), papain-like protease (PLpro), RNA-dependent RNA polymerase (RdRp) and the spike (S) protein which play a major role in viral replication and human cell recognition. They have identified a variety of as-yet-unexplored ways to attack COVID-19, in addition to proposing drug cocktails namely Baloxavir marboxil, Natamycin and RU85053 that can simultaneously inhibit multiple viral proteins based on binding free energies implemented in AutoDock Vina and molecular mechanics—generalized Born surface area approaches. SARS-CoV-2 is a rapidly mutating positive single strand RNA virus with as many as 12000 mutations reported till now including a key mutation D614G. Therefore this multi-targeting ability of drugs offers an effective route to deal with drug resistance which enables the drugs to work around the viral mutations. Accordingly if a drug that can target several proteins and if one viral protein becomes mutated, the drug

can still be effective on other viral proteins. This is the potency of multitargeting drugs and drugs cocktails proposed in this article. In addition, the researchers have identified a few compounds such as Phthalocyanine, Tadalafil, Lonafarnib, Nilotinib, Dihydroergotamine and R-428 which can bind to all the specified viral targets simultaneously and can serve as multi-targeting drugs. Further, their study also includes the binding energy estimation for various compounds which are currently under drug trials. It is shown that Remdesivir binds to RdRp and 3CLpro with high binding affinity indicating that it can be categorized as a multi-targeting drug. Baricitinib and Umifenovir are found to be compounds with superior target-specific binding while Darunavir is found again to be a multitargeting drug. Double scoring approach also explains why some drugs like hydroxychloroquine and Oseltamivir are not very active against any of the viral targets and in particular, the former compound has only moderate binding affinity or inhibition potential towards RdRp. Among the drugs that the study recommends for testing are Tivantinib, Olaparib, Zoliflodacin, Golvatinib, Sonidegib, Regorafenib and PCO-371. The paper also provides a listing of multi-targeting drugs such as DB04016, Phthalocyanine and Tadalafil which can also be effective in combating the rapidly mutating coronavirus.

For more details about this research work, kindly refer: Searching for target-specific and multi-targeting organics for Covid-19 in the Drugbank database with a double scoring approach. Scientific reports. <https://doi.org/10.1038/s41598-020-75762-7>.

DEPARTMENT OF MICROBIOLOGY

1. Ms. Abhispa Bora, Ph.D. scholar of the Microbiology Department, has been awarded INSPIRE Fellowship. He works under the guidance of Dr. A. Arun, Professor and Head.

2. Dr. A. Arun, Professor and Head, published a research article in the Journal of Hazardous Materials (IF – 9.038). He also published a book chapter under Springer publication. He gave the keynote address on 12.03.2021 at the International Conference on Recent Technologies and Advanced Materials for Green Energy and Sustainable Environment (RTAMGESE-2021) organized by the Department of Chemical Engineering, National Institute of Technology Tiruchirappalli.

Meritorious Student Awarded Certificate of Appreciation by Union Minister



On the occasion of the Republic Day on 26.01.2021, the Union Minister for Human Resource Development Shri Ramesh Pokhriyal Nishank felicitated 87 meritorious students from School/University/Institutions across the country who have secured maximum marks and figured at the top position.

The M.Sc Microbiology student Ms.D.Monica, the PG topper in April 2019 of Alagappa University, was awarded a certificate of appreciation by the Minister. The gesture was to encourage the students to achieve new heights in the future. Speaking on the occasion, Shri Pokhriyal said that the students are the future of the country and the responsibility of creating a new and prosperous India lies on them.

DEPARTMENT OF FISHERIES SCIENCE

World Fisheries Day

As part of the celebrations of World Fisheries Day, the Department of Fisheries Science of Alagappa University organized a National Webinar on “Next Generation Technology for Sustainable Fisheries” in collaboration with Department of Animal Health and Management, on 21st November, 2020. More than 400 participants from different institutions of India, China, Egypt and Angola and professionals from aquaculture industry registered for the webinar.

In his welcome address, Dr. E. Kannapiran, Professor and Head, Department of Fisheries Science, highlighted the importance of World Fisheries Day and stated that every year on 21st November the day is celebrated by fisher-folk communities throughout the world to proclaim to humanity the significance of healthy oceans and eco-systems for ensuring sustainable stocks of fish in the world.

Prof. N. Rajendran, Vice-Chancellor, Alagappa University, in his presidential address, outlined the problems encountered in fisheries owing to climate change, overexploitation and illegal fishing activities which led to depletion of wild fish population. He stressed upon the importance of increasing women employment in fisheries sector. He also referred to the inter-departmental, inter-institutional and trans-disciplinary research collaborations for the development of new technology for the welfare of global fisher-folks and to ensure sustainable fisheries development. He added that the sea front field station of Alagappa University available at Thondi coast can be effectively utilized for this purpose.

Dr. Kuldeep K Lal, Director of ICAR-National Bureau of Fish Genetic Resources, Lucknow, delivered the inaugural address.

Deliberating upon fish genetic resources, he touched upon the conservation of fisheries and stressed the importance of controlling of fish diseases to enhance production. He suggested that use of disease-resistant fish species will provide huge benefits to the fish farmers. He stated that Pradhan Mantri Matsya Sampada Yojana is proposed for improving marine, inland fisheries, aquaculture and fisheries infrastructure for the welfare of fishermen.

Dr. N. Saravanan, Scientist-F, Centre for Marine Living Resources and Ecology, (CMLRE) Cochin, in his speech, explained in-detail the ecological aspects of deep sea resources as an alternative source to pelagic resources and referred to the funding opportunities available from Govt. of India. He suggested the sustainable maintenance of demersal fishery resources through exploitation of deep sea resources. Dr. Saravanan hoped for future project collaboration of CMLRE, Cochin, with Alagappa University for developing sustainable fisheries.

Dr. T.T. Ajith Kumar, Principal Scientist & Scientist i/c, ICAR-National Bureau of Fish Genetic Resources, Cochin, in his talk, referred to the nuances of breeding technology of ornamental fish and shrimps. He also highlighted the importance of conservation of ornamental fish germplasm to support the livelihood of fishermen community.

Dr. B. Vaseeharan, Professor and Head, Department of Animal Health and Management, delivered the thematic address and highlighted the importance of nano medicine in the control of fish diseases.

Dr. C. Govindasamy proposed a vote of thanks and Dr. N.M. Prabhu was the Organizing Secretary

FACULTY OF EDUCATION

DEPARTMENT OF SPECIAL EDUCATION AND REHABILITATION SCIENCE

Orientation Programme & Fresher's Day Organised

The Department of Special Education & Rehabilitation Science organized Orientation Programme & Fresher's Day Function on 7th October 2020. All the first year and Second year B.Ed. students participated through Google Meet. Dr. S. Rajaguru, Former Principal, Sri Ramakrishna Mission Vidyalaya College of Education, Coimbatore delivered the keynote address on the need for Special Education. He made a very significant point on the importance of interventional strategies in the educational programme of students with special needs. Mrs. Rama Deenadayalan, Counselling Psychologist, delivered a speech highlighting the psychology of student's behaviour and classroom environment. Earlier Dr. J. Sujathamalini, HoD of the Department of Special Education & Rehabilitation Science, welcomed the participants and Dr.K.Gunasekaran proposed a vote of thanks.

White Cane Safety Day Celebrations

The Department of Special Education & Rehabilitation Science celebrated White Cane Safety Day for Persons with Visual Impairment on 15th October 2020. Mr. V. R. Mathivannan Assistant Professor, National Institute for Empowerment of Persons with Multiple Disabilities, (NIEPMD) Chennai, delivered the keynote address on the importance of orientation and mobility training programme for persons with visual disabilities and he explained the Orientation and Mobility techniques of White Cane. The active participation of 70 persons including students, research scholars and faculty members made the programme a success. The participants also interacted with the resource person. Earlier

Dr. J. Sujathamalini, HoD of the Department of Special Education & Rehabilitation Science, welcomed the participants.

Dr. A. P. J. Abdul Kalam's Birth Anniversary Celebrated

Dr. A. P. J. Abdul Kalam's Birth Anniversary was celebrated on 15th October 2020, at the Department, the students of Alagappa University Resource School for Differently Abled enthusiastically participated in various competitions and games and they planted saplings to mark the occasion of the Birth Anniversary of Dr. A. P. J Abdul Kalam.

Seminar Organised on International Day of Persons with Disabilities

On the International Day of Persons with Disabilities, a Virtual Seminar on the Role of Special Educators in helping Persons with Disabilities was organized by the Department of Special Education and Rehabilitation Science. It was held on 3rd December 2020 in which students of the Department participated. Dr. Edward William Benjamin, Professor, & Head, Centre for Distance Education, Bharathidasan University served as a Resource Person to the Seminar and enlightened the students with an inspiring speech and exhorted the students to get a deeper understanding of the concept of Disability and he explained the significant role of special educators in helping the disabled persons.

International Day of Persons with Disabilities

The International Day of Persons with Disabilities was observed at Alagappa University, on 10th December, 2020. The programme was jointly organised by the Department of Special Education and Rehabilitation Science, Alagappa University Resource School for Differently Abled and Centre for Multimodal Material Production for Differently Abled.



While welcoming the participants Prof. J.Sujathamalini, Professor and Head i/c, Department of Special Education and Rehabilitation Science, referred to the significance and relevance of this year's theme "Building back better : Towards inclusive, accessible and sustainable post COVID-19 World by, for and with persons with disabilities".

Prof.N.Rajendran, Vice-Chancellor, presided over the function and witnessed the artistic performance of the students with disabilities and appreciated the talents of the students. He lauded the efforts taken by the parents, teachers and care takers of Alagappa University Resource School for Differently Abled for bringing out the hidden talents of students with disabilities into lime-light. He added that unlike the other fields, special education is dealing with human lives and it required earnest dedication and patience to handle these special children and to help them to come into the society and participate effectively. He said that Alagappa University Resource School for Differently Abled will take all efforts to enhance the talents of the special children and initiate several activities for promoting their well being.

Mr.B.Saravanakumar, District Differently Abled Welfare Officer, Sivagangai, in his special address, elaborated on various Governmental Schemes available for the welfare of the differently abled persons. He said that the District Differently Abled Welfare Office will jointly work with Alagappa University

Resource School for Differently Abled to implement all the available schemes effectively and raise the living standards of the differently abled individuals. Mr.N.Senthilmurugan, Speech Therapist, Sivagangai, was also present on the occasion. Dr.K.Gunasekaran, Assistant Professor, proposed a vote of thanks.

Zonal Level Webinar on Research in Disability Rehabilitation (CRE) Programme

A Two-day Continuing Rehabilitation Education (CRE) Programme was organized by the Department of Special Education and Rehabilitation Science in collaboration with the National Institute for Empowerment of Persons with Multiple Disabilities (NIEPMD), Chennai. The Two-Day Zonal Level Live Webinar on Research in Disability Rehabilitation (CRE) Programme was inaugurated by the Director of NIEPMD Dr.Nachieta Rout. Dr.S.Rajaguru, Former Principal, Sri Ramakrishna Mission Vidyalaya College of Education, Coimbatore, Dr. Mrs. Anusuya, Assistant Professor, NIEPMD and Dr. Dhanavendan acted as resource persons.

The two-day programme was scheduled with eight sessions. The first session was handled by Smt. I. G. Anusuya, Rehabilitation Officer, Department of Special Education, NIEPMD, Chennai; she delivered the keynote address and spoke on introduction to research. The second session was on Case Study: Qualitative Research Design and Mr. K. K. Dhanavendhan HoU, Unit for Cerebral Palsy, NIEPMD, Chennai, handled the session. The third session on Digital Tools for Research was handled by Dr. K. Thiyagu Assistant Professor, Department of Education, Central University of Kerala. He spoke about a wide range of digital tools available in the field of research. The fourth session was on Research Topics in Disability Rehabilitation. Dr. Kannamah Mottan Associate Professor and Head of the Department of Special Education, University Pendidikan Sultan Idris-UPSI, Malaysia,

pointed out the importance of research in areas of disability and she explained the adoption of assistive and adaptive technology to create impact in research.

The fifth session on Research in Disability Rehabilitation was handled by Dr. S. Rajaguru, Former Principal, Sri Ramakrishna Mission Vidyalaya College of Education, Coimbatore. In the Sixth and Seventh sessions lectures on research in disability were delivered by Dr. M. Karuppasamy, Assistant Professor(GF), Department of Special Education & Rehabilitation Science, Alagappa University and Dr. Sulaa Ajit, Founder & Director Sankalp Special School, Chennai. The eighth session on Qualitative Analysis in Research was handled by Mr. R.M. Tamil Selvan, Assistant Professor, School of Special Education & Rehabilitation, Tamil Nadu Open University, Chennai. He delivered a lecture on research in special education. The programme came to a close with the valedictory address given by Dr. J.Sujathamalini, Head, Department of Special Education and Rehabilitation Science, Alagappa University and Smt. I. G. Anusuya, Rehabilitation Officer, proposed a vote of thanks. Participants feedback was obtained and it pointed to the usefulness of the programme.

ALAGAPPA INSTITUTE OF SKILL DEVELOPMENT

Establishment of Alagappa University – HebeSec R&D Centre (AU-HRC) for Cyber Security

An exclusive Research and Development Centre for Cyber Security -- “Alagappa University – HebeSec R&D Centre (AU-HRC)” -- has been established at the Alagappa Institute of Skill Development as an outcome of a Memorandum of Understanding (MoU) signed between Alagappa University and HebeSec Technologies, Chennai. This is the



first R & D Centre to be established under the Public-Private Partnership (PPP) in a Higher Education Institution in the southern part of Tamil Nadu. Alagappa Institute of Skill Development has also launched a Post-Graduate Diploma in Cyber Security Programme from this academic year onwards with industry collaboration.

Prof. N. Rajendran, Vice-Chancellor of Alagappa University, declared open the R&D Centre and inaugurated the Post-Graduate Diploma in Cyber Security Programme on 11th February 2021. In his address the Vice-Chancellor said, “on par with increasing Internet usage, the cyber threat has also been increasing day by day. In today’s Information Technology-driven world, any of the un-secured core business is vulnerable to cyber-attacks. Companies and even individuals face the risk of adversaries stealing intellectual properties, criminals pursuing financial gains through fraud, identity theft, and attackers disrupting critical operations. NASSCOM has reported that India alone would need one million cyber security professionals in a couple of years, while job portals have reported a spike of 150 percent in cyber security job roles. Considering the need, Alagappa University has made yet another achievement by roping in a Cyber Security Startup to establish a R&D Centre in the University. Through this venture, skill training, R&D and consultancy services are to be provided to the academia and industries”. He added that the University aims to create a skilled workforce for strengthening the R&D culture in Cyber Security in collaboration with industries. This is done to further the initiatives

of the Central and State Governments on Cyber Security”.

Earlier Prof.B.Vaseeharan, Registrar i/c, Alagappa University signed an MoU and congratulated the Skill Development Centre for the work undertaken. Prof. B. Dharmalingam, Advisor, Alagappa Institute of Skill Development, Dr.M.Senthil, Dean, Faculty of Management, Dr.A.Senthilrajan, Director of MIS, Dr.K.Kuppusamy, Head, Department of Computational Logistics, Dr.S.Rajaram, Head, Department of Tamil, Mr.Suresh, Chairman, HebeSec Technologies, Chennai and Faculty members of the institute were also present on the occasion.

Mr. Ram Sundar, Director, HebeSec Technologies, Chennai and Dr. G. Ilankumaran, Director in-charge, Dr. C. Balakrishnan of Alagappa Institute of Skill Development made arrangements for the programme.

Webinars Organized:

- Entrepreneurship, Innovation and Career Hub of Alagappa University organized Online Webinar on 3D Printing Technology on 16.10.2020. Mr. Adarsh Simon, Technical Lead, TRIO3D, Chennai, delivered an invited lecture. A total of 110 participants attended the webinar.

- A Webinar on Ornamentation and Accessories Making was conducted on 11.11.2020. Mrs.Thulasi Kannan, Fevicyyl Certified Trainer, Ajantha Arts & Crafts, Madurai acted as the resource person. A total of 45 students attended the webinar and got benefited.

- The Centre signed an MoU with CompTIA, New Delhi on 12th November 2020. The Computing Technology Industry Association (CompTIA) is a non-profit trade association, issuing professional certifications for the information technology industry. CompTIA is the second largest IT certification organization in the world. This MoU will help

the University to offer international job market focused short-term skill training programmes and certifications in the IT sector.

- Alagappa Institute of Skill Development (AISD) and Alagappa Institute of Management (AIM) jointly organized an International Level Webinar on ‘Digital Marketing and Opportunities’ on 18th November 2020. This was beneficial to the students of Management, Science and Arts disciplines particularly for those who are aspiring to be entrepreneurs and want to market the products through electronic media. Around 100 students from the Faculty of Management and Alagappa Institute of Skill Development participated. Ms. M. Aiswarya Lakshmi, Marketing & Communications - Digital Manager, Philips Image Guided Therapy Devices, Vilvoorde, Flemish Region, Belgium delivered the invited talk in this Webinar.

Three-Day Faculty Development Programme on Mentoring Entrepreneurship



Entrepreneurship, Innovation and Career Hub of Alagappa University, Karaikudi organized a three-day faculty development programme on ‘Mentoring Entrepreneurship’ in collaboration with the State owned Entrepreneurship Development and Innovation Institute, Chennai (EDII, TN) from January 06, 2021 to January 08, 2021. The workshop was conducted following the Covid-19 guidelines of the Government wherein a total of 42 participants from the University Departments, Affiliated Colleges of Alagappa University and

Technical Institutions participated.

During the Valedictory Function of the FDP held on 08th January, 2021 the Vice-Chancellor, Prof. N. Rajendran reiterated the need for building the entrepreneurial ecosystem in universities and colleges in line with the mandate of the Central and State Governments.

He emphasized that our country needs a large number of entrepreneurs to hasten the economic growth for which the students and their parents need to be sensitized. Taking up a salaried job is good, but, the students and their parents should understand the pride of an Entrepreneur as Employment Generators, he added. He appreciated the team for organizing the much-needed programme and said that 'the new educational policy gives priority to enhancing the skills in addition to imparting knowledge. Prof. B. Dharmalingam, Advisor of the EIC Hub, Alagappa University, welcomed the gathering. Dr. G. Ilankumaran, Director-in-charge of EIC Hub, proposed a vote of thanks. Earlier the programme was inaugurated by Prof.B.Vaseeharan, Registrar in-charge. He stressed upon the importance of entrepreneurship skills in the current scenario and exhorted the participants to encourage students to pursue entrepreneurial ventures.

Master Trainer from EDII, TN, Mr. G. Vishal Nair, Co-founder of Lightandsalt P Ltd, offered the training to the faculty participants on how to identify prospective business plans and the nuances of entrepreneurship through an engaging blended methodology of demonstrations, games, presentations and team tasks that were well received by the participants. The EIC Hub and Alagappa Institute of Skill Development staff made elaborate arrangements for the smooth conduct of the FDP.

ALAGAPPA UNIVERSITY COLLEGE OF PHYSICAL EDUCATION

Two-Day International Webinar on "Reflection and Practices of Indian National Education Policy-2020 in Higher Education

Alagappa University College of Physical Education in collaboration with Sri Murugan International Research Foundation for Higher Education, Karaikudi organized a Two-Day International Webinar on "Reflection and Practices of Indian National Education Policy-2020 in Higher Education on 25th and 26th February,2021 through virtual mode. Dr.P.Nagarajan, Professor, Alagappa University College of Physical Education, welcomed the gathering.

While delivering the inaugural address, Prof. N.Rajendran, Vice-Chancellor, Alagappa University, spotlighted the significance of New Education Policy -2020. He added that Alagappa University is giving more importance to holistic and skills-based education and also highlighted the salient features of the National New Education Policy 2020. He said that new National Education Policy (2020) aims at developing quality in higher education. He also referred to the good practices followed by Alagappa University, especially in the areas of Science, Arts, Education, Physical Education and Yoga. "He said that the pupils and faculty should work together with determination to implement the New Education Policy. Further, he said that this policy will equip youth with both knowledge and skills needed for the future."

Prof.M.Selvam, Vice-Chancellor, Bharathidasan University, delivered the keynote address. He listed out the insightful reforms made in the National Education Policy-2020. He dwelt at length on the best practices that are showcased in the New Education Policy. Prof.S.Mukherjee, Vice-Chancellor, (Officiating), Lakshmi Bai National

Institute of Physical Education (LNIFE), Gwalior, spoke on the occasion. Prof. R.Thirumalaisamy former Vice-Chancellor, Tamil Nadu Sports University and President Sri Murugan International Research Foundation for Higher Education, Karaikudi, spoke about the necessity of imparting holistic education in the Sports Education Field as mentioned in the National Education Policy 2020. Prof. M.Sundar, Principal, Alagappa University College of Physical Education and Organizing Secretaries Dr.K.Sundar, Dr.K.M.M.Jaskar, Assistant Professors of Alagappa University College of Physical Education (AUCPE) made all arrangements to make the programme a grand success.

FACULTY OF MANAGEMENT

DEPARTMENT OF INTERNATIONAL BUSINESS

Ten-Day Workshop on Research Methodology and Data Analysis



A Ten-Day Workshop on Research Methodology and Data Analysis sponsored by the Indian Council of Social Science Research (ICSSR), New Delhi was inaugurated on 19.02.2021 at the Department of International Business, Alagappa University, Karaikudi. The workshop was held from 19th to 28th February, 2021.

Dr. A. Muthusamy, Professor & Head of the Department of International Business & the Director of this Workshop, welcomed the gathering and gave an overview on

the significance of conducting this type of workshops periodically to hone the research skills of scholars and its concomitant impact on the scholarly works of the researchers.

Prof. N. Rajendran, Vice-Chancellor, who presided over the inaugural ceremony of this workshop, stressed on the continuous updating of knowledge by scholars on recent developments in the chosen field of research. Research is an ever growing field and it is the backbone of development. "To become a good researcher one should be a good observer and a good reader". Nurturing these qualities will eventually make one a good researcher. He highlighted how quality research will improve the visibility of educational institutions in the global arena. Improving the visibility of the institution will in turn help in getting funds to pursue quality research. He also pointed out the importance of pursuing a meaningful research which will have an impact on the development of society. He encouraged the participants of the workshop to utilize the resources to the fullest extent.

Dr. P. Saravanan, Professor of Finance, IIM- Trichy, delivered the keynote address and stated as per the latest Finance Commission Report, performance - based funding has been recommended to the institutions rather than enrolment - based funding. He spoke about the advantages of publishing research articles in high impact journals which would help the writer of the article in his/her career advancement. Then he spotlighted on the significance of pursuing applied research in the field of Social Sciences which can provide possible solutions to the day-to-day problems faced by the society. He also said that the curriculum designed for the students should be aligned to the needs of the industry so as to produce employable candidates by the educational institutions.

Dr. A. Narayamoorthy, Dean, Research of Alagappa University, delivered the special

address and Dr. M. Senthil, Dean, Faculty of Management offered felicitations. The inaugural ceremony came to an end with Dr. S. Prasad, Assistant Professor & Co-Director of the Workshop, proposing a formal vote of thanks.

30 research scholars from across the nation participated in the workshop. Twenty expert academicians from renowned institutes delivered lectures.

Five-Day Online Faculty Development Programme (FDP) ON "Blockchain in Fintech"

A Five-Day Online Faculty Development Programme (FDP) on "BLOCKCHAIN in Fintech" sponsored by the ATAL academy, AICTE, New Delhi, was organized by the Department of International Business, Alagappa University from 11th to 15th December 2020.

While welcoming the participants during the inaugural session, Dr. A. Muthusamy, Head, Dept. of International Business, gave an outline of the programme, and also explained the objectives of the FDP. He expressed his thanks to the AICTE for having accepted the proposal.

This FDP is a part of the recent achievement of AICTE Training and Learning (ATAL) Academy. This initiative of ATAL got recognition in World Book of Records, London, UK for conducting more than 1000 FDP Programmes and thereby training about one lakh faculty members in the year 20-21. Dr. M. Senthil, Dean, Faculty of Management, gave the inaugural address and he explained how technology has gained prominence in the present lockdown period.

Prof. N. Rajendran, Vice-Chancellor, in his presidential address, brought out the significance of online transaction wherein contact-less payment has become the order of the day. He added "as online transactions

have gained prominence, having a secure environment for carrying out transactions is the need of the hour". He said that having an innovative technology such as blockchain will help in coping up with the ever-changing market. He exhorted the students to have interdepartmental activities so that they can have exposures in different fields.

Dr. TR. Gurumoorthy, Member of Syndicate and Head of the Department of Commerce, in his special address, referred to the importance gained by blockchain technology in EDUTECH and FINTECH. He also spoke about the importance of ATAL programmes which have helped to train many students and faculty. He also thanked the MHRD and the AICTE officials for encouraging students and faculty by conducting this kind of programme.

Dr. S. Prasad, Assistant Professor, Department of International Business, proposed a vote of thanks.

In the five-Day FDP, resource persons from various parts of the country elaborated on concepts related to blockchain and the applications of the same in fintech in the coming days. Topics such as types of blockchain, its structure and operation, block anatomy, security and integrity were taken up in the first part of the programme. The second part was devoted to the application of blockchain in fintech wherein the topics such as smart contracts, cryptocurrencies and other concepts related to Artificial Neural Networking and its prediction were explained. More than 100 participants from across the country participated in the programme.

Four-Day Online Workshop on Econometric Models : Theory & Practice

Apart from these two mega-events, the Department of International Business organized the Four-Day Online Econometrics Workshop: Theory and Practice from

13.10.2020 to 16.10.2020 and organized webinar on “Global Trade Risks: Strategies & Challenges (GTRSC2K20)” on 29.10.2021 and it was coordinated by Prof.A.Muthusamy and another Webinar on “Contemporary Relevance of International Finance (CRIF2K20)” was held on 07.10.2020 and it was coordinated by Dr.K.Chitradevi, Asst Professor, Dept of International Business.

DEPARTMENT OF COMMERCE

Distinguished Lecture on Nobel Peace Prize, 2020

The Department of Commerce, Directorate of RUSA 2.0, Departments of International Business, History, Women’s Studies, Social Work and College of Education jointly organised a distinguished lecture on Nobel Peace Prize, 2020 on 23rd March, 2021 in the Convocation Hall of the University.

Prof. N. Rajendran, Vice-Chancellor in his presidential address stated that the Union Ministry of Human Resource Development has selected Alagappa University for organising distinguished lectures by Ambassadors of Government of India for the benefit of students, scholars and teachers. Referring to the Nobel Peace Prize, he said “peace is non-negotiable in nature. The UN Charter emphasises the importance of peace for the welfare of the society and war be eliminated from the minds of the people. Creating a peaceful atmosphere, stopping war, creating a conducive environment, protecting human rights and eradicating hunger will contribute to peace in a country. The UN Peace Keeping Mission attempts to avoid war and insists on disarmament. Eradicating hunger becomes essential for human sustainable development. He lauded the services rendered by the World Food Programme of UN, in eradicating hunger and providing food to all and it received the Nobel Peace Prize 2020.



Shri.Ashok Sajjanhar, IFS, Former Ambassador of India to Sweden, Latvia and Kazakhstan in his keynote address, said that peace is extremely needed for the wellbeing of people. It stands as a scarce commodity. Peace is needed within the country. Absence of war, violence, conflict and security to people, freedom of thought and expression will create harmony and peace in a country. Food, Health, Education, Energy and Security are essential factors determining peace. He narrated the relevance of Gandhian Philosophy in ensuring peace globally. There is no progress in a country without the participation of women. Nutrition, health of women and girl child must be given priority. Multilateralism becomes essential for peace building. Harmony among religions is needed for internal and external peace. There cannot be economic progress and peace without poverty alleviation in a country.

Dr.K.Manimekalai, Professor and Head, Department of Women’s Studies and Director i/c, Directorate of Distance Education welcomed the gathering. Dr.T.R.Gurumoorthy, Professor & Head, Department of Commerce, delivered the thematic address. Dr.Sanjeev Kumar Singh, Co-ordinator – RUSA offered felicitation. Dr.K.R. Murugan, Dean, Faculty of Arts, proposed a vote of thanks. Teaching staff and students from the Departments of Commerce, International Business, History, Women’s Studies, Social Work and College of Education attended this programme.

Webinar on “Current Trends in Commerce Association”

The Department of Commerce, Alagappa University in association with E-Box Colleges, Coimbatore organized a Webinar on “Current Trends in Commerce Association” on 18th February, 2021.

Prof.N.Rajendran, Vice–Chancellor in his presidential address, stated that the New Education Policy stipulates the need for imparting knowledge and skill to the students. The teachers should update contents of teaching with updated information and strengthen learning of students and be inspired teachers. Restructuring Commerce curriculum according to needs of business enterprises is the order of the day. Book keeping is the pillar of Commerce Education. The seeds for employment and entrepreneurship be sown in the class rooms that help students to enter into their professional career. Extensive reading is needed for teachers to incorporate latest developments in trade and commerce for inclusion in the curriculum and teachers should enlighten the students with recent developments in trade and teach what is not in books. Students should learn day- to-day changes in trade and commerce.

Dr.T.R.Gurumoorthy, Professor & Head, Department of Commerce, delivered the special address and highlighted the importance of internship in Commerce curriculum that provides entrepreneurial and employment opportunities to students. Dr.S.Nirmala, Dean of Academics, E-Box Colleges, Coimbatore, Dr.V.Vijayaganesh, Associate Professor, United College of Arts and Science, Coimbatore and Dr.R.Vennila, Assistant Professor, United College of Arts and Science, Coimbatore delivered special lectures on this occasion.

Earlier Dr.S.Ganapathy, Professor of Commerce, delivered the welcome address. Dr.G.Nedumaran, Professor of Commerce, proposed a vote of thanks. Dr.M.Gurupandi,

Assistant Professor, served as Organizing Secretary of this Webinar. 250 participants registered from all over the country for this Webinar. All Faculty Members of Management and Students participated in this webinar.

One Day National Webinar on “Research Methodology in Social Sciences – Quality Dimensions”

The Department of Commerce, Alagappa University, organized a One day National Webinar on “Research Methodology in Social Sciences – Quality Dimensions” on 20th January, 2021.

Prof.N.Rajendran, Vice – Chancellor, Alagappa University in his presidential address, made a reference to the significance of Social Science research for the benefit of the present society. He referred to the evolution of social science and research in social sciences. Understanding and studying society and solving problems of society are objectives of social science research. Good social science research is needed to provide suggestions to Government for governing the society in a better way. Research publications speak of the quality of research work. Researchers should improve citation index and h index through quality research publications. Teaching and research should go hand in hand. Root of good teaching is nourished in the soil of research. Research scholars should concentrate on collaborative research and transdisciplinary research. Review of Literature is an essential component for improving quality in social science research, he added.

Dr.T.R.Gurumoorthy, Professor and Head, Department of Commerce, Alagappa University in his special address highlighted the importance of input, process and output quality for improving quality dimensions in social science research.

Dr.D.Mavoothu, Professor & Director, School of Management Studies, Cochin

University of Science and Technology, Cochin and Dr.V.Shunmuga Sundaram, Professor, Faculty of Commerce, Banaras Hindu University, Varanasi, delivered special lectures on the Webinar theme.

Dr.G.Kanagavalli, Asst. Professor, Department of Commerce, Alagappa University welcomed the participants. Dr.B.Menaka, Asst. Professor, Department of Commerce, Alagappa University, proposed a vote of thanks.

Two-Day International Webinar on Innovative Strategies in Marketing

The Department of Commerce Alagappa University, organized a Two-Day International Webinar on “Innovative Strategies in Marketing” on 28 and 29th December, 2020 through online mode.

Prof.N.Rajendran, Vice – Chancellor, in his presidential address, said that online teaching is becoming popular and highly student - oriented. Alagappa University has adopted innovative online practices for student admission, fee payment, conducting classes and examinations. The innovation with technology in publication has helped the University to reach ‘h’ index level of 83 from 62 during the period of last two years. He added that “Innovation is something different from normal and routine way of doing things. Knowledge dissemination practices should facilitate for innovation and creativity”. He narrated how innovative approach to Mathematics by Ramanujan made him a great scholar at Cambridge University. Brainstorming, interactive teaching, articulation of original ideas in classroom teaching would help students to get innovative ideas. He reiterated the importance of innovative product, innovative pricing, innovative promotion and distribution strategies in marketing of goods and services to withstand pressure in the competitive market. He urged marketing personnel to adopt distribution innovation, digital marketing, effective use of social media network in marketing of goods and services.

Dr.T.R.Gurumoorthy, Professor & Head, Department of Commerce, in his special address, stated that integration of consumer and products with technology innovation becomes essential to fulfill ever-changing needs and wants of consumers. Product differentiation, product positioning, market segmentation, new product development strategies should be based on innovation with technology. Innovation is a new idea that creates new market or develops the existing market. He narrated the success stories of innovative marketing strategies adopted by manufacturers to boost sales in consumer market.

Prof.Arobinda Saha, Professor of Commerce, Islamic University, Bangladesh, delivered a special lecture on “Consumer Behaviour – New Dimensions” and he referred to the dramatic changes that have taken place in consumer behaviour and consumer decision making process in today’s consumer market. Dr.Maran Marimuthu, Associate Professor of Management, University of Teknologi, Malaysia, participated in the webinar.

Dr.G.Nedumaran, Professor of Commerce, delivered the welcomed address. Dr.G.Vinayagamoorthi proposed a vote of thanks. 150 participants participated in this International Webinar.

DEPARTMENT OF CORPORATE SECRETARYSHIP

Two-Day International Virtual Conference on “Revisiting CSR in the Post COVID Era--Statutory Guidelines and Societal Concerns”

The Inaugural function of a Two-day International Virtual Conference on “Revisiting CSR in the Post COVID Era--Statutory Guidelines and Societal Concerns” organised by the Dept. of Corporate Secretaryship,



Alagappa University, was held on 12.10.2020.

Prof.N.Rajendran Vice-Chancellor, Alagappa University, who presided over the conference, released the Conference Proceedings containing 100 research articles and the copies were received by Dr.R.Swaminathan, Member of Syndicate and Dr.M.Senthil, Dean, Faculty of Management, Alagappa University.

In his presidential address, the Vice-Chancellor said in the current Covid-19 pandemic scenario Corporate Social Responsibility (CSR) has acquired a greater significance. The pandemic has frozen the mobility of the society leading to enormous economic distress. Comprehending the situation, most of the corporate companies and organisations have contributed generously to mitigate not only the sufferings of the employees but also the people from the lower rungs of society. The employees of Alagappa University have also undertaken CSR activities. In the educational scenario too, the pandemic has brought about many changes and the institutions have started using all modern technological tools which is the need of the times.

In his inaugural address Thiru.CSAr. Manikandan, Company Secretary, India Piston Ltd, Chennai, classified the COVID era into three phases namely Pre COVID, Live COVID and Post COVID and he said that the most

important CSR activity for the corporate now is to focus on their contribution to the employees besides helping the society.

Prof.Md.Shah Alam, Professor, Department of Accounting and Information System, University of Rajshahi, Bangladesh, delivered the keynote address. He spoke about various negative impacts of COVID-19 and highlighted how it has affected the ongoing process of globalization. He detailed the contributions made and challenges faced by the corporates of Bangladesh and differentiated them with that of Indian companies.

Dr.Maran Marimuthu, Professor, Dept. of Management and Humanities, University of Teknologi, PETRONAS, Malaysia, delivered the special address wherein he elaborated on the scenario of Malaysian market during this COVID period and referred to remarkable CSR activities. He also suggested for the reshaping of fundamental CSR pyramid in line with the rebuilding of community during the COVID era. He also suggested the renaming of Corporate Social Responsibility (CSR) as Corporate Sustainable Social Responsibility (CSSR).

Dr.R.Swaminathan, Member of Syndicate and Dr.M.Senthil, Dean, Faculty of Management and Head Department of Logistics Management offered felicitations. More than 250 participants from India and abroad attended the Conference. Dr.C.Vethirajan, Professor and Head, welcomed the participants and gave the thematic introduction. Dr.A.Morarji proposed a vote of thanks.

On the second day Dr. G. Sudarsana Reddy, Professor and Dean, Department of Commerce, Tumkur University, Karnataka, Dr. Gabriel Simon Thattil, Professor, Director, IQAC, University of Kerala and Q.Rubina,

CSR Legal Advisor, Chennai and Dr. TR Gurumoorthy, Senior Professor & Head, Department of Commerce, spoke at the technical sessions. The virtual conference came to a close with the valedictory ceremony.

The valedictory address was delivered by Prof. H Gurumallesh Prabu, Registrar, Alagappa University. He said that 500 scholars have benefited from the RUSA fund. He appreciated the faculty members who have published quality research papers and said it is a great accomplishment. He also had a word of praise for the faculty of different Departments of the University who have coordinated more than 200 webinars very successfully. He highlighted the importance of CSR in the current scenario.

World Consumer Rights Day

The World Consumer Rights Day was organized by the Department of Corporate Secretaryship, Alagappa University on March 15, 2021. Prof. N.Rajanedran, Vice-Chancellor, Alagappa University, in his presidential address, highlighted the significance of this year's theme "Tackle Plastic Pollution" on World Consumer Rights Day celebrations. This theme recognises the vital need of the day and would help the students learn the nuances of consumer rights and duties and also about the dangers of plastic pollution.

Prof.M.Senthil, Dean-Faculty of Management, Alagappa University, spoke at the valedictory session. Mr.T.Selvam, Senior Manager, Indian Bank, Pillayaripatti Branch, delivered the keynote address and Ms.C.Lavanya, Advocate, Karaikudi delivered the special address on the eve of World Consumer Rights Day Celebrations.



Prof.C.Vethirajan, Professor and Head, Department of Corporate Secretaryship Alagappa University, welcomed the participants and gave the thematic introduction and Dr.U.Arumugam, Assistant Professor, proposed a vote of thanks.

In the first Technical Session Mr. T. Selvam, Senior Manager, Indian Bank, Pillayaripatti, spoke on Customer Protection in E-banking Services. In this session he spoke about Internet Banking & its Services, Safety Procedures of ATM Card & Cause and Effects of using PIN in public places and also explained the effects of Hacking & protection of E-banking Services.

Banks have traditionally been in the forefront in using technology to improve their products and services. The delivery channels include mobile banking, internet banking, ATM (Automatic Teller Machine) payment terminals, point of sale services and others and these are called as E-Banking or Internet Banking. It has replaced the traditional way of banking operational activities and gives fast and easy ways of services to the customers.

In the second Technical Session Mrs.C.Lavanya, Advocate Karaikudi, spoke on Consumer Rights & Protection in Consumer Act". In the third Technical Session Mrs. B. Rama Prabha, Senior Branch Manager, United India Insurance, Karaikudi, spoke on the topic

Consumer Welfare & Protection in Insurance.

Dr.U.Arumugam, Assistant Professor, Department of Corporate Secretaryship, Alagappa University, proposed a vote of thanks.

DEPARTMENT OF BANKING MANAGEMENT

Webinar on Mutual Fund Investments

On 18th, February 2021, the Department of Banking Management organized a Webinar for MBA (B&I) students under the banner of UTI's "Investors Education Initiative". Ms. Nidi Kothari , Chartered Accountant, Mumbai was the resource person for the webinar. She gave a lot of inputs relating to Mutual Fund Investments. The webinar was a practical one and she enlightened the students in the area of Mutual Fund Investment by calculating corpus for the funds. With her vast experience and expertise knowledge in investment, she gave tips to the students for becoming good investors.

Dr. G. Jayabal, Professor and Head, Department of Banking Management, gave the welcome address and Ms. P. Gokilavani,(Final year MBA ,B&I) proposed a vote of thanks. The webinar was co-ordinated by Dr. G. Parimalarani, Professor, Department of Banking Management. All the MBA (B&I) students, faculty members and research scholars of the Department actively participated in the webinar.

DEPARTMENT OF DISASTER MANAGEMENT

Webinar on Disaster Management: New Learning from Covid-19 Pandemic

The Department of Disaster Management, Alagappa University, organized a webinar on

"Disaster Management: New Learning from Covid-19 Pandemic" on 23.12.2020.

Prof. N. Rajendran, Vice-Chancellor, Alagappa University, delivered the presidential address in the webinar. He stated that Alagappa University has taken several preventive measures and it is implementing them strictly in order to safeguard the employees from the pandemic. The University also conducted many awareness programmes to educate the general public. Online classes are being conducted and modern technological tools are used in the teaching-learning process. He emphasized the importance of observing standard operating procedures in educational institutions and other work places. The current pandemic has taught us many new lessons so as to adapt ourselves to the present trying situation. He added that this topic of the webinar has both practical and policy relevance as this theme is part of the national policy on disaster management. The Prime Minister's Agenda 10 holds significance here. The agenda 9 gives prominence for learning from a disaster.

While delivering the keynote address in the webinar, Dr. J. Radhakrishnan, Principal Secretary to Government, Health and Family Welfare Department, Government of Tamil Nadu traced the history of biological disasters in the country. He referred to various events of recent disease outbreak such as Ebola, Dengue etc., and stressed the urgent need for a good public health system, and it should be a collective effort of people, civil society, local bodies and state institutions. Under the current Covid-19 situation, he asked the participants to take care while they are in closed places and avoid visiting crowded places. "Humanity could overcome any disaster provided we follow the standard operating procedures given by experts," said the Principal Secretary. Every disaster brings surprises and important lessons. Each disaster is different that needs to be understood properly. Biological disasters are unique in themselves and pose challenges

to disaster managers, and require innovative thinking and creative institutions to tackle them.

One hundred and fifteen participants, including students, research scholars and teaching faculty participated in the webinar. Dr. S. Chandramohan, Professor and Head i/c, Department Disaster Management, delivered a vote of thanks.

SWAMI VIVEKANANDA CENTRE FOR HIGHER RESEARCH AND EDUCATION

National Youth Day 2021 Celebrated

The National Youth Day (NYD 2021) was celebrated on 12.01.2021 at Alagappa University to commemorate the 159th Birth Anniversary of Swami Vivekananda. The event was organized by the Swami Vivekananda Centre for Higher Research and Education (SVCHR&E) at the University.

Speaking on the occasion, Vice-Chancellor Prof. N. Rajendran said that Swami Vivekananda was the one who made the cultural pride of India known to the entire world. Swamiji's Chicago discourse not only made a significant impact but also made his ideology acceptable to all the people of the world. He propounded pragmatic ideas for the progress of our country and inspired the youth and guided them for a life journey through the righteous path. Since the progress and pride of a country lies in the hands of the youth, Swamiji exhorted them to have muscles of iron, nerves of steel, a strong heart, and a shining intellect like the sun. The Vice-Chancellor concluded his speech by stating that acting on the ideals of Vivekananda by the youth would result in the betterment of family, community and nation.

Swami Satyaprabhananda of Sri Ramakrishna Math, Chennai, in his keynote address, pointed out that spirituality is the life-force of India and that spirituality is the basis

for India's development and glory. The speaker added that the ocean of spirituality is full of positive principles that enrich life. Upholding the principles enunciated by Vivekananda, the youth should love India and keep their minds open and unbiased and their bodies strong to contribute to nation's progress. He advised the youth to follow Vivekananda's words on self-confidence, self reliance, fearlessness and devotion to the motherland for ushering in harmony and prosperity.

Earlier Dr. M. Vasimalai Raja, Deputy Coordinator, SVCHR&E, welcomed the participants that comprised the Faculty Members, Students of the University Departments and Affiliated Colleges. Mr. Lakshmanan, Programme Officer, proposed a vote of thanks.

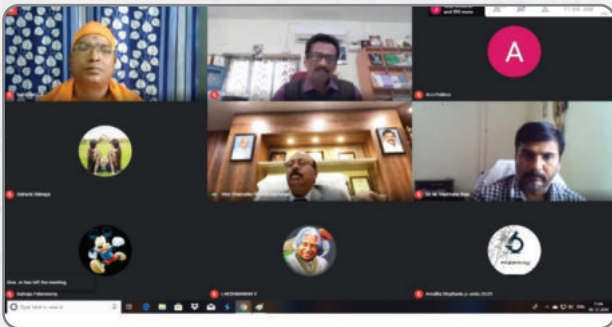
Elocution and Essay-writing competitions were conducted online for the students of University and Affiliated Colleges and the winners were given prizes and certificates.

Refresher Course Conducted for Voulnteer-Student Co-ordinators of Swami Vivekananda Centre

On behalf of Swami Vivekananda Centre For Higher Research and Education an online Training Programme for Voulnteer-Student Co-ordinators and Volunteer-Students of the University Departments and Affiliated Colleges of Alagappa University was held on 08.12.2020.

Prof.K.R. Murugan, Dean, Faculty of Arts and Coordinator, SVCHR&E, made a mention of the uninterrupted activities of the centre which, he added, hovered around the harnessing of youth power for all round development, as desired by Vivekananda.

Speaking at the inaugural session,



Vice-Chancellor Prof. N. Rajendran said Vivekananda, besides being a spiritual leader and patriot, paved the way for social renaissance at a critical moment which helped India gain the reputation of being the most cultured country in the world and thus Swamiji drew the attention of the educated youth of his time. Swamiji is prasiad for proving to the world the fact that spirituality is not blind following of rituals but it is a life force that could unite entire humanity. Vivekananda spoke of global brotherhood and respect for other religions as they all advocate the same spiritual ideals.

Swami Harivaradananda of Ramakrishna Mission Vidyalaya, Coimbatore, in his keynote address, said that Swami Vivekananda was a true hero of the nation and his ideas and philosophy will ever remain as a guide to the youth. One can fully comprehend Indian ethos when one reads the inspiring works of Vivekananda. His views on education is interesting and profound. He said education meant “making man better” by expanding the horizon of his thinking. By imbibing the ideals of Vivekananda and acting according to them, students can get the courage, confidence and energy they need to win all the battles in real life. Vivekananda asked the society to give due respect to women and asked women to feel the pride of being “women”. He believed that the rise of women is indeed the rise of the country; and “when a country gives due reverence

to women, it will flourish, the distinguished speaker added.

ALAGAPPA UNIVERSITY YOUTH RED CROSS

One Day Workshop on Road Safety



Youth Red Cross division of Alagappa University in collaboration with Indian Red Cross Society (IRCS), Sivagangai Branch, organised a “One Day Workshop on Road Safety” to the NSS Programme Officers of Affiliated Colleges of Alagappa University on 17.02.2021 at the Convocation Seminar Hall. Dr.G. Vinayagamorthy, Zonal Coordinator, YRC, while welcoming the participants highlighted the utility of the workshop.

Speaking at the inaugural session of the programme, Prof. N. Rajendran, stressed the need for following the road safety norms by every individual. He added that more than one and a half lakh persons died in road accidents in India every year and lakhs of people suffered serious wounds. The victims’ family members were put to much mental trauma and great economic distress. Rash and negligent driving, improperly maintained old vehicles and absence of adhering to the road safety norms by the youth are the main reasons for accidents.

Dr. M. Arun, D.S.P., Karaikudi, Prof. T.R. Gurumoorthy, Syndicate Member, Dr. V. Sivakumar, Dean, College Development Council, Mr. C. Bahiratha Nachiappan, Chairman, IRCS, Sivagangai, Dr. S. Rajaram, Director, Alagappa University Community Radio, Dr. D. Chitra, Dr. R. Murugupandian, Mr. A. Vallinayagam, Mr.K. Kannan and Dr. R. Sundaram spoke on various topics related to road safety measures. Prof. B. Vaseeharan, Registrar i/c, delivered the valedictory address. Mr. A. Anantha Krishnan proposed a vote of thanks.

ALAGAPPA UNIVERSITY PLACEMENT CELL

Placement Brochure – 2021 Released in Three-in-One Function



The Placement Brochure for the year 2020-21 was released by Prof.N.Rajendran, Vice-Chancellor of Alagappa University, in a three-in-one function organized by the Placement Cell of the University. The brochure details the opportunities and training services that are being provided by the Placement Cell. An MoU for the placement of students was also signed between Alagappa University and TVS Training & Services Pvt Ltd. A Job Fair to the students of Alagappa University was organized by the Placement Cell of the University in association with TVS Training & Services Pvt Ltd in Karaikudi on 2nd February,

2021. The presidential address was delivered by the Vice-Chancellor. In his address, he highlighted the salient features and achievements of the University and assured the support of the university administration to the Placement Cell for the benefit of students. He underlined the need for placement counselling to the students and exhorted the students to develop a positive psychological attitude besides a passion for learning. He also inaugurated the Job Fair immediately after the release of Placement Brochure for the year 2020-21. The Vice-Chancellor gave an open invitation to the leading corporates to visit the University Campus for the placement of University students and students of affiliated colleges. Students of affiliated colleges, University Departments and the respective placement coordinators attended the function. Mr. V.Srinivasan, HR, TVS Training and Services Pvt Ltd delivered the felicitation address wherein he spoke on the significance of good training to the new entrants entering into the workforce. Dr. A. Morarji, Coordinator of the Placement Cell, welcomed the gathering and Dr. S. Gopalsamy, Deputy Coordinator of the Placement Cell, proposed a formal vote of thanks.

ALU Placement Cell and Sankar IAS academy jointly organised a webinar on “Civil Service as a Career Option” on 19.03.2021. Vice Chancellor Prof. N. Rajendran made the opening remarks and Shri. Sakthya Krishnan IAS gave the special address to the students of the University Departments & Affiliated Colleges of Alagappa University. Dr.S.Gopalsamy, Deputy Coordinator of the Placement Cell, was the Event Coordinator.

Placement Drive

Exide Life Insurance Company was invited by the Placement Cell to conduct On Campus Drive to the final year students of the Faculties of Arts & Management on 12.02.2021. Dr.S.Gopalsamy, Deputy Coordinator Placement Cell, served as the event coordinator for the On Campus Drive.

Webinar on Business Development & Digital Marketing



ALU Placement Cell in association with Enterprising-Era organised a one day Webinar on “Business Development & Digital Marketing” on 16.03.2021, specially to the students of Faculty of Management. This webinar was organized as a part of career counseling to the students for better placement in future placement drives.

The placement Cell Invited JIO Mart of Reliance Industries to conduct Campus. Drive exclusively to the recently passed out students on 05.02.2021.

The Placement Cell of the University has signed two MoUs for conducting mega campus drive for the benefit of passed out students and present final year students of the University departments and affiliated colleges.

The first MOU was entered between the University Placement Cell and TVS Training and Services Ltd Chennai on 02.02.2021.

The second MOU was signed between Surge Technologies & Employability Bridge and the University Placement Cell on 26.02.2021.

The Placement Cell is effectively functioning with the support of 44 department-level coordinators and 30 college-level coordinators.

PT. DEENDAYAL UPADHYAY CHAIR OF ALAGAPPA UNIVERSITY

National Webinar on Relevance of Integral Humanism in the Present Context



In commemoration of the death anniversary of Pandit Deendayal Upadhyay, a National Webinar on ‘Relevance of Integral Humanism in the Present Context’ was organized on 11th February 2021 by the Pt. Deendayal Upadhyay Chair of Alagappa University. As part of this national webinar, a book ‘Pt. Deendayal Upadhyay: Bharathiya Ideologies and Contributions’ written in Tamil language by the Chair Professor Prof. B. Dharmalingam was released by Prof. Bhagawati Prakash Sharma, Vice-Chancellor of Gautam Buddha University, Noida. Prof. N. Rajendran, Vice-Chancellor of Alagappa University, received the first copy from the author.

In his presidential address, Prof. N. Rajendran, Vice-Chancellor, Alagappa University said, “India has rich traditional and cultural history across the centuries. Indian

civilization is one among the two oldest and still living civilizations in the globe. Ever since the starting, our civilization and cultural ethos are focused only on transforming the individuals and upholding our value system. In the middle, due to colonial impact, we lost our value system and did not respect ancient heritage. Pt. Deendayal Upadhyay was a forerunner to bring new impactful thinking revolution in India. Till his last breath, Panditji propagated so many India-centric and societal development ideologies collectively called as Integral Humanism that focuses on the development of individuals. He proposed a great development model 'Antyodaya'. Literally, 'Antyodaya' means the 'rise of the last person'. The Integral Humanism principles are the proven solutions for the contemporary cultural, economic and political problems faced by the humankind."

In his inaugural address, Prof. Bhagawati Prakash Sharma, Vice-Chancellor of Gautam Buddha University, Noida said, "From the colonial period and after independence we have tried several economic models. Most of the economic models are imbibed with western culture and they may not be suitable for the Indian context. This is the major root cause of the current economic crisis. All these unsuitable development models focused only on the materials and not on transforming the individuals and thereby the society. Deendayal Upadhyay always believed that the measurement of economic plans and economic growth cannot be done with those who have reached the heights of the economic ladder but with those who are at the bottom. This is what Pandit Deendayal Upadhyay propagated through his Integral Humanism. Panditji was a profound philosopher, organiser par excellence and a great leader who maintained the highest standards of personal integrity; he has been

the source of ideological guidance and moral inspiration for alternate thinking on the basis of Indian culture."

Shri. N. Srinivasan, Senior Advocate and Social Activist, Madurai offered his felicitations. Prof. B. Dharmalingam, Chair Professor, Pt. Deendayal Upadhyay Chair of Alagappa University, welcomed the participants and Dr. V. Sivakumar, Dean in-charge, College Development Council, proposed a vote of thanks.

In the technical sessions of this webinar Shri. T. Narayanan, Social Activist, Chennai delivered a talk on 'Pt. Deendayal Upadhyay and Cultural Nationalism'. Dr. S. Theenathayalan, Member of the Syndicate, Madurai Kamaraj University, Madurai spoke on the topic 'Revisiting Pt. Deendayal Upadhyay's Economic Thought in the Present Era'. Dr. P. Sakthivel, Professor of Political Science and Public Administration, Annamalai University, delivered a speech on 'Revisiting Pt. Deendayal Upadhyay's Political Vision'.

Integral Humanism Day - 2020 Celebrated

Pandit Deendayal Upadhyay Chair of Alagappa University organized 'Integral Humanism Day-2020' in commemoration of the Birth Anniversary of Pt. Deen Dayal Upadhyay through virtual mode on 25th September, 2020. Prof. B. Dharmalingam, Chair Professor, Pandit Deendayal Upadhyay Chair, welcomed the gathering and briefly explained the objectives and significant activities of Pandit Deendayal Upadhyay Chair functioning at Alagappa University. Prof. N. Rajendran, Vice-Chancellor, presided over the function. In his address he said, Integral Humanism is one such model which can provide sustainability both to the welfare of the individuals as well as the society.



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