



# ALAGAPPA UNIVERSITY

(Re-accredited with "A" Grade by NAAC)  
Karaikudi - 630 003, Tamil Nadu, India.



அழகு செய்திமடல்  
AZHAGU NEWSLETTER

செயலிற் செம்மை • EXCELLENCE IN ACTION



**Training Programme on Micro-Propagation and Business Commercialisation of Indian Medicinal Plants Held at Alagappa University**

January, 2017





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**Dr. T. R. GURUMOORTHY**  
Chief Editor & Publication Officer





## *From the Vice-Chancellor*

January 2017 has been a month of intense academic activities and memorable moments at the University despite the time being a hectic festive season of Pongal usually celebrated with pomp and splendor in the Southern parts of India. Interestingly, almost all the Departments of Study vied with each other in the celebration of this Tamil harvest festival associated with prosperity and plenty in our culture. This festival is, indeed, a symbolic gesture of paying our grateful regards to the bountiful Nature and the beneficent Sun that bless us in our agricultural operations. Prior to this, "Dhoti Day" was observed by all the male employees and students of the University to lend a helping hand to the rural weavers and a fillip to the indigenous industry. They have been facing crisis in their vocation owing to the invasion of the western sartorial fashion that has replaced the traditional attire Dhoti worn by men in South India. It is a sight to dream of our academic community normally in suit coming to the University donning dhotis. News items highlighting Pongal Celebrations and Dhoti Day will be a treat to the readers of this newsletter.

Of the other significant events that happened in the Science Faculty, mention must be made of the National Seminar on Advanced Materials Research, National Workshop on Material Chemistry for Future Industrial Developments and National-Level Workshop and Short-Term Training Programme on Micro-Propagation and Business Commercialization of Indian Medicinal Plants.

The ever-vibrant Faculty of Management conducted a host of workshops, training programmes, seminars and conferences. Workshop on Novelty for Sustainability and Dynamic Equilibrium of Business, National Conference on Global Strategies for Inclusive Growth, Workshop on International Logistics Leverage, ICT-Based Innovative Teaching Methods in Business Studies and Training Programme on Techniques of Loan Appraisal by Banks are some of the prime events that brought scholars across the nation to our campus; and that helped our Faculty and Researchers interact and exchange ideas about recent developments in their respective fields of research.

On the Sports and Games front, the University hosted the National-Level Dwarf Sports and Games Championship and State-Level Para Athletic Championship. A laudable achievement worthy of record in adding a feather to the cap of our University is the winning of 5 Gold, 6 Silver and 2 Bronze Medals by the students of Alagappa University Para Sports Centre and that brought laurels to the University. Another remarkable event was the Tamil Nadu State-Level Inter University Hockey (Men and Women) Tournament held here from 27.1.2017 to 29.1.2017. This tourney brought 342 best players from 12 universities of Tamil Nadu.

This issue regales the readers with news items on the special lectures and guest lecturers delivered by a number of distinguished academics on the forums of the different departments.

**Prof. S. SUBBIAH**  
Vice-Chancellor



## FACULTY OF ARTS

### Department of English and Foreign Languages

The Department of English and Foreign Languages arranged for a Special Lecture on January 10th 2017.

Prof. K.Rajaraman, Head, Department of English, Annamalai University, delivered a comprehensive talk on the topic English Poetry from Chaucer to T.S. Eliot. He stated that a perusal of Chaucer's poetry would reveal the fact that he has painted a socio-cultural-religious picture of the 15th century England. He made a reference to Matthew Arnold's comment on Chaucer that though Chaucer's works lack higher seriousness and higher truth, he can rightly be called the Father of English Poetry. The speaker dwelt on Spenser's poems and illustrated that his contributions to the growth and development of English poetry is profound. Further, he profusely quoted from Spenser, after which he shed light on Shakespeare's poetic genius. The guest speaker offered a thorough portrayal of the characteristics of Neo-classical Poetry which focuses mainly on city life and then explained how there came a paradigm shift in the composition of poetry during the pre-Romantic and Romantic Age. The creative output of the timeless Romantics -- Wordsworth, Byron, Shelley, and Keats -- was given a detailed analysis. In his discourse Prof. K. Rajaraman quoted a few classic lines of the Romantics and said they remain a perennial source of pleasure and wisdom. Then, his discourse moved on to the Victorian Poetry, wherein he highlighted the creative genius of Robert Browning and Tennyson.

In the final portion of his discourse, the guest speaker elaborated on the features of Modern Poetry and stated that T.S.Eliot's poetry brings to light the emptiness and vacuum of modern life. Before winding up, he exhorted the students to bear in mind their lofty and great aims and aspirations, and for achieving them they need to put their heart and soul in their endeavours. At the beginning of the programme, Dr. P.Madhan, Associate

Professor, welcomed the gathering, and finally Dr. M.Natarajan proposed a formal vote of thanks.

### Alumni Meet

As many as 100 former students participated in the Alumni Meet organized by the Department of English and Foreign Languages in the Department itself on 8th January 2017. Dr. P. Madhan, in his address, stressed to the alumni that they need to enhance the reputation and renown of the University by means of their lofty achievements and sublime attainments. He further stated that when the institution elevates the students to a very great extent by lighting a lamp in their life, the students, in reciprocation, should do every possible thing to spread the name and fame of the University that gave them a social identity. Students are the messengers of positive transformation, he added. The former students who serve as English Teachers and Assistant Professors in various educational institutions recalled their evergreen memories of their education here. They, with gratitude, said without the service of this University they would not have come up in their life.

Prof. Nagarajan, a former student of the Department, said that the University is rendering exemplary service for promoting research culture among the students, adding that when he was pursuing Ph.D. in the Department, the University staff provided excellent co-operation and support to him to complete his doctoral thesis on time. All the faculty members participated in the programme and offered felicitations. The former students made a demand that the Alumni Meet be organized on





a regular basis, so that they can have exchange of ideas which would help not only them but their juniors as well. To round off the activities, Dr. M. Natarajan proposed a vote of thanks.

### Pongal Celebrations

The Department of English and Foreign Languages arranged Pongal celebrations on 12th January 2017. Students wearing traditional Tamil dress of dhotis and sarees took a pledge that they would preserve Tamil culture, Tamil civilization, and their mother-tongue; and they prepared sweet Pongal in the traditional way, adjacent to the Department. All the faculty members were present on the occasion. They spoke to students that only literature helps them to learn the lifestyle, education, and culture of our great ancestors. By giving due respect and recognition to the good aspects of our tradition, we can make the posterity know the glory and greatness of our culture. They also said the celebration of Pongal is intended for conveying our sense of gratitude to Nature, which bestows prosperity on farmers. The importance of agriculture is also made known to the world through the celebration of this festival. At the end of the celebration, sweet pongal and sugarcane-pieces were distributed to all those who participated in it. Such a function reminds the students of their role and responsibility in the preservation of our culture and civilization.



## CENTRE FOR TAMIL CULTURE

### சிறப்புச்சொற்பொழிவு



தமிழ்ப்பண்பாட்டு மையத்தின் சார்பில் சிறப்புச் சொற்பொழிவு 27.01.17 வெள்ளிக்கிழமை அன்று பிற்பகல் 2.30 மணியளவில் தமிழ்ப்பண்பாட்டு மையத்தில் பேராசிரியர் முனைவர் சே.செந்தமிழ்ப்பாவை அவர்கள் தலைமையில் நடைபெற்றது. பேராசிரியர் முனைவர் அ.அறிவுநம்பி அவர்கள், சுப்பிரமணிய பாரதியார் தமிழியற்புலம், புதுவைப்பல்கலைக்கழகம், புதுச்சேரி, “தமிழ்ப்பண்பாட்டில் மகளிரின்பங்கு” என்ற தலைப்பில் சிறப்புச் சொற்பொழிவு ஆற்றினார்கள் அதில் மகளிரே தமிழ்ப்பண்பாட்டின் ஆணிவேர் தாயே குழந்தைக்கு மொழி அறிவு புகட்டுபவர் என்பதையும் நாட்டைத்தாய்நாடு, மொழியைத் தாய்மொழி என்றும் கூறுவது இதனை நன்குணர்த்தும் என்றும் எடுத்துரைத்தார்.



இந்நிகழ்ச்சியில் சுவாமி விவேகானந்தா உய்யராய்வு மற்றும் கல்விமைய ஒருங்கிணைப்பாளர் திருமதி சோ. செல்லம் மற்றும் தமிழ்ப்பண்பாட்டு முனைவர் பட்ட ஆய்வாளர்கள் வரலாற்றுத்துறை, மகளிரியல் துறை, சமூகவியல் துறை மாணவர்களும் கலந்து கொண்டு சிறப்பித்தனர். நிறைவாக முனைவர்.வெ.திருவேணி அவர்கள் (தமிழ்ப்பண்பாட்டு மைய உதவிப்பேராசிரியர்) நன்றி கூற விழா இனிதே நிறைவுபெற்றது.



## FACULTY OF SCIENCE

### DEPARTMENT OF MATHEMATICS

- Students and faculty members of the Department of Mathematics took pledge on 25th January 2017 at 11.00 a.m for 7th National Voters Day.



- Dr.J.Vimala, NSS Programme Officer, and NSS students of the Department of Mathematics trained people for cashless transactions in Nemam, one of the adopted villages of Alagappa University, on 04.01.2017.



- Dr.R.Raja delivered an invited talk entitled “Applications of Mathematics” to PG Mathematics students at Sri Vijay Vidyalyaya Arts and Science College, Nallampalli, Dharmapuri.

### DEPARTMENT OF PHYSICS

#### **A one-day National Seminar on Advanced Materials Research**

A one-day National Seminar on “Advanced Materials Research” was organized by the Department of Physics, Alagappa University, on 19.01.2017 at the Seminar Hall of the Science Campus.



Presiding over the seminar, Prof. S. Subbiah, Vice-Chancellor, Alagappa University, appreciated the Department of Physics as one of the strongest departments in Alagappa University, producing meritorious Ph.Ds. He asked the scholars to interact with experts by posing questions to a maximum extent, in order to sharpen their research abilities. He noted that the Department of Physics has been identified under UGC-SAP, DST-FIST, and DST-PURSE programmes of Government of India for encouraging research in the fields of Thin Films and Crystal Growth. He exhorted the researchers to utilize available infrastructure in the Department to conduct research with international standards. He asked the Alumni of this Department to contribute their credential to the younger generations of this Department.

He advised the students to bring laurels to the University by publishing their research articles in reputed national / international journals, and thus prove their research credentials as good researchers. The University has contributed a lot to the students and in turn, the University expects more contributions from them. The Department of Physics has invited many foreign experts in order to share their latest knowledge, and developments in the field of advanced materials research.

Dr. John V. Kennedy, Principal Scientist, Environmental and Materials Division, National Isotope Center, GNS Science, New Zealand, delivered the inaugural address. He referred to many newer developments in materials which are being taking place recently. He added that Science and Technology continue to move forward



in making the fabrication of micro/nano-devices by incorporating advanced materials and systems possible for a variety of industrial, consumer, and bio-medical applications. He suggested that the researchers have to develop more nature-friendly materials than inventing new materials.



Prof. H. Gurumallesh Prabhu, Controller of Examinations, Alagappa University, offered felicitations. He said that research on materials adds value to the scientific community. He pointed out that researches in Science should improve the standard of living of human beings, and thus, he suggested the promotion of good scientific activities.

The Souvenir of the seminar was released by Prof. S. Subbiah, and Dr. John V. Kennedy received the first copy.

Dr. G. Ravi, Professor and Head and Convener of the Workshop, welcomed the gathering and presented the thematic address. Dr. M. Ramesh Prabhu, Organizing Secretary, proposed a vote of thanks.

## DEPARTMENT OF INDUSTRIAL CHEMISTRY

### Workshop on “Material Chemistry for Future Industrial Developments: 2017 (MATCH FIND: 2017)”



A workshop on Material Chemistry for Future Industrial Developments (MATCH FIND:2017) was organized by the Department of Industrial Chemistry on 6-7 January 2017. Dr. D. Velayutham Chief Scientist, CSIR-CECRI, inaugurated the Workshop, and Dr. K. Gurunathan, Member Syndicate, Alagappa University, delivered the felicitation address.



Dr. P. Manisankar, Professor and Head, welcomed the gathering, and Dr. G. Paruthimal Kalaigan, Professor, proposed a vote of thanks. More than 200 delegates from various institutions and industries participated. On the first day, the Resource Persons Dr. C. Sekar, Professor & Head, Department of Bioelectronics and Biosensors, Dr. S. Meenakshi, Professor & Head, Department of Chemistry, Gandhigram University, Dr. D. Jayakumar, Chief Scientist, Electrochemical Materials, CSIR-CECRI, Karaikudi, Dr. P. Sakthivel, Professor, Department of Nanoscience and Technology, Dr. D. Velayutham, Chief Scientist & Head, Electro Organic Division, CSIR-CECRI, Karaikudi, Dr. V. Ganesh, Senior Scientist, Electrode & Electrocatalysis, CSIR-CECRI, Dr. S. Moorthy Babu, Professor, Crystal Growth Centre, Anna University, Dr. K. Sankaranarayanan, Professor, Department of Physics, and Dr. M. Sivakumar, Paediatric Consultant, Mullai Clinic, Karaikudi, delivered lectures on various topics related to Materials Chemistry. In the Valediction Session Dr. V. Balachandran, Registrar of Alagappa University presided, Dr. S. Moorthy Babu, Director, Centre for Nanoscience and Technology, Anna University, delivered the valedictory address.



Dr. H. Gurumallesh Prabu, Professor, welcomed the gathering, and Dr. S. Thambidurai, Organizing Secretary, proposed a vote of thanks.

### Swahhata Senai

Dr. G. Gopu, Program Officer, and 24 M.Sc. students attended Sensitization Programme for Swahhata Senai of Swachh Bharat Mission on 05.01.2017.

### Enrolment of Voters

As a part of Voters Day Celebration, the NSS team along with Programme Officer, Dr. S. Thambidurai, went to Gandhi Nagar located in the Amaravathipudur Panchayat Union and explained Alagappa University's effort to promote Voter's Enrolment among those who had reached 18 years of age and above.

## DEPARTMENT OF COMPUTER APPLICATIONS

### Pongal Festival Celebration

'Pongal' literally means 'overflowing' and is named so, because of the tradition of cooking the new rice in pots until they overflow. It is symbolic of abundance and prosperity.

Students of MCA and M.Phil celebrated Pongal on the theme "Uzhavarodu Uravadu". All the students and staff members of the department participated in the celebrations. Both faculty and students were dressed in traditional outfits and celebrated it in grandeur. Rangoli and flower carpets were designed by the students and staff and rice pongal was prepared.. Joy filled the air, it was totally a colorful pongal festival celebration at the Alagappa University campuses.



### World Dhoti Day Celebration

Dhoti is a traditional dress, worn by the people in South India. It is commonly used by males, and sometimes women in Kerala also use to wear dhoti, for special occasions. Every year January 6th is celebrated as the World Dhoti Day. In Tamilnadu schools and colleges celebrate Dhoti Day by asking their employees to wear dhoti. All men-staff wore dhoti on that day by way of celebrating world Dhoti Day.

## DEPARTMENT OF BIOTECHNOLOGY

### Special Lectures by Eminent Scientists

Mr. Sutharsan Govindarajan, Department of Microbiology and Molecular Genetics, Faculty of Medicine, The Hebrew University of Jerusalem, Israel, delivered a lecture on "The MreB cytoskeleton and its role in Bacterial Cell Organization" on 22nd December, 2016.



Dr. Sampath Srisailam, Senior Group Leader & Head, Analytical Development for Biologics, Syngene International Limited, Bangalore, delivered a lecture on "Biosimilar: Manufacturing and Quality Changes", on 27th January, 2017.

### Young Investigator Award

Mr. L. Satish, Research Scholar, Department of Biotechnology, Alagappa University, received Sir J.C. Bose Memorial Best Young Investigator Award 2016 for his research contributions in the field of Plant Biology at the 6th National Conference on "Natural Sciences", organized by Tamil Nadu Scientific Research Organization (TNARO), and Holy Cross College (Autonomous), Tiruchirappalli, on 12th January, 2017.





## DEPARTMENT OF BIOELECTRONICS AND BIOSENSORS

### Chemo-Biosensors for Medical and Food Applications



The Department of Bioelectronics and Biosensors has been actively involved in the design and development of chemo-biosensors for Medical, Environmental, Agricultural, and Food Technology applications. A team of scientists, headed by Prof. K. S. Subramanian, from Tamilandu Agricultural University, Coimbatore, had visited the Department on 22.12.2016 to explore the possibility to forge collaboration in the areas of mutual interests. The TNAU team is very keen in developing nano-based diagnostic kits and sensors for the assessment of soil, water, seed, plant, and product qualities, besides contaminants in water. After detailed discussions and laboratory visits, it is decided to formally sign an MOU between the two institutions in the near future.



Three of our Faculty members--Prof. C. Sekar, Dr. Dharuman, and Dr. J. Wilson-- had visited M/s Parry Nutraceuticals Division of E.I.D. Parry(India) Ltd, Oonaiyur Post, Thirumayam Taluk, Pudukottai District - 622 505 on 27th January 2017 to establish research collaboration between our Department and the Industry. Prof. C. Sekar, Head of the Department, delivered two lectures on "Chemo-Biosensors for Medical and Food Applications" in the UGC-MHRD-sponsored Refresher Course, held at Bharathidasan University, Tiruchirappali, on 17th November 2016.

Two of our Research Scholars Mr. P. Muthukumaran and Ms. D. Nathiya attended the Indian Nano electronics Users Programme (INUP) Workshop, held at IIT-Mumbai during December 27-30, 2016.

Ms. A.C. Anithaa, Research Scholar, participated and presented a paper entitled "Enhanced Electrocatalytic Response of Guanine Oxidation on Tungsten Trioxide Thin Film Irradiated with 150 MeV Swift Heavy Ni<sup>11+</sup> Ions" at the International Workshop on Advanced Materials and Devices (IWAfMD2017), organized by Manonmaniam Sundaranar University, Tirunelveli, during 8-12 January 2017. There were several lectures on Materials Science delivered by scientists from countries like India, UK, France, Japan, South Africa, South Korea, and Germany.

## DEPARTMENT OF BOTANY

### Micro-Propagation and Business Commercialization of Indian Medicinal Plants



The inaugural function of a two-day National Level Workshop and Short-Term Training



Programme on “Micro-Propagation and Business Commercialization of Indian Medicinal Plants”, organized by the Department of Botany of Alagappa University, Karaikudi, was held on 30.1.2017 at the Science Campus Conference Hall.

The objective of this programme was to popularize large scale production of indigenous medicinal plants and to distribute them to agriculturists / producers of indigenous medicines at an affordable cost so as to create an awareness among the people on the significance of Indian medicinal plants. That in today’s growing awareness of “Back to Nature”, the use of local medicinal plants as a remedy to solve many of the common problems of illness, without much expense and side-effects is gaining momentum.

Prof. S. Subbiah, Vice-Chancellor, Alagappa University, in his presidential address, said that though the Department of Botany was started very recently, has an excellent modern laboratory, and it has also established a very useful Botanical Garden for the benefit of research scholars and is conducting Seminars / Symposia / Conferences / Workshops. Besides teaching and research, the Department, by its extension work, is contributing to the societal welfare, a laudable one. Extension Activities of the Departments are bound to take them closer to the society, and pave the way for their popularity. So, he asked all the Departments of study to concentrate on Extension Activities.

In today’s world, owing to over exploitation of natural resources, natural eco-system has been eroded. When eco-system is affected, everything gets affected. In order to preserve the natural eco-system, the indigenous plant-species have to be protected. It warrants plant tissue culture strategy has to be adopted for producing genetically pure elite plant population, and to help in bio-diversity conservation.

Dr. M. Raveendran, Professor, Plant Biotechnology, Tamil Nadu Agriculture University, Coimbatore, inaugurated the Conference and delivered a Special Lecture on “Role of Biotechnology

Development of Medicinal Plant Propagation”. He said that the management of traditional medicinal plant resources has become vital today. There is an increasing demand for native medicines and, in this context, mass propagation of indigenous species has become a matter of urgency. In thickly populated countries like India, China and South Africa, the demand for medicinal plants is on the increase year-after-year; and it becomes pertinent to propagate plant tissue culture to a large extent.



An Informative Workshop Manual on “Plant Tissue Culture” was released by the Vice-Chancellor and the first copy was received by Dr. J. Jeyakanthan, Syndicate Member, Dr. S. Seenivasan, Former Director-TBGRI, Research Coordinator, Centre for Bio Resources R & D, Satyabama University, Chennai, delivered an invited lecture on “Micro Propagation and Conservation of Medicinal Plants for Sustainable Utilization”. Dr. A. Arumugam, Convener & Organizing Secretary, welcomed the gathering. Dr. N. Anusuya, Assistant Professor, proposed a vote of thanks.

### Tree Plantation Campaign





Tree Plantation Programme was launched by the Department of Botany, Centre on Swachh Bharath, and Swasth Bharath on January 10, 2017 at the University Botanical Garden, Alagappa University, Karaikudi. Prof. S. Subbiah, Vice-Chancellor, Alagappa University, inaugurated the Tree Plantation Campaign under the scheme: 'One Student One Tree' by distributing the tree-saplings to students and staff members. In the first phase of the formation of Botanical Garden of Alagappa University, 1000 tree saplings have been planted by 1,000 students. Later, the Vice-Chancellor along with Dr. Subas Chandra Bose, Syndicate Member, and Prof. V. Balachandran, Registrar i/c, Alagappa University, planted the saplings.

This programme was launched on the basis that once a student joins the university, he/she will be provided with a sapling, and it should be nurtured by him/her while studying at the University. Before receiving the degree, a photograph of the grown sapling with the student in its proximity will be given to him/her.



The participants of the programme included Deans / Chair Persons / Professors from the Faculty of Management, the Department of Physical Education and Health Sciences, Alagappa University of College of Physical Education, and students from all the Departments were present on the occasion. Dr. A. Arumugam, Co-ordinator, made all arrangements for conduct of this event.

## FACULTY OF EDUCATION

### Department of Education

#### Training Programme on Entrepreneurial Skills

The Department of Education and Business Collaboration Centre, Alagappa University, jointly organized a two-day training programme titled "Entrust, Educational and Entrepreneurial Skills of Teacher Trainees" (EEETT-2017) on 30 & 31.01.2017. Prof. B. Vasheegaran, Coordinator, Business Collaboration Centre, Alagappa University, presided over the inaugural function. Prof. P. Sivakumar, Dean, Faculty of Education, offered felicitations and Prof. G. Kalaiyaran, Prof. & Head, Department of Education, delivered the welcome address and Dr. N. Sasikumar, Organizing Secretary, proposed a vote of thanks. In the training programme, more than 250 teacher trainees, scholars and faculties participated. Dr. P. G. Thenmozhi, Krishi Vigyan Kendra TANUVAS, Kundrakudi, Dr. Rengasamy from Jan Shikshan Sansthan, Kundrakudi and Mrs. Sharmila from Alagappa University College of Education acted as resource persons.

#### PONGAL CELEBRATION

Pongal Festival was celebrated on 13th January 2017 in order to thank the Sun for reaping the benefits of harvesting agricultural produce. Students joined together and prepared pongal in front of the department. After the pongal was prepared by the students, both staff and students made oblation to God, Sun and offered worship. Then the pongal was distributed to staff and students.





## DEPARTMENT OF LIFELONG LEARNING

### Workshop on Short Film-Making

The Media Centre of Department of Lifelong Learning, Alagappa University, Karaikudi, organized a Two-Day Workshop on “Short Film-Making” on 27th and 28th January 2017. The objective of the Workshop was to hone the skills of students pursuing media programmes to create Short Films to convey strong messages to the public.

Totally, 162 students of Journalism and Mass Communication, Visual Media and other disciplines from different parts of Tamil Nadu participated in the Workshop and produced six innovative “shortest films” which could run for a duration of less than one-minute.

Prof. S. Subbiah, Vice-Chancellor, Alagappa University, said that everyone is born with aesthetic sense, but only a few utilize this wonderful aesthetic sense and become creators. He appreciated the participants for their endeavour to learn to communicate creatively and effectively a message to the public in a very short time. He said that he was delighted to address the future directors, camera persons, editors, producers, technicians and actors participating in the workshop. Further, he stated that it is the time for youngsters to target online viewers with their own innovative visual productions in the present technological world.

He stated that taking less time to deliver a visual more effective required more concentration and thought process than an ordinary communication process. It is an era of shortest film making which really consumes less than a minute to communicate a strong message to the public and that is being experimented in the Workshop; and it is a special attempt to make shortest film in the short film field. He also congratulated the new born directors, technicians and actors and other participants, who attended the Workshop. He also distributed the certificates to the participants and appreciated the child artiste Ms. Ashma with a special gift who acted in one of the shortest films.

The two short films of Media Centre and six shortest films produced by the students were screened.

Prof. V. Balachandran, Registrar i/c., inaugurated the workshop and unfolded the stages of short film-making and its uses in his inaugural address. Prof. P. Sivakumar, Dean, Faculty of Education, offered felicitations. Dr. Manikandan, Head, Media Studies of Lakshmipathy College, Madurai, acted as Resource Person with his team members.

Prof. N. Arunachalam, Head, Dept. of Lifelong Learning, gave a thematic address and he organized this workshop with the assistance of his team of Journalism and Mass Communication students and Media and Communication Research Scholars. Dr. Rajan and Dr. Johnson proposed the welcome address and vote of thanks respectively

### Invited Lectures by Eminent Persons

Mr. K. Suresh, Sun TV, Nathaswaram Serial Actor, Karaikudi, delivered Invited Guest Lecture titled “Shooting Techniques: Logistic Management in Video Production” on 09.01.17.

Dr. S. Nagarathinam, Associate Professor & Head, Department of Journalism and Science Communication, Madurai Kamaraj University delivered Invited Guest Lecture titled “Economics of Advertising” on 10.01.17.

Dr. T. Shylaja, Head of the Department, Visual Communication, American College, Madurai, delivered Invited Guest Lecture titled “Advertising Ethics and Regulations” on 10.01.17.

Dr. S. Jenifa, Associate Professor & Head, Department of Journalism and Science Communication, Madurai Kamaraj University, delivered Invited Guest Lecture titled “Script Writing” on 10.01.17.

Dr. T. Shankar, Head, Department of Visual Communication, AVC College, Madurai, delivered Invited Guest Lecture titled “Techniques in Video Production” on 10.01.17.



Mr. S. Arivudai Nambi, Chief Reporter, Makkal TV, Karaikudi, delivered Invited Guest Lecture titled "Media Laws and Ethics" on 11.01.17.

Mr. Rajesh, Reporter, Jeya TV, Karaikudi, delivered Invited Guest Lecture titled "Report Writing" on 24.01.17.

### Students Participation in State-level Competition

Students from the Dept of Lifelong Learning took part in various competitions conducted at state level by the Swami Vivekananda Kendra, Kanyakumari on 18.01.2016 and 19.01.2016. Our students got Second Prize in Skit Competition and the Third Prize in Short- Film Competition. The team was headed by Dr .N.Arunachalam, Youth Empowerment Co-ordinator. Alagappa University and our students bagged the Overall Championship in the Competitions. During the participation, the students of the Media Centre, Dept of Life Long Learning made a documentary on the Life of Swami Vivekanandha.

- Sensitisation Programme on Swachh Bharat & Swasth Bharat for Swachha Senai Volunteers on 05.01.2017.
- Voters Awareness Day on 25.01.2017.
- Tree Planting Campaign on 10.01.2017
- VISAKA Programme 19.01.2017 to 22.01.2017
- Training on Total Rural Sanitation Programme on 23.01.2017
- Voters Awareness Day on 25.01.2017.
- Voters Enrolment Campaign in adopted villages on 26.01.2017 organised by Alagappa University.
- Para Sports Competition conducted by the College of Physical Education on 20.1.2016 and 21.1.2.2016
- Republic Day Celebration 26.01.17
- E-content Development by Affiliated College Teachers on 23.1.2016

### Short Film Wins Award



### Celebration of Pongal Festival

The Department of Lifelong Learning celebrated the Pongal festival on 12.01.2017 in its campus. During this programme Competitions/ Games were conducted for the students. Prizes were also distributed to the winners. Lemon and spoon, Musical chair, Panai Uthaital & Cultural Competitions were conducted.

### Documentation

The Department of Lifelong Learning documented the following Programmes:



A short film named 2 Idly was produced by the Media Centre, Department of Lifelong Learning and it won the third prize in the competitions conducted by Vivekananda Kendra, Kanyakumari.

## DEPARTMENT OF SPECIAL EDUCATION AND REHABILITATION SCIENCES

### Special Lecture by International Dignitaries

The Department of Special Education and Rehabilitation Sciences, Alagappa University, Karaikudi organized a Special Lecture Programme on 'Positive Mental Health' and 'Towards Winning' on 11.1.2017.





The Vice-Chancellor Prof. S.Subbiah presided over the function. He said that students should be strong both physically and mentally. Good mental health is essential for an individual to understand other's thoughts and emotions. It would endow him with confidence and courage to face challenges in life. He said that this type of special lectures by experts will pave the way for the students to set goals and work towards achieving them.



Dr. C. Ramasubramanian, State Nodal Officer, Mental Health Programme, Tamil Nadu, and Dr. Soman Elangovan, Senior Consultant Psychiatrist and Senior Lecturer, University of Queensland, Australia, gave special lectures on the topics "Towards Wining", and "Positive Mental Health". They dwelt at length on various factors that promote mental health in day – to - day life. The experts stated that an individual need to develop positive thoughts which would be a key factor for creating good mental health. Three D's -- Dedication, Devotion and Determination -- help one to become an achiever. When a person believes in hard and unstinted work, definitely he will get success in his life. Dr. J.Sujathamalini delivered the welcome address and the Teaching Assistant

Mr.Govindaraj proposed a vote of thanks. Dr. K.Gunasekaran, Assistant Professor, Department of Special Education and Rehabilitation Science, Alagappa University, made arrangements for the conduct of the programme.

## ALAGAPPA INSTITUTE OF SKILL DEVELOPMENT

### Two-Day National Conference on Emerging Strategies in Green Textiles and Sustainable Fashion

The inaugural function of a Two-Day National Conference on "Emerging Strategies in Green Textiles and Sustainable Fashion" was held on 10.1.2017 under the aegis of Alagappa Institute of Skill Development, with the financial support of the University Grants Commission, New Delhi.



Presiding over the conference, Prof. S. Subbiah, Vice-Chancellor, Alagappa University, noted that the Alagappa Institute of Skill Development has produced more number of employable students in a short span of time by offering flexible skill-oriented programmes to suit the needs of the learners and to cater to the needs of industries. He said that 100 years ago, the European countries enjoyed the monopoly in textile industry. But today, most of the Asian countries have become hubs of textile industries and 50% of the global production is from India, China, Bangladesh, Vietnam and Indonesia. He added that the textile industry is a major contributor to the national economy and provides direct employment to over 45 million people and in fact, it is the second largest provider of employment, next to agricultural sector in India. He added that



the conference has assumed added importance in the present context of “back-to-nature” and eco-friendly production of clothes and he hoped that the participants would discuss the strategies for the manufacture of natural and organic clothing which is free from herbicides and pesticides.

Mr. T.R. Vijayakumar, General Secretary, Tirupur Exporters Association, Tirupur, in his inaugural address, said that Tirupur is the biggest knitting cluster and the town could boast of being a major knitwear export centre in India. There are seven lakhs of workers contributing to the success of this sector. He stated that in a day this industry requires 10-crore litres of water for manufacturing. By adopting modern technologies, now they are using recycled water, so as to save water and the water saved is being used by five towns near Tirupur area.

Dr. A. Sharada Devi, Emeritus Scientist (ICAR), College of Home Science, Agricultural University, Hyderabad, in her Keynote Address, expressed her concern over the consequences of environmental pollution owing to artificial dyeing colours and said that it becomes imperative to adopt strategies for using eco-dyeing technologies. She added that the use of eco-friendly products like eco-fabrics is one aspect of eco green living.

Prof. P. Sivakumar, Dean, Faculty of Education, Alagappa University and Dr. K. Mohana Sundaram, Managing Director, Priya Knit Fabrics, Tirupur, offered felicitations.



The Conference Souvenir and a Student Magazine were released by Prof. S.Subbiah and the first copies were received by Dr. A. Sharada Devi.

54 research papers were presented by scholars across the country.

Dr. B. Dharmalingam, Convener, welcomed the gathering. Dr. G. Mahesh, Organizing Secretary, presented the thematic address. Mr. P. Sam Vimal Rajkumar proposed a vote of thanks.

## FACULTY OF MANAGEMENT

### Workshop on Novelty for Sustainability and Dynamic Equilibrium of Business



The inaugural function of a two-day Workshop on “Novelty for Sustainability and Dynamic Equilibrium of Business”, jointly organized by the Alagappa Institute of Management and the University Business Collaboration Centre of Alagappa University, Karaikudi, was held on 19.1.2017.

Presiding over the function, Vice-Chancellor Prof. S. Subbiah explained the need for starting new businesses and asked the participants to start their own enterprising enterprises. Expressing his concern over the future generation, he asked the youth to start business of any size by emulating their own role models of successful entrepreneurs. He highlighted the need for dynamism in every aspect of life, and stressed that those with dynamic approach to managing people and satisfying the customers only will survive and succeed in any business. He further said, “when the equilibrium of business is good and dynamic, the manufacturers and producers are able to make large scale production and earn huge profits”.

Shri KR. Gnanasambandam, Founder and Chairman, AATHMA Foundation, Madurai, in his inaugural address, cited some examples of young business students’ collaboration with Corporate



Houses for Practical Assignments to test what they have learnt. He also stressed the need for promoting “Earn while You Learn and Learn while You Earn” concepts for wide adoption in all Business Schools to bring in entrepreneurial mindset amongst students.

Prof. V. Manickavasagam, Dean, Faculty of Management and Head of the Department of Corporate Secretaryship, in his felicitation address, reiterated the significance of this Workshop to the students of all disciplines.

Prof. B. Vaseeharan, Head Department of Animal Health and Management and Coordinator of Business Collaboration Centre, offered felicitations.

Prof. S. Kaliyamoorthy, Director of Alagappa Institute of Management, in his thematic address, said that keeping in mind about the inexplicable unemployment problems and issues, this Workshop is being organized to urge the participants to bloom with novel ideas to withstand the existing dynamic business environment. He also underlined the relevance of this Workshop in the current context of unemployment and the need for economic growth.

Dr.C.K. Muthukumaran, Associate Professor, Alagappa Institute of Management, welcomed the gathering, and Dr.P.S. Nagarajan, Assistant Professor, Alagappa Institute of Management, proposed a vote of thanks.

Department of Logistics Management of Alagappa University was held on 19.1.2017 in the University Convocation Seminar Hall.

While inaugurating the Conference, Prof. S.Subbiah, Vice-Chancellor of Alagappa University, said that inclusive growth implied direct links between the macro-economic and micro-economic determinants of the economy and economic growth. Inclusive growth advances equitable opportunities to the participants during the economic growth by which every section of society derives benefits. This type of growth basically means making sure that everyone is included in growth process, regardless of their economic class, gender, sex, disability and religious background or status.

He added that sustainable economic growth requires inclusive growth. Maintaining this inclusive growth is sometimes difficult because economic growth may give rise to negative externalities which is a major problem in developing countries. Nonetheless, an emphasis on inclusiveness—especially on equality of opportunity in terms of access to markets, resources, and an unbiased regulatory environment—is an essential ingredient of successful growth.

He further said that the key elements of inclusive growth included translating broader objectives into gains in human development and increased well-being and that would benefit all groups, including the most marginalised; reduce poverty and inequality. He emphasized the importance of promoting the sustainable use of natural resources and climate protection. The inclusive growth approach takes a longer-term perspective, as the focus is laid on productive employment as a means of increasing the incomes of poor and excluded groups and raising their standards of living.

Though subsidies provide relief to some extent , they cannot ensure sustained growth. He added that a meaningful inclusive growth will result in poverty reduction. It will also lead to massive extension of affordable health-care, free availability of drinking water and sanitation facilities to all. The developed

## DEPARTMENT OF LOGISTICS MANAGEMENT

### National Conference on Global Strategies for Inclusive Growth

A one-day National Conference on “Global Strategies for Inclusive Growth” organized by the





vvstrategies should be global in nature and need to be implemented locally. Extension of irrigation facility in India is one area which needs immediate attention. Emphasis on the building of physical infrastructure, particularly roadways, railways, ports and cold-chains, is another area which is to be addressed immediately. In a huge country like India physical infrastructure is far behind Asian front-runners. But targeted development of physical infrastructure can create large scale employment opportunities to the army of unskilled/semi-skilled workers in India”, he emphasized.

Shri.B.T.Bangera, Managing Director, Hi-Tech Arai Ltd., Madurai, who inaugurated the National Conference mentioned that “Globalization is nothing but sourcing capital from anywhere; manufacture where it is economical and market the products where it is possible”. He added that globalization has no boundary. He shared his experiences on how to build a business empire in a roller coaster environment created by technological progress. He said that managers should not hesitate to face the risks and successfully come out of it. He added that the future is filled with challenges and excitement. “Good communication and the vision of what one wants to become will take him to greater heights” he added.



Prof. K.S.Chandrasekar, Head-IMK, University of Kerala, gave the thematic address of the conference. He explained how certain corporate strategies adopted by some companies have made them global players whereas a few other companies have failed to exist because they have not adopted appropriate corporate strategies. With his vast

international exposure, he stated emphatically that in future organizations which do not entertain vision of inclusive growth will perish, as the competition is intense and global.

Dr.R.Venkateshkumar from Pondicherry University and Mr.Srinivasan Mohandas, Chief Business Officer, SYSTECH Solutions, Chennai, anchored the technical sessions.

Prof. V.Alagappan, Member of the Syndicate and Prof. V.Manickavasagam, Dean, Faculty of Management, offered felicitations. Dr. M. Senthil, Professor and Head i/c., Department of Logistics Management and Convener of the Conference, welcomed the gathering. Dr.V.Sivakumar, Organizing Secretary, proposed a vote of thanks.

### **Guest Lectures by Eminent Personalities**

- Mr. Valliappan, an alumnus of Logistics Management, who is working now as a Consultant at ACCENTURE Ltd., spoke to the Second year MBA(LM) students on the topic “How to lever the inner potential while at Alagappa University” on 16.01.2016.
- Mr. G. Saravanan, Chief Manager, Transaction Banking Group, Karur Vysya Bank, Chennai, interacted with the First year MBA (LM) students on 16th Dec. 2016. He spoke to them on the “Job Opportunities in Banking and Insurance Sector”.

### **Workshop on International Logistics Leverage**

The Department of Logistics Management of Alagappa University organized a one-day Workshop on “International Logistics Leverage (WILL2K17)” on 27th January 2017. Dr.M.Senthil, Professor and Head i/c, Department of Logistics Management, presided over the function. He emphasized the need for good chemistry between the industry and academic institutions . He extended invitation to the Confederation of Indian Industry(CII) to enter into an MoU with Alagappa University.





Prof.V. Balachandran, Registrar i/c of the University, while inaugurating the Workshop mentioned that Logistics Management plays an important role in every part of the world; no product will move without logistics. Logistics Management, as a discipline, is more focussed on practical aspects than theory. He opined that the students of Logistics Management should be job-givers rather than job-seekers.

Dr.B.Vaseeharan Co-ordinator of the Business Collaboration Centre, Alagappa University, offered felicitations. He emphasized that all the Departments in the University need to create business culture and knowledge among the student community.

Mr.R.Edwin Samuel, Managing Director, Pearl Shipping Agencies, Tuticorin, gave a snapshot of International Logistics. He was highly impressed to note the presence of more girl-students pursuing the MBA Logistics Management Programme. He traced the history of World Logistics that has emanated from the military. He mentioned that 80% of international transportation is done through shipping mode. He explained in detail about various types of ships and the issues related with them. He also mentioned the details about containers and their usage.

Mr. D. Senthil Kannan, Chairman, CII, Tuticorin, spoke to the participants on the topic "Design Thinking for Logistics" using videos and power-point presentation. He emphasized the need to become an efficient professional in the work place. Only the novelty of idea is of prime importance, and, as it stands, fund generation has become easier, he quipped. Venture Capitalists and Angel Investors are ready to fund Logistics Projects.

"Leveraging Skills of the Logistics Professionals" was deliberated by Mr.K.Vivekanandhan, CEO, RKV Timber Corporation, Tuticorin. He deliberated upon the topics of "Time Management, Power of Asking and Mind- Body Coordination". He stated that soft skills thoroughly dominate the recruitment process today.

Dr.V.Sivakumar, Organizing Secretary and Dr.S.Sudhamathi, Deputy Secretary, provided the opening and closing remarks of the Workshop.

## DEPARTMENT OF COMMERCE AND INTERNATIONAL BUSINESS

### ICT-Based Innovative Teaching Methods in Business Studies

The inaugural function of a two-day Workshop on "ICT-Based Innovative Teaching Methods in Business Studies" -- organized by the Department of Commerce and International Business, and Higher Education Innovation Cell of Alagappa University -- was held on 23.1.2017 in the Conference Hall of the Management Block.

Dr. S. Subbiah, Vice-Chancellor, Alagappa University, in his presidential address, stated that teachers should improve their teaching skills with ICT products for teaching their students in a better way. The class room environment should be learner-centric, and teachers should be familiar with modern methods of teaching with modern teaching technologies. Students should be familiar with advancements in ICT learning. ICT-compatible teachers are real leaders to students in creating an excellent learning environment and can produce quality students. Learners need not carry large volumes of books in the context of mobile learning. 90% of them used android mobile handsets and it helps a lot for learning day-to-day scientific and educational advancements across the world instantly.

Dr. E. Ramganesh, Professor and Head, Department of Education Technology, Chairperson, School of Education, Bharathidasan University, Trichy, in his inaugural address insisted students



to use E-Resources for learning and equip soft skills for improving their employability for career-planning and advancement. The teacher should be a Facilitator, Navigator, and Developer for the benefit of students in the class room environment. Teachers should integrate and supplement ICT-based teaching methods with traditional ones. Teachers should develop student-centric teaching instructional design. The ICT-based teaching method should be tested for its uses and compatibility at institutional level, programme level, and, individual level for successful implementation. The student should shift from the stage of one-time learning to lifelong learning.

Dr. M. Selvam, Chairperson, School of Management, Coordinator-IQAC, in his felicitation address, stated that ICT plays a vital role in teaching, learning, and research in higher educational institutions. Dr. V. Manickavasagam, Dean, Faculty of Management, in his felicitation address, stated that ICT paves the way for holistic knowledge to the students, in addition to their fundamental and technical knowledge.

Dr. T.R. Gurumoorthy, Professor and Head i/c, Dept. of Commerce, welcomed the gathering, and Dr. S. Ganapathy, Professor of Commerce, proposed a vote of thanks. Teachers from Affiliated Colleges, University Departments, Special Officer (Planning and Development) and others participated in this Workshop.

## DEPARTMENT OF CORPORATE SECRETARYSHIP

### Lecture on GST and Its Implications for Various Stakeholders



Mr.L.Dhanasekar, Chartered Accountant, Chennai, addressed the II MBA (CS) students on the topic, "GST and its implications for various stakeholders" on Wednesday, the 4th January 2017. He highlighted the salient features of GST, impact of GST on exports/imports/foreign trade policy and the challenges in availing import tax credit under GST. Professor V.Manickavasagam, Dean, Faculty of Management and Professor & Head, Department of Corporate Secretaryship, presided. Dr. C.Vethirajan had made the arrangements for the lecture.

### Guest Lecture on Intellectual Property Rights and Their Protection in India

Mr.T.A.Srinivasan, Senior General Manager (Legal), Dalmia Bharat Cement,gave a talk on 'Intellectual Property Rights and Their Protection in India' on Friday, the 6th January 2017 in the Department of Corporate Secretaryship. He highlighted the present trends in the registration, renewal, infringement and passing off of various kinds of Intellectual Property Rights. Prof. V.Manickavasagam, Dean, Faculty of Management & Professor and Head, Department of Corporate Secretaryship presided. Dr.A.Morarji had made necessary arrangements for the programme.

### Dhoti Day

Dhoti Day was celebrated here on Friday, the 6th January 2017 with all male teaching faculty, administrative staff and students of the Department of Corporate Secretaryship reporting for duty in the traditional attire.Following an appeal from the University to wear dhotis to help the weavers, it was decided to observe 'Dhoti Day' on January 6.

When the male staff and students, clad in the traditional attire, came to their departments on Friday morning, it was a different experience for everyone.



## Alumni Meet



The “Alumni Meet” of the Department of Corporate Secretaryship was held on 22nd January 2017 in the Department Conference hall. All the former Professors of the Department Prof. R.Neelamegam, Prof. S.Sudalaimuthu, Prof.P.K.Muthappan graced the occasion and offered their blessings. Dr.R.Dhandapani, Member, Sydicate of Alagappa University inaugurated the meet. Prof.V.Manickavasagam, Dean, Faculty of Management & Professor and Head, Department of Corporate Secretaryship, welcomed the alumni and former staff of the Department and Dr.V.Balachandran, Registrar i/c, offered felicitations.

## National Voters Day

The National Voters Day was observed in the Department of Corporate Secretaryship on 25th January 2017. Prof.V.Manickavasagam, Dean, Faculty of Management & Professor and Head, Department of Corporate Secretaryship, administered the pledge to all the staff and students of the Department of Corporate Secretaryship. He also underlined the importance of democracy of our country and the need to exercise our franchise without fear or favour.

## Special Lecture on Management Information Systems and Information Technology

Dr.Kathleen Burnett, Director, School of Communication & Information, Florida State University, USA, addressed the students of MBA(CS) on 24th January 2017 on the topic

Management Information Systems and Information Technology. Prof.V.Manickavasagam, Dean, Faculty of Management & Professor and Head, Department of Corporate Secretaryship presided and welcomed the gathering. Dr.A.Morarji, Professor, Department of Corporate Secretaryship, proposed a vote of thanks.

## DEPARTMENT OF BANK MANAGEMENT

### Two-Day Training Programme on Techniques of Loan Appraisal by Banks

The inaugural function of a two-day Training Programme on Techniques of Loan Appraisal by Banks was jointly organized by the Department of Bank Management, Alagappa University, Karaikudi, and the University Business Collaboration Centre on 18th January 2017. Prof.S.Subbiah, Vice-Chancellor, Alagappa University, in his presidential address, stated that bankers have to be extremely cautious before sanctioning a loan to avoid the loan becoming a Non-Performing Asset. Before sanctioning a loan amount the bank authorities should exercise great caution and scrutinize the assets and liabilities of the borrower and assess correctly the repayment capacity of the borrower. He emphasized that the viability aspects have to be scrutinized by the banker before sanctioning a loan. Stressing the need for skill improvement in credit analysis, he highlighted the importance of financial, technical, market and managerial appraisals in the process of credit appraisal. These four broad areas of appraisal are of great importance to the smooth running of banks.



Mr.AL.Ramanathan, former General Manager, Pandiyan Grama Bank, in his inaugural address,



said that credit is the backbone of the banking system. At the same time the depositor reposes full trust in his bank while making deposits and this has to be borne in mind by the bankers. He added that the bank trusts the borrower while granting loans. He further said that every loan should be need-based. He explained in detail the various stages of project appraisal. He emphasized that the character, capacity and credit worthiness of a borrower are to be clearly ascertained while granting loans. The selection of the right borrowers is very important for successful running of the banks and also for protecting the image, efficiency and profitability.

Dr.V.Manickavasagam, Dean, Faculty of Management, in his felicitation address, said that bankers should adopt a pragmatic approach in credit appraisal. He also stated that banks should rely on the financial statements submitted by the borrower along with his creditworthiness

Dr.G.Jayabal, Professor & Head, Department of Bank Management, Alagappa University, welcomed the gathering. Students and the staff members of the Faculty of Management and a large number of bankers participated in the programme.

Dr.K.Alamelu, Professor, Department of Bank Management, Alagappa University, proposed a vote of thanks.

### Alumni Meet-2017



The Department of Bank Management, Alagappa University, organized the Alumni Meet on 28.01.2017. Twenty-two Alumni from various banks and financial institutions were present. The present second year student Mr. Murugesan extended

a cordial welcome to the Alumni. Dr.G.Jayabal, Professor and Head, Department of Bank Management, in his address, asked the Alumni to help in nurturing and developing the talents of students of the Department. At the meeting, Alagappa university Bank Management Alumni Association was formed and office bearers were selected by the Alumni and subsequently a number of resolutions were passed in the meet. All the faculty members participated with enthusiasm and shared their memories with the Alumni. The Alumni also spoke about their memorable days at the Department. They gave assurance for strengthening the Alumni Association. Dr.R.Alamelumangai co-ordinated the programme. Ms.Chitra, a second year student, proposed a vote of thanks.

### 68<sup>th</sup> REPUBLIC DAY CELEBRATIONS

The 68th Republic Day was celebrated at Alagappa University Karaikudi with usual fervour and gaiety.



Prof .S . Subbiah, Vice-Chancellor, hoisted the national flag and accepted the guard-of-honour given by the students and security staff of the university.

In his Republic Day address, he described India as a home of peace and said that the citizens have the great responsibility of safeguarding the unity-in-diversity, which is the hallmark of our Culture. The tri-colour is a symbol of patriotism, purity and prosperity. It is an occasion to remember the sacrifices of our freedom fighters and offer our salute to them. He concurred with the views of Dr. APJ .Abdul Kalam and made references to three societal members – the father, the mother and the



teacher –who can impart moral and ethical values to students thereby creating an egalitarian society .With the growing economy , our country is poised for further growth and development and experts are of the opinion that we can eliminate poverty completely in the next 10 to 15 years



He added that India is a country of youngsters and 65% of its population is below the age of 35. Increasing workforce will make India “Asia’s Super Power”. Exponential growth of higher education, political and economic stability, and committed leadership ,etc are the positive factors indicating a very bright future for the nation. As citizens of the country , we should seriously think about these things and do all possible things to lead our nation from glory to glory .

While narrating the achievements of Alagappa University , he said that the proud Alumini of the University have agreed to contribute a sum of Rs.2 crores towards infrastructure development . In the recently held National Level Dwarf Sports and Games Championship, Alagappa University Para

Sports Centre won 17 Gold Medals ,8 Silver Medals and 5 Bronze Medals and 3 students from Alagappa University Para Sports Centre have been selected to represent India at the International Para Sports Meet to be held in Dubai during the month of March 2017.At the State Level Para Athletic Championship for the differently-abled ,Alagappa University Para Sports Centre has won 5 Gold Medals ,6 Silver Medals and 2 Bronze Medals .

Prof.V.Balachandran, Registrar i/c, Members of the Syndicate Dr.A.Narayanamoorthy, Dr.K.Gurunathan, Dr.J.Jeyakanthan, Finance officer Thiru .S . Murugaraj, Controller of Exam Dr.H.Gurumalleshrabhu, all Deans, Heads of Departments, Teaching and Administrative Staff and Students participated.

Earlier, there was a colourful cultural programme staged by the students of the College of Physical Education and the Department of Fine Arts.

### **National-Level Dwarf Sports and Games Championship and State-Level Para Athletic Championship – 2017**



A National Level Dwarf Sports and Games Championship and State Level Para Athletic Championship – 2017 were conducted recently at Alagappa University, Karaikudi.

During the inaugural function, Prof. S. Subbiah, Vice-Chancellor, Alagappa University, declared the meet open, in the presence of Prof. V. Balachandran, Registrar i/c. and the International Athlete Mr. N. Annavi, a High-Jumper.



At the National Level Dwarf Competitions, teams from Andhra Pradesh, Karnataka, Rajasthan, Pondicherry and Tamil Nadu participated. In these competitions, Tamil Nadu won the overall championship and Pondicherry was placed the runner up. 20 athletes trained at Alagappa University Para Sports Centre won 17 Gold Medals, 8 Silver Medals and 5 Bronze Medals and brought laurels to Alagappa University. Among them, R. Balasubramanian, S. Sivaraj and A. Selvaraj won 12 Gold Medals, securing 4 Gold Medals each. All these three athletes have been selected to represent India in the International Para Competitions to be held in Dubai during March 2017.

In the State Level Athletic Championship for the differently-abled, competitions were held for the blind, the deaf and the dumb, mentally retarded and physically challenged. 424 athletes representing all the Districts of Tamil Nadu participated in the competitions. A total of 125 events were conducted.



Students from Alagappa University Para Sports Centre won 5 Gold Medals, 6 Silver Medals and 2 Bronze Medals.

20 qualified officials from all over India and 80 students of Alagappa University College of Physical Education acted as officials.

The valedictory function held on 21.1.2017 was presided over by Prof. V. Balachandran, Registrar i/c., Alagappa University. He gave away the trophies to the champions. Dr. A. Natarajan, an International Athlete and Mr. Dilip Raj, President, Tamil Nadu Para Sports Association, gave away the medals and certificates.

Dr. M. Sundar, Principal, Alagappa University College of Physical Education and Director, Para Sports Centre, welcomed the gathering. Mr. J. Ranjith Kumar, Vice-President, Tamil Nadu Para Sports Association, proposed a vote of thanks. Dr. Muralirajan, Co-ordinator, Para Sports Centre, Dr. K. Divya and Dr. T.P. Yogesh, Organizing Secretaries, made all arrangements for the successful conduct of the programme.

All the winners of Alagappa University Para Sports Centre met the Vice-Chancellor with trophies and medals and sought his blessings.

## NSS

### Blood Donors Registration Programme

காரைக்குடி அழகப்பா பல்கலைக்கழக செஞ்சுருள் சங்கமும், சிவகங்கை மாவட்ட எய்ட்ஸ் தடுப்பு மற்றும் கட்டுப்பாடு அலகும் இணைந்து தன்னார்வ குருதிக் கொடையாளர்களைப் பதிவு செய்தல் முகாமை பல்கலைக்கழக அறிவியல் வளாகத்தில் நடத்தின.

இந்நிகழ்ச்சிக்குத் தலைமையேற்று உரை நிகழ்த்திய அழகப்பா பல்கலைக்கழகத் துணைவேந்தர் பேரா. சொ. சுப்பையா அவர்கள் அழகப்பா பல்கலைக்கழக மாணவர்கள் தன்னார்வக் குருதிக் கொடையாளர்களாகத் தங்களைப் பதிவு செய்து கொள்வதற்கு வாய்ப்பு வழங்கிய தமிழ்நாடு மாநில எய்ட்ஸ் கட்டுப்பாடு சங்கத்திற்குத் தனது நன்றியைத் தெரிவித்துக் கொள்வதாகக் குறிப்பிட்டார். குருதிக் கொடை எல்லோராலும் கொடுக்க முடியாது. உடல் நலத்தில் சிறந்து இருப்பவர்களால் மட்டுமே கொடுக்க முடியும்.

இரத்தம் கொடுப்பதானல் உடலில் இரும்புச் சத்தின் அளவு சீராக இருக்கும். இரத்தத்தில் உள்ள கொழுப்பு அளவு, இரத்த அழுத்தம் முதலியன சீராக்கப்படும். பிறரது உயிரைக் காப்பாற்ற உரிய நேரத்தில் இரத்தம் கொடுப்பது மிகவும் அவசியம். எனவே மாணவர்கள் இது போன்ற முகாம்களில் கலந்து கொண்டு தங்களைப் பதிவு செய்து தேவைப்படும் நேரத்தில் இரத்ததானம் செய்து உயிர்காக்க முன்வர வேண்டும் என மாணவர்களை கேட்டுக் கொண்டார்.

தமிழ்நாடு மாநில எய்ட்ஸ் தடுப்பு மற்றும் கட்டுப்பாடு சங்கத்தின் திட்ட இயக்குநர் எஸ்.நடராஜன், இ.ஆ.ப. அவர்கள் முகாம் தொடக்கவுரையில், கோடி கொடுத்த கொடைஞன் வள்ளல் அழகப்பர் பெயரில் அமைந்துள்ள அழகப்பா பல்கலைக்கழகத்தில் தன்னார்வ குருதி கொடையாளர்களைப் பதிவு செய்தல்



மற்றும் விழிப்புணர்வு முகாம் நடைபெறுவது குறித்து பெருமையடைவதாகக் குறிப்பிட்டார். மலேரியா, டெங்கு போன்ற நோய்களை உருவாக்கும் வைரஸ்கள் தானாக வரும். ஆனால் எச்.ஐ.வி. வைரஸ் நாம் அனுமதித்தால் மட்டுமே வரும். உலக சுகாதார நிறுவன புள்ளி விவரத்தின்படி தாயிடமிருந்து குழந்தைக்குச் செல்லும் எச்.ஐ.வி. இல்லாத நாடாக கியூபா மற்றும் தாய்லாந்துக்கு அடுத்து இந்தியா இடம் பெற உள்ளது. அந்த வகையில் எச்.ஐ.வி. விழிப்புணர்வு இந்தியாவில் சிறப்பாக உள்ளது என்றார்.

அழகப்பா பல்கலைக்கழகப் பதிவாளர் (பொ.) முனைவர் வி. பாலச்சந்திரன், சிவகங்கை மருத்துவக் கல்லூரி முதன்மையர் மருத்துவர் பி. சௌந்தராஜன், மருத்துவப் பணிகள் இணை இயக்குநர் மருத்துவர் ஆர். சுரேஸ்குமார் ஆகியோர் வாழ்த்துரை வழங்கினர்.

இந்நிகழ்ச்சியில், அழகப்பா பல்கலைக்கழக மாணவ-மாணவியர்கள் 1200 பேர் இணையவழிக் குருதி வங்கி மற்றும் கொடையாளர் மேலாண்மை அமைப்பில் தங்களை குருதி கொடையாளர்களாகப் பதிவு செய்து கொண்டனர்.

இந்நிகழ்ச்சியில், அழகப்பா பல்கலைக்கழக ஆட்சிக்குழு உறுப்பினர் முனைவர் ஜே. ஜெயகாந்தன், மாணவர் நலன் முதன்மையர் பேரா. வி. பழனிச்சாமி, பேராசிரியர்கள் மற்றும் மாணவ-மாணவியர்கள் கலந்து கொண்டனர்.

முன்னதாக, துணை இயக்குநர் மற்றும் சிவகங்கை மாவட்ட எய்ட்ஸ் கட்டுப்பாடு அலுவலர் மருத்துவர் யசோதாமணி அனைவரையும் வரவேற்றார். நிறைவாக, நாட்டு நலப் பணித்திட்டம் மற்றும் செஞ்சுருள் சங்க ஒருங்கிணைப்பாளர் பேரா. சு. இராசாராம் நன்றி கூறினார்.

### **Sensitisation Programme for Swachhata Senai Volunteers / Programme Officers**

Centre for Swachh Bharath and Swasth Bharth, Alagappa University, conducted a Sensitisation Programme for Swachhata Senai Volunteers/ Programme Officers on Swachh Bharath Mission at Convocation Seminar Hall on 5th January 2017. This Programme was inaugurated by Mrs. P. Vijayalakshmi, Commissioner, Karaikudi Municipality. Prof. A. Narayana Moorthy, Syndicate Member, Alagappa University, presided over the function. During his presidential address he said that the programme was launched on 2nd October 2014 and would be concluded on 150th Year of

Gandhiji's Birthday (2nd October 2019). He stressed the importance of cleanliness and spoke about the relationship between cleanliness and economic development of the country. He also stressed that for the success of the mission of Swachh Bharat the Youth/ Students to play an effective role by involving themselves in the cleaning campaign and creating awareness among the people.

Karaikudi Municipality Commissioner Mrs. P. Vijayalakshmi explained the Apps developed by Swachh Bharat Mission and demonstrated to students how to download and make complaint through App to the Municipality. She assured the students that complaints regarding cleanliness would be attended to by Municipality with immediate effect. She requested the students and faculty to utilize this opportunity and help Karaikudi become a clean town. Mrs. B. Kanchana, the Project Director, DRDA gave the special address. In her address, she explained the total sanitation projects implemented at the district level. She requested the students to involve themselves in creating awareness among the rural women for bringing about attitudinal changes by using toilets and lend support to the District to become a total open free defecation area. Dr. R. Rajan, Coordinator, Centre on Swachh Bharat and Swasth Bharat, welcomed the gathering and Mrs. Sudhamathi, Assistant Professor, Department of Logistic Management, proposed a vote of thanks.

In the technical session, Dr. R. Rajan briefed the objectives of Swachh Bharath Mission and the role of Swachhata Senai Volunteer in the Implementation of the Programme on Campus & off Campus by the Alagappa University. A documentation film on Swachh Bharat Mission was shown to the participants. In addition, a slogan writing competition was also conducted for the students on the title "Let's Introduce Our Tree Friend". Followed by this, the cultural events highlighting the tree plantation, environment, avoiding of plastics etc., were conducted.



Prof. V. Balachandran, Registrar i/c, presided over the valedictory function. During his presidential address, he stressed the importance of Swachh Bharat Mission for national development. He said this training is only the beginning. Students have to involve themselves in cleaning the campus two hours in a week, cleaning the public places, monuments and also engage themselves in cleaning and tree plantation activities in the villages adopted by Alagappa University. He requested the faculty members cum programme officers and students to work towards the success of Swachh Bharat Mission undertaken by the University. Prof. S.Rajaram, NSS Coordinator delivered the valedictory address. He said that a 105-year-old woman from Chatisgarh State came forward to construct the toilet by selling her six goats and cited this as an example. Prof. N. Arunachalam, Chairman, School of Education, delivered the felicitation address. At the end Dr. Ramesh Kumar, Assitant Professor, Department of Economics, proposed a vote of thanks.

## STUDY CIRCLE

### தமிழ்நாடு சீருடைப் பணியாளர் தேர்வு

தமிழ்நாடு சீருடைப் பணியாளர் தேர்வுக் குழுமம் இரண்டாம் நிலை காவலர் பதவிக்கான 15,711 காலிப்பணியிடங்களை பொது எழுத்துத் தேர்வு, உடல் தகுதி மற்றும் உடல் திறன் தேர்வின் மூலம் நிரப்ப உள்ளது. இந்த எழுத்துத் தேர்வுக்கு விண்ணப்பிக்க கடைசி நாள் : 22.02.2017. இதற்கான எழுத்துத் தேர்வு நடைபெறும் நாள் வருகிற 21.05.2017.

சீருடைப் பணியாளர் (காவலர்) தேர்வை எளிதில் எதிர்கொள்ளும் வகையில் காரைக்குடி அழகப்பா பல்கலைக்கழக தன்னார்வ பயிலும் வட்டம் (study circle) சார்பில் இலவச பயிற்சி வகுப்புகள் சிறந்த வல்லுநர்களைக் கொண்டு (உடற்கல்வி, பொது அறிவு, உளவியல்) ஒருங்கிணைந்து நடத்தப்பட உள்ளன.

இதற்கான இலவசப் பயிற்சி வகுப்புகள் 11.02.2017 முதல் ஒவ்வொரு வாரமும் சனிக்கிழமைகளில் காலை 10 மணி முதல் நடைபெற உள்ளன. இப்பயிற்சியில் பங்கு பெற விருப்பம் உள்ளவர்கள் பழனியப்ப செட்டியார் நினைவரங்கத்தில் இயங்கும் தன்னார்வ பயிலும் வட்டத்திற்கு நேரில் சென்று தங்களது பெயரை பதிவு செய்து கொள்ளலாம், அல்லது 04565-223266 என்ற தொலைபேசியிலோ, 86759-74989 என்ற

அலைபேசியிலோ தொடர்பு கொள்ளலாம். மேலும் alagappauniversitystudycircle@gmail.com என்ற மின்அஞ்சல் மூலமாகவும் பதிவு செய்யலாம்.

### தமிழ்நாடு அரசு தேர்வாணையம் நடத்தும் இந்து சமய அறநிலையத் துறை தேர்வுக்கான இலவசப் பயிற்சி

தமிழ்நாடு அரசு தேர்வாணையம் இந்து சமய அறநிலையத் துறைக்கான குரூப் “ஏழில் 29 பணியிடங்கள் மற்றும் குரூப் எட்டில் 49 பணியிடங்கள், ஆக மொத்தம் 78 காலிப்பணியிடங்களை பொது எழுத்துத் தேர்வின் மூலம் நிரப்ப 25-11-2016 அன்று அறிவிப்பு வெளியிட்டு இருந்தது. இதற்கான எழுத்துத் தேர்வு நடைபெறும் நாள்: 29.04.2017 மற்றும் 30.04.2017.

இந்து சமய அறநிலையத் துறை தேர்வில் கேட்கப்படும் (இந்துமதம், சைவமும் வைணவமும்) கேள்விகளை எளிதில் எதிர்கொள்ளும் வகையில் காரைக்குடி அழகப்பா பல்கலைக்கழக தன்னார்வ பயிலும் வட்டம் சார்பில் இலவச சிறப்பு பயிற்சி வகுப்புகள் சிறந்த வல்லுநர்களை கொண்டு நடத்தப்பட உள்ளன. இதற்கான பயிற்சி வகுப்புகள் 04.02.2017 அன்று தொடங்கி ஒவ்வொரு வாரமும் சனிக்கிழமைகளில் காலை 10 மணி முதல் நடைபெற உள்ளன.

இப்பயிற்சி வகுப்புகளில் பங்கு பெற விருப்பம் உள்ளவர்கள் அழகப்பா பல்கலைக்கழக லெ.சி.த.லெ. பழனியப்பச் செட்டியார் நினைவரங்கத்தில் இயங்கும் தன்னார்வ பயிலும் வட்டத்திற்கு நேரில் சென்று தங்களது பெயரை பதிவு செய்து கொள்ளலாம். மேலும், 04565-223266 என்ற தொலைபேசியிலோ அல்லது 88707-81897 என்ற அலைபேசியிலோ தொடர்பு கொள்ளலாம்.

### All India Radio

All India Radio, Trichy conducted a Live Phone-in-Programme on “போட்டித்தேர்வுக்கு” through FM ‘VASANTHA ALAIPPUGAL’ on 21.01.2017 from 9.02 a.m to 10.00 a.m Director of Alagappa University Study Circle Dr. P.Suresh Kumar participated and clarified the doubts raised by listeners and also explained the effective role played by Alagappa University Study Circle in empowering youth towards employability. This Programmewas relayed on 26.01.2017 in Ilaya Bharatham for the benefit of Youth.



## PHOTO GALLERY



The Vice-Chancellor honoring the Distinguished Guest-Speakers at the Department of Special Education and Rehabilitation Sciences

## PONGAL CELEBRATIONS





## REPUBLIC DAY CELEBRATIONS







To

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