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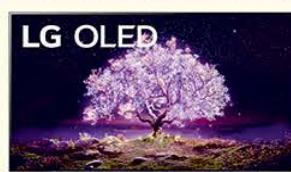
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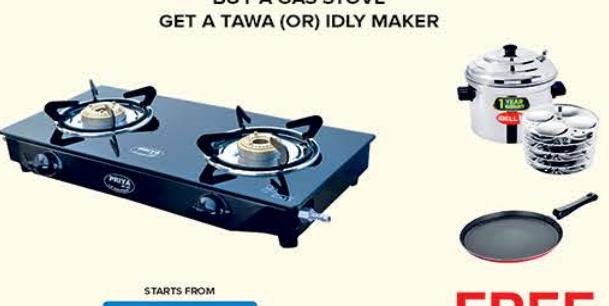
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TNAU hosts 42nd Convocation ceremony

Make agriculture innovative, diversified and sustainable!

- R.N. Ravi, Governor of Tamil Nadu

David Karunakaran
The Covai Mail

Tamil Nadu Agricultural University (TNAU) held its 42nd Annual Convocation Function on Monday.

R.N. Ravi, Governor of Tamil Nadu presided, Trilochan Mohapatra, Secretary, Department of Agricultural Research and Education (DARE) & Director General, ICAR, New Delhi was the Chief Guest. Several other luminaries and dignitaries graced the occasion.

N. Kumar, Vice Chancellor, TNAU welcomed the gathering. He shared the multiple awards & accolades received by the students, staff and the University.

785 UG graduates, 229 PG graduates and 58 Ph.D scholars received their degrees from the Governor and Chief Guest. They also handed over the prizes, awards and medals to various accomplished students of the varsity.

Both the Governor and Chief Guest appreciated TNAU for getting ranked among the 10 best agri universities in India recently.

Catch rain when it falls, where it falls! - Trilochan Mohapatra

Appreciating the graduates and stalwarts of TNAU, the Chief Guest said that the Service rendered by TNAU has impacted not just the farmers and their production but the whole agricultural scenario in India. He shared that only 40-45% land in Tamil Nadu is irrigated while the rest are rainfed. Since the irrigated land is limited,

sufficient rainwater needs to be caught and stored. "Catch rain when it falls, where it falls", he said.

He stressed that micro irrigation activity should be expanded. The desire to receive 'More crop per drop' can be realized by harvesting, storing and effectively utilizing rainwater via Micro Irrigation, he expressed. He said that as the threat of climate change is looming, the need to promote climate resilience technology among farmers has become a must. He appreciated TNAU for doing well on all these areas, and appealed to it to do more.

He shared that the PM and Central Government wants to double the income of farmers, and this cannot be achieved if farmers only cultivate wheat and rice. Diversification like integrated farming system, horticulture are needed to achieve this. He wished that more entrepreneurs arise from agriculture and be job providers, and he also expressed high hopes in the university to nurture this goal among students.

TNAU - A Precious Asset!

- R.N. Ravi

The Governor applauded TNAU for gifting the nation with renowned and acclaimed scientists. He said the Colonial era sabotaged India's agriculture and agricultural industries. Food scarcity which was absent in the country sprung after the invasion.

He credited the impact of Green Revolution that not only made us a food-grain surplus country but also a major exporter of agriculture produces.

He said that though such progress has taken place, the distorted agricultural policies framed in the past benefitted only the big farmers whereas the current PM of India Narendra Modi and the Govt are on a mission to improve the wellbeing of small and marginal farmers.

"Numerous initiatives have been taken in this regard including financial inclusion through Jan Dhan Yojana, Direct Benefit Transfer and



The Governor presenting the degree certificate to Haripriya.G, Best B.Sc Agriculture student in Plant Pathology.

enhanced MSP for farm products. The Soil Health Cards are intended to enhance the productivity of the farm and ensure higher return to the farmers. Our Agriculture scientists have made the country proud by making it food surplus, now the challenge before you is to make agriculture innovative, competitive and diversified while ensuring that it is sustainable."

He acknowledged the support the Government of Tamil Nadu is rendering to TNAU. To optimize the gains there must be greater and intimate interface between the University and the State Government, he opined. He appealed TNAU to be even more technically competent and emotionally involved to identify and resolve the agricultural issues of the State.

He also requested the TN Govt to look upon TNAU as a precious asset because its main beneficiaries are farmers. He wanted the Govt. to make optimum use of TNAU and respond to its concerns and issues.

He shared that there is good interaction between the Univ. and Industry and also wanted it to go even further, because the university has the potential to create bigger impact in the country's total agriculture scenario. He noted

PM and Central Government wants to double the income of farmers, and this cannot be achieved if farmers only cultivate wheat and rice. Diversification like integrated farming system, horticulture are needed to achieve this

- Trilochan Mohapatra.

the high yields and rewards received annually by the farming community by adoption of TNAU's crop varieties, management technology and farming machineries, and applauded the varsity.

"An Agricultural University's contribution to public is generally assessed by the extent of its impact on the economy of the people. I am informed that the incremental income due to the adoption of TNAU crop varieties, management technologies and farm machineries by Tamil Nadu farming community is worth Rs.10,433 Crore per annum. The sector wise contribution of Rs.5,029 Crore (crop varieties), Rs.4,863 Crore

(management technologies) and Rs.541 Crore (farm machineries) respectively. It is indeed a remarkable contribution. My earnest compliments to the scientists and auxiliary personnel of The Tamil Nadu Agricultural University on this achievement," he said.

"I am happy to note that TNAU has bounced back to 8th position from 33rd with appreciative 'H' index, filing of more patents, increased number of MoUs signed with foreign and other institutions and industries and its other big achievements. I congratulate the Vice-Chancellor and his entire team. The University should now aim higher goals emulating the National Education Policy 2020 and as advised by ICAR to become a Multi-disciplinary Education and Research University (MERU) with enhanced students' strength, increased visibility, estimated outputs, improved research, accomplished outcomes etc." he said.

On account of Diwali, this week's edition has come in advance.

Wish you a Happy Diwali

BharatBenz inaugurates new dealership

The Covai Mail

Expanding its footprint in the Southern region, Daimler India Commercial Vehicles (DICV), in association with Prabal Trucking inaugurated the new BharatBenz dealership in Mettupalayam.

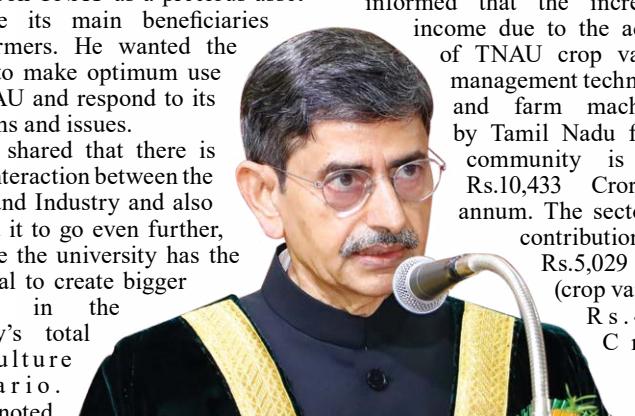
The avant-garde 3S facility is spread over 20000 sq.ft and houses three mechanical bays. The dealership will be well-equipped with trained manpower that understands the diverse needs of the customers. The dealership will also offer a host of value-added features like 24X7 Road Side Assistance, Dedicated Mobile Reach Vehicle etc.

Tata Motors unveils new commercial vehicles

The Covai Mail

Tata Motors, India's largest commercial vehicle manufacturer, today accentuated its commitment to support India's economic growth by unveiling an extensive and comprehensive range of 21 new products and variants.

Designed and engineered to cater to the evolving needs of cargo and people transport across segments and applications, these state-of-the-art vehicles further enhance Tata Motors' established 'Power of 6' benefit proposition to address specific usage and applications while delivering higher productivity and lower total cost of ownership (TCO).



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Diwali Glee fills PSG Manavar Illam



L.Gopalakrishnan, Managing Trustee, PSG & Sons' Charities presenting the Diwali gifts to one of the Manavar Illam boys. Also seen are - from left - T.G.Vijaya, Director, PSG IM, Rudramurthy, Director PSG CARE, Narayanaswamy, Secretary, PSG Sarvajana Higher Secondary School and N.C.Nandagopalan, Secretary, PSG Children's School.

The Covai Mail

The Melody of clapping and spirited cheers from PSG Manavar Illam overwhelmed the sound of thunder and rain on Monday evening as the warmth of Diwali entered the Illam.

The Heads of various PSG Institutions and the Managing Trustee of PSG & Sons' Charities celebrated Diwali with the residents of the Illam.

on Monday and they gifted the boys special Diwali dresses and footwear.

This Manavar Illam is a charitable establishment from PSG & Sons' Charities to provide education and accommodation to the students (from Tamil medium who are in their Std VI to IX & XI) who have lost either their father or mother or both, and struggle to sustain their life and continue their education. It was established in June

1995 by the then Managing Trustee of PSG & Sons' Charities G.R.Karthikeyan.

The deserving students are accommodated in the Manavar Illam and receive education through PSG Sarvajana Hr. Secondary School.

A new building has been built for accommodating more no. of students in the Illam. It must be mentioned that another floor has been constructed and put into use on the existing building for

further accommodation.

Admissions to the illam have been incredible this year like every other year. Besides a home like ambience and quality education, the residents of Manavar Illam get free access to medical facility, engage in sports and games (both indoor and outdoor) with coaches.

Promising students are provided excellent support through the Trust's educational institutions.

First time in Coimbatore Cricket Tournament for visually challenged held



The Special Invitees
Manimekalai Mohan, Managing Trustee and Correspondent of SSVM Institutions, Balachandar Raju, Managing Partner, Hari Bhavanam Hotels honoring one of the best players.

The Covai Mail

Chandrans Yuva Foundation joined hands with Karpagam Deemed University, Coimbatore to host Coimbatore city's first ever Cricket Tournament for the visually challenged recently.

It was held at the university's cricket ground, and it featured 12 teams with 200 players. 15 matches were played on the first day, and on the next day the semi-finals and the finals were held.

A source said that the winning team will be given the opportunity to play for Indian Cricket Team (visually

challenged). M.Palanisamy, Registrar of the University

was the Chief Guest. Several Special invitees including Manimekalai Mohan, Managing Trustee and Correspondent of SSVM Institutions, Balachandar Raju, Managing Partner, Hari Bhavanam Hotels and Narayanan Mani, Managing Director, Messer cutting system were present. The guests honored the best performing players at the first day of the tournament.

Talking about the event, Sasikala, the Co-founder & chairperson of Chandrans Yuva Foundation shared that the sole idea behind organizing such a tournament is to show to the world the hidden talents in visually challenged people. She added that the foundation always tries to facilitate livelihood for the differently abled and create valuable opportunities for them to be healthy.

Support for this event came from Rotary Club of Coimbatore Aakruthi, Rotary Club of Coimbatore Downtown, Rtn.Leeema Martin and from Karpagam Deemed University. Sasikala shared that similar tournaments will be held annually to showcase the talents of these differently abled people.

KASC student attempts World Record

The Covai Mail

First-year B.Sc. Zoology student of Kongunadu Arts and Science College (KASC), S.Harini recently attempted a World Record to speak on a topic for maximum no. of hours in a non-stop manner.

A member of the college's Eco Club, this young girl, spoke non-stop about Biodiversity for 17.05 hours straight at an international virtual conference to celebrate World Environment Day.

This conference featured speakers from 20 countries.



Seventeen-year-old Harini is the youngest speaker from India, and due to her high level of patience in listening and speaking, she was able to complete 17.05 hours of speech in the conference.

"Apart from this, she was recognized by OMG books of record and also by the International Book of records for the youngest girl to attend more online courses," a press release said.

KASC's Management, Department of Zoology and the Eco Club appreciated her efforts.

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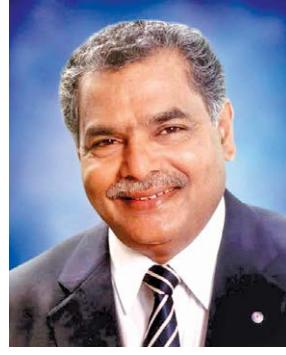
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G.Varadaraj remembered on 85th Birth Anniversary



Rudramurthy, Director, PSG CARE, Chandramohan, Principal, PSG iTech, Prakasan, Principal, PSG Tech, Arasu, Head, Foundry Division, PSG Polytechnic College and guests paying respects to G.Varadaraj.

The Covai Mail

The memory of G.Varadaraj (famously known by all as 'GV'), the visionary founder of PSG Institute of Medical Sciences & Research (PSG IMSR) was cherished on November 1 which was his Birthday.

R Varadarajan, Executive Director at Rajshree Sugars & Chemicals Ltd., PSG Institutions'

Principals, Faculty and staff, and members of Rajsree Group offered special prayers and tribute to the iconic leader.

G.V.'s contribution to society cannot be summed up in mere words. He was the Managing Trustee of PSG Institutions during 1978 to 1990.

He founded PSG IMSR, Coimbatore's first Private medical college in 1985. His initiative has given immense success that is being

enjoyed by society. Thousands of remarkably talented doctors have been produced by this institute and they have been serving not just Coimbatore but our Country and beyond.

GV was an active parliamentarian. He was a MP for 6 years since 1983. His role as a Rotarian was incredible. He was instrumental in starting the polio vaccination in Rotary Intl. Dist 3201.

Ethical Behavior is a must for Managers!

- Iakoka Subramaniam at VIMS

The Covai Mail

Managers must practice ethical behavior in business and society', emphasized popular orator and philanthropist Iakoka Subramaniam at the inaugural of Students' Management Association of Vivekananda Institute of Management Studies (VIMS)

He was the Chief Guest of the program. Valarmathi, Director of the institute installed

the Office Bearers of the association.

A press release stated that in his address, the Chief Guest insisted that Indian Management Education is the best to observe, learn and practice to succeed in business and personal life.

The release further stated that he appreciated the way the business is carried out in India with healthy competition rather than the American way of killing the competitors. C.Guna



Construction materials' price stuns industry - CREDAI

The Covai Mail

The last six months from April to September this year has seen an unprecedented and continuous increase in prices of various construction materials resulting in a sharp escalation of construction costs.

The prices of Cement have gone up from Rs 280 to 300 per bag in March last year to Rs 480 to Rs.520 per bag now. Similarly steel prices have gone up from Rs 42000 per tonne to Rs 76000 per tonne.

During the corresponding period, Sanitary and Hardware, electric products and PVC product prices have increased by 30 to 50%. Much of this has been caused by increase of raw material costs, fuel prices

and consequently freight charges.

Gugan Ilango, President, CREDAI Coimbatore stated that this increase in costs of materials has significantly pushed up construction costs by Rs 300 to Rs 450 per square feet and has caused tremendous difficulties for the Construction sector and real estate developers, many of whom have promoted affordable housing to suit lower and middle



income groups to suit the budget and requirements of the customers. It is unfortunate that after a prolonged covid situation, when the industry is beginning to look up with increased demand this price problem has come like a big blow to the industry and customers alike.

The problem has further got compounded by GST regulations for the Construction sector which are not permitted to avail input credit on

raw materials. Rajiv Ramasamy, Secretary CREDAI states that lack of input tax credit has resulted in a tax on tax only for real estate industry thereby increasing tax alone by up to Rs 220 to 250 per sq ft.

CREDAI Coimbatore urged the Central and State governments to control price raise and immediately restore the facility to avail input GST tax credit for the real estate sector to ensure that the Real Estate sector comes out of its current crisis and works towards the goal of providing affordable homes for all Indians. Further this would also result in safeguarding the livelihoods of a huge labour force second only to agriculture, who are dependent on this sector, he added.



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பிரஞ்சு பாரம்பரிய உணவு தயாரிக்க மாணவர்களுக்குப் பயிற்சி

தி கோவை மயில்

ஸ்ரீ ராமகிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரியின் உணவு மற்றும் விடுதி மேலாண்மைத்துறை சார்பில் பிரஞ்சு பாரம்பரிய உணவு தயாரிப்புக் கலை குறித்த செயல் விளக்கி நிகழ்ச்சி நடைபெற்றது.

கல்லூரியின் முதல்வர் மற்றும் செயலர் சிவகுமார் செயல் விளக்கி நிகழ்ச்சியைத் தொடங்கிவதைத்தார்.

புளோரிடா மாகாணப் பல்கலைக்கழக இணை

ஆய்வாளர் மற்றும் விஞ்ஞானியும், ஸ்ரீ ராமகிருஷ்ணா கலை மற்றும் அறிவியல் கல்லூரியின் முன்னாள் மாணவர்மான செலஜி கோபால் திருவண்ணப் பிள்ளை சிறப்பு விருந்தினராகக் கலந்து கொண்டு, பிரஞ்சு பாரம் பரிய உணவு தயாரிப்பு முறைகள் குறித்து மாணவர்களுக்கு பயிற்சி அளித்தார். களான் குப், ரோஸ்ட்ட் சிக்கன் வித் வெலுத்தே சாஸ், போச்சிட் சிக்கன் உள்ளிட்ட பல வித உணவுகளை பிரஞ்சு பாரம்பரிய முறைப்படி எவ்வாறு

தயாரிப்பது, அதற்கு என்னென்ன பொருட்கள் சேர்க்க வேண்டும், அதை எவ்வாறு காட்சிப்படுத்துவது என விளக்கம் அளித்தார். இதில் முதலாமாண்டு மற்றும் இரண்டாமாண்டு மாணவர்கள் பங்கேற்று பயிற்சி பெற்றதுடன், செயல் விளக்கத்தின் மூலம் கற்றுக் கொண்ட உணவு வகைகளைச் சமைத்துக் காட்டி பாராட்டு பெற்றனர். கிடத்தான் ஏற்பாடுகளை உணவு மற்றும் விடுதி மேலாண்மைத் துறை இயக்குநர் தீணா மற்றும் துறைப் பேராசிரியர்கள் செய்திருந்தனர்.

ரத்தினம் கல்லூரி சார்பில்

மலைவாழ் மக்களுடன் வன தீபாவளி



மலைவாழ் மக்களுடன் வன தீபாவளி கொண்டாடிய ரத்தினம் கல்லூரியின் நாட்டுநலப் பணித்திட்ட மாணவர்கள்

தி கோவை மயில்

ரத்தினம் கலை மற்றும் அறிவியல் கல்லூரியின் நாட்டுநலப் பணித்திட்டம் மற்றும் இயற்கை இயக்கம் சார்பாக பொள்ளாச்சி ஆணைமலைக்கு அருகே அமைந்துள்ள சார்க்கார்ப்பதி என்ற ஊரில் உள்ள மலைவாழ் மக்களுடனும், உடுமலை அமராவதியில் உள்ள மலைவாழ் மக்களுடனும் வன தீபாவளி கொண்டாடப்பட்டது.

மலைவாழ் தழுத்தை கருக்கான, எளிமையாகக்

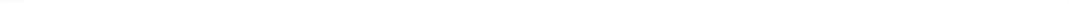
கல்விக் கற்றுக் கொடுக்கும் வகையில், அங்கன்வடித் தயாரிப்பாகாருக்கு மணிச் சட்டம், உலக வரைபடம், இந்திய வரைபடம், எழுத்துப் பலகை ஆசியவைகள் வழங்கப்பட்டது. மலைவாழ் மக்களுக்கு இனிப்புகள், அடைகள், பள்ளி உபகரணங்கள் வழங்கி தீபாவளி கொண்டாடப்பட்டது.

மலைவாழ் மக்களுக்கு கடந்த 5 ஆண்டுகளாக ரத்தினம் கலை மற்றும் அறிவியல் கல்லூரியின் நாட்டுநலப் பணித்திட்டம் மற்றும் இயற்கை இயக்கம்

சார்பாக இது போன்ற நிகழ்வு நடத்தப்பட்டு வருகிறது. ரத்தினம் கல்லூரியின் முதன்மை நிர்வாக அதிகாரி மாணிக்கம் மற்றும் முதல்வர் முரளிதான் ஆசியோர் தலைவர்கள் நடைபெற்றது.

வன தீபாவளியில் கல்லூரியின் 50 க்கு மேற்பட்ட மாணவ, மாணவிகள் மற்றும் பேராசிரியர்கள் கலந்து கொண்டனர். இந்திக்குளினால் 300 மலைவாழ் மக்களும், பள்ளியில் கல்வி கற்றும் மாணவ, மாணவிகள் 100 பேர் பயன் அடைந்தது குறிப்பிடத்தக்கது.

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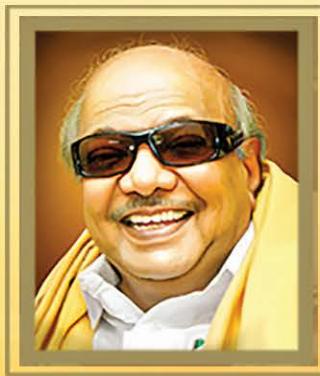


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