



PAAVAI

EDUCATIONAL INSTITUTIONS

Think Education... Think Paavai.


NH-44, Paavai Nagar, Pachal, Namakkal - 637 018

PAAVAI VOICE

NOVEMBER - 2023

A MONTHLY BULLETIN

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| | | |
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Chairman's message

Dear parents and students!

Greetings as we enter the month of November, a time of renewal, innovation, and spirited endeavours across our campuses. It brings me immense pleasure to share with you the exciting developments and initiatives that have taken root within our institution during this transformative period.

First and foremost, I am thrilled to announce the successful completion of our Rebranding efforts aimed at revitalizing and reaffirming our institutional identity. Our rebranding initiative signifies a renewed commitment to excellence, innovation, and inclusivity. It reflects our unwavering dedication to providing a dynamic and enriching educational experience that empowers our students to thrive in an ever-evolving global landscape. I extend my heartfelt appreciation to all those who have contributed to this significant milestone, and I am confident that our redefined identity will serve as a beacon of inspiration and pride for generations to come.

In the realm of academic excellence, a focused exploration of optimization techniques and research in engineering subjects was held through seminars, workshops, and collaborative endeavours. Our faculty and students delved into the latest advancements and methodologies in their respective fields. By fostering a culture of inquiry, innovation, and interdisciplinary collaboration, we are driving transformative change and pushing the boundaries of knowledge in engineering and related disciplines.

Moreover, this month also provided a vibrant platform for our students to showcase their talents and competitive spirit through various sports events. These events not only promote physical well-being and teamwork but also instil values of discipline, resilience, and sportsmanship among our students. I applaud the participants, organizers, and supporters for their enthusiasm and commitment to promoting a vibrant sports culture within our institution.

I am proud to highlight the paramount importance we place on research and innovation. Our institution constantly pushes the boundaries of human understanding through ground-breaking research endeavours. With a dedicated team of scholars, scientists, and visionaries, we foster an environment conducive to exploration and discovery. We firmly believe that research not only expands the frontiers of knowledge but also drives societal progress and economic growth. Thus, we continuously invest in cutting-edge infrastructure, facilitate interdisciplinary collaborations, and provide ample resources to support our researchers in their pursuit of excellence.

Innovation is the essence of our institute, propelling us towards a future of endless possibilities. We cultivate a culture of creativity and ingenuity, encouraging our faculty and students to think beyond conventional boundaries and challenge the status quo. Through strategic partnerships with industry leaders and engagement with the wider community, we strive to translate our research findings into tangible solutions that address real-world challenges. Our commitment to innovation extends beyond the laboratory, permeating every aspect of our institution, from curriculum development to entrepreneurial initiatives. By nurturing a generation of innovators and thought leaders, we aim to make a lasting impact on society and shape a brighter future for generations to come.

As we continue our journey of growth and excellence, let us remain steadfast in our commitment to fostering a nurturing and inclusive learning environment that empowers individuals to realize their full potential. Together, let us embrace the spirit of innovation, collaboration, and resilience that defines the essence of the Paavai Group of Institutions.

Warm regards,

Rebranding the Identity

A Guest Lecture on the topic “Rebranding the Identity” was organized by FDD on 20.11.2023 & 21.11.2023 at Smart Hall. Dr.R.Kasthuribai Retired Professor of English, an iconic speaker and a prolific writer was the Resource Speaker. The programme started invoking God's blessings with the prayer song. Dr.J.Murshitha Banu, Head, FDD, welcomed the gathering. Shri. CA.N.V.Natarajan, Chairman, Paavai Institutions delivered the Presidential Address. Sir conveyed an important message that faculty members should be open minded for the session and be willing to change themselves according to the present day scenario and carve a special identity in Paavai. Dr.R.Kasthuribai, Retired Professor of English delivered the Inaugural address where she highlighted the fact the faculty members will have to up skill themselves in their area of specialization and ingrained that “The destiny of a nation is shaped in the classrooms”. Mrs.Mangai Natarajan, Correspondent felicitated the gathering. She stressed that teachers and students are equal partners in the classrooms. She added that all should adopt the pace of nature and be like water constantly moving, consistently learning.

The session started with the speaker stating that the teachers have a prime duty to create a dynamic learning environment for the students to become engaged, participative and contributive. The erudite speaker with a verbal thump focused on many thrust areas both for teachers and students, such as collaborative thinking, STEM education, innovation in the engineering field, updating knowledge, active learning, teaching methodologies using ICT Tools, lateral thinking skills, problem solving skills, alignment skills, soft skills etc. She kindled curiosity and creativity and evinced the interest of faculty members through brainstorming, team teaching, demonstration, interesting videos, games, riddles and play with English words. She concluded that change is the only permanent thing in the world and geared the participants to redesign the future of younger generations. Dr.R.Mohanapriya, ASP, Dept of ECE, proposed the Vote of Thanks. Totally 412 faculty members benefitted from the two day guest lecture.



Workshop on Oneness

The Oneness workshop was organized by Faculty Development Department on 30.11.2023 and 01.12.2023 in four different sessions to reiterate the need for oneness amidst all the Paavai family members. The Chairman, Paavai Educational Institutions commenced the session and asserted that “Unity is strength” and when there is teamwork and collaborative efforts, oneness and success can be achieved. All the important factors contributing to unified efforts like common vision, team spirit, inter connectedness, like mindedness, leadership, empathy and others were listed out on the board by the teachers. The team then brainstormed on how to bring in 'Belongingness' and 'Ownership' to achieve 100% transformation and oneness in all aspects.

He insisted on the five pillars of belongingness that leads to unity in all, such as welcome state, to know each other, to be inclusive, supportive and to stay connected. He also added the significance of Paavai Culture and stressed the prominence of training that nurtures the young minds to work in unison for more productivity. He explained that shared and common visions leads to rich dividends. At the end of each session, the faculty members were given an opportunity to share their opinions to empower themselves and spread positivity in and around Paavai. Correspondent Madam, Director Admissions, Director Administration, Principals, Deans, Controller of Examination, Heads of various departments, and 450 faculty members of all Paavai Educational Institutions attended the session.



National Cadet Corps

QMS M. Niviya of III B. Sc. Chemistry had taken part in the TSC (Thal Sinik Camp) and got selected under the Special Course of Obstacle Training. She attended 5 TSC selection Camps and got selected to Inter Group Competition (IGC) conducted in Chennai. She has got special certificate for the same. In the event conducted by the DDG (Deputy Direct General of TN, Pon & AN) of NCC Commodore, Atul Kumar Rastogi awarded M. Niviya with a special appreciation certificate at Vevekanandha College for Women on 06.11.23, Thiruchengode. He appreciated her for taken part in IGC and contributed immensely in all NCC activities including Selection training, Obstacles, Social Service and Community Development Activities.



When Niviya was interviewed, she expounded that, she has received an appreciation Certificate for her good character. She has gone through five groups of learning process, which made her receive an award for her with a huge respect at Chennai. She wishes to become a dedicated IPS officer, with all her hard work and wish. Her hard work and process in NCC made us awestruck! She says that she admires herself and that's the secret of her development. The camp practices made her mentally and physically strong. That ten days camp, gave her a good experience of early wake-up, punctual in her works and to respect everyone.

In processing, she lost her attempt to a camp for Delhi. She got rejected in her first round, but she had the confident that she would train her juniors and make them fly high. She lost her Delhi camp due to some personal stress and loss of concentration. She regrets for it. But also she gained confident that she can move high. She is also a good trainee to all of them. She also feels that the Institution can develop the practices to a high level of rifle practices and train hard in a technical way. She said that even if the practices are hard she loves to do it and wants to taste all the results of hard works with all her heart. Her trainers IO, Lingam and K.R. Reddy helped her during her hard times both financially and mentally. Paavai family wishes proudly for her best future.

Digital Paradigm and Its Impact on Pharmacy Practice

On 02.11.23, a one-day seminar on 'Digital Paradigm and Its Impact on Pharmacy Practice' was held at Thirumanthiram Hall. Dr. Prasanthkumar, a Business Development Manager at InfokartIndia Private Limited, New Delhi, served as the speaker. The session commenced with a prayer song, followed by an address from the Dr. R. Sivakumar, Principal, PCPR. Dr. Prasanthkumar emphasized the importance of digital platforms in patient care within the evolving pharmaceutical market. The increasing complexity



of new drugs poses challenges to pharmacy practice, necessitating a focus on enhancing patient well-being with safe and affordable medicines globally. The speaker underscored the pivotal role of pharmacists in hospitals and their interactions with patients. With the integration of digital health solutions, pharmacists are instrumental in managing chronic diseases through technology, which improves patient outcomes while reducing errors and costs. Dr. Prasanthkumar also elaborated on Lexicompdrug software, which offers clinical drug information to healthcare professionals. This software aids in IV compatibility, drug interactions, drug identification, patient education, and more, facilitating personalized drug decisions while considering factors such as renal impairment and pregnancy. Dr. A. Bharath Kumar, Associate Professor of Pharmacy Practice, delivered the vote of thanks, concluding the event with the national anthem.

Orientation for the faculty members

The Faculty Development Department organized a four-day Orientation Programme for the recently recruited faculty members to make them familiar with the institutional practices and the instructional strategies of teaching and learning, because teachers are considered to be the pillars of Paavai. The Orientation Programme was held from 29.11.23 to 02.12.23 at Smart Hall. 31 faculty members from Paavai Educational Institutions attended the Orientation Programme.

The objectives and methodology of the orientation programme were read out by Dr.J.Murshitha Banu Head, FDD. After the inauguration, the technical sessions commenced. Shri.CA.N.V.Natarajan Chairman, Paavai Educational Institutions, Dr.K.K.Ramasamy, Director Administration, Paavai Educational Institutions, Mrs.C.Jayalakshmi, Dean Counseling, Dr.M.PremKumar, Principal, PEC, Dr.B.Murali Babu, CoE, Dr.K.Selvi, Dean Academics, PEC, Dr.I.Rajendran, Dean Research and Innovation, PEC, Dr.J.Murshitha Banu Professor and Head, FDD, Mrs.M.Malathy, AP, FDD, Dr.D.Bhanumanthy, HoD/CSE, Dr.Mohanapriya, ASP/ECE were the resource persons for the programme who shed light on pertinent topics such as, 'Paavai on the Path of Progress', 'Be Ethical', 'Teachers are the Real Parents', 'Attitude, Skill and Knowledge', 'Paavai Culture', 'Inclination towards Research', 'Triple S relationship', 'Pedagogy of Teaching and Learning', 'Be Fluent', 'Be Liberated, Be Happy' and 'Smart Teaching'. Shri.CA.N.V.Natarajan, Chairman of Paavai Educational Institutions conducted the session on the topic entitled 'Paavai on the Path of Progress'.



Women Empowerment Mission Series XXI

On 15th November 2023, motivational speech on “கொட்டுமுரசே, எட்டுமறிவினில் ஆணுக்கிங்கேபெண்ணிகர்என!” was conducted in AananthaArangam at 2.00 p.m. The programme commenced with the prayer song and TamilthaiVazhthu by students followed by lighting the Kuthuvilakku by the dignitaries. Ms. S. Hemalatha of I B.Sc C.S. welcomed the gathering. Shri.CA.N.V.Natarajan, the Chairman of Paavai Institutions honored the Guest Speaker with shawl and memento and delivered his presidential address.



Ms.Srimathi of II B.C.A introduced the Guest Speaker Dr.Parveen Sultana, professor and motivational speaker. The special guest of the program asserted that if women want to be equal to men, they have to be fighters, because fighting spirit keeps them alive and to be intellectually challenged. She stated that girl students should be the good steward of opportunities and time in their youth period. She added that women should realize their potential and self-respect, act with self-discipline and honesty which lead to greatness and elevation. She then insisted the students to search knowledge in the society full of good and evil; realize where they are losing and act with awareness. She further said that women should be time managers and their action should provide them self-esteem. She elevated the thoughts of student community by uttering the golden words “Feel the pain, but don't suffer” and “However may be your entry, your exit should be a history”. She concluded her speech declaring that freedom to do good deeds and self-respect are the accessories to elevate as an achiever and also a role model for the younger generation.

The Correspondent of Paavai Institutions felicitated the gathering. The programme came to an end with the Vote of Thanks delivered by Ms.D.Srinithi of II B.B.A. followed by the National Anthem. Director Administration Dr. K.K Ramasamy, Athanur Amman Temple Secretary Mr.Periyasamy, A.G.M.Nathan, Principals of Paavai Institutions, Heads of various departments and the staff members of Pavai Arts and Science College for Women, graced the occasion by their presence.

Confederation of Indian Industry - Indian Women Network

On 25.11.23 (Saturday), Paavai Engineering College, in collaboration with CII-IWN(TN), organized a webinar on "WINNING PERSONALITY TRAITS & RESILIENCE AND WELLBEING" for all second-year female students. Mr. MadhuKarunakaran, the resource person of the day, enlightened the students about four important traits of resilience, covering various aspects of personal improvement for success. He shared inspiring stories, including one about Mr. Manji, recognized by the Bihar



government, emphasizing the importance of perseverance and determination. Throughout the session, Mr. MadhuKarunakaran conveyed four different life traits essential for success: fighting against odds, avoiding excuses, pursuing goals with determination, and persevering even without support. The interactive session saw students raising queries and engaging actively, making it a fruitful learning experience for all. Additionally, the Google Developer Student Club (GDSC) at Paavai Engineering College organized an NPTEL Awareness Session on November 27, 2023, at the Kalam Chamber. Mr. S. Vikram Raja, GDSC Lead, welcomed the attendees and set the tone for the session. Dr. M. Premkumar, the principal, delivered the presidential address, highlighting the significance of NPTEL courses in students' educational journeys.

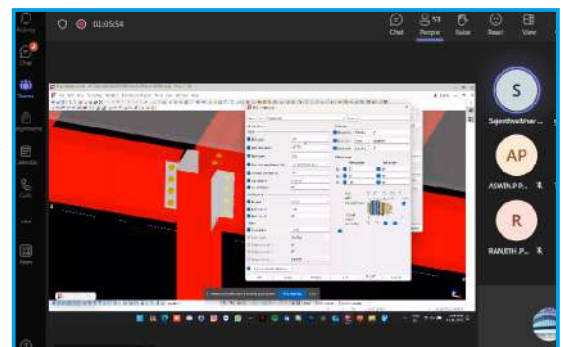
Dr. B. Venkatesan, the GDSC Faculty Advisor, delivered the keynote address, providing insights into how NPTEL can benefit students academically. Mr. S. Vikram Raja, also a GDSC Lead and NPTEL star, discussed various topics related to Massive Open Online Courses (MOOCs), NPTEL certifications, employability, and more, offering valuable guidance to the students. The session encouraged active participation and engagement, providing attendees with a deeper understanding of NPTEL opportunities. Following the informative session, students networked and discussed insights gained, further enhancing their understanding of NPTEL. The event concluded with a photo session to capture the memorable moments, marking a successful NPTEL Awareness Session at Paavai Engineering College.

ACADEMIC EVENTS

The Department of ECE, PEC along with IQAC & IE(I), hosted an awareness program about the benefits of the GATE exam and how to prepare for it on 02.11.24. The resource speaker was Mr. N. Jayaprakash, Senior Executive – Academic Relation, ACE Engineering Academy, Tamil Nadu. P. Aasha and Narmadhadevi from the 3rd year ECE department welcomed and introduced the resource speaker, respectively. The vote of thanks was given by M. Mahalakshmi, III ECE.



The Department of Civil Engineering, PEC in collaboration with the Paavai Civil Engineering Association organized a one-day Alumni webinar titled 'Application of Softwares in Structural Detailing' on 04.11.23. Dr. M. Premkumar, Principal, delivered the presidential address emphasizing the opportunities in the Civil Engineering profession globally. M. Sajeethvaibhav, Senior Engineer, DGS Technical Services, Bengaluru discussed the significance of detailing in structures and the use of TEKLA software.



On 08.11.23, the first internal activity of the Paavai Speakers Club for the first-year students in the Speakers Club. A total of 100 students from various departments of the first year participated. The students were divided into two groups: one group participated in the Spell Bee event, while the other group remained for the Self Introduction event. Then, the groups switched and participated in the remaining events. All the students learnt about effective public speaking and word pronunciation.



The Centre for Research & Innovation and IQAC, PEC organized an Online Lecture Series on 'Optimisation Techniques - First Session Title: How to do PhD?' on 09.11.23. Dr. V. Ganapathy, an Eminent Professor, was the resource person. The welcome address was given by Dr. M. Premkumar, Principal, PEC. During the session, the resource person explained the significance of how to pursue a PhD and elaborated on various aspects including h-index, i10-index and academic research in higher education.



The Department of Management Studies at PEC celebrated National Entrepreneurship Day with an Entrepreneurial talk titled "UNLEASHING THE ENTREPRENEURIAL SPIRIT IN EVERYONE" on 09.11.23. Ms. S. Gayathri, an MBA student, served as the Master of Ceremony, while Ms. S. Jayapreethi, also an MBA student, welcomed the gathering. Dr. M. Premkumar, the Principal of Paavai Engineering College, delivered the Presidential address, emphasizing the qualities and responsibilities of an entrepreneur.



The Department of ECE, in association with the Institution's Innovation Council (IIC), PEC highlighted the significance of 'National Education Day' on 11.11.23. Dr. M. Premkumar, Principal, PEC, delivered the presidential address. Mrs. M. Malathy, AP, English, (FDD) the resource speaker emphasized the importance of inclusive education, ensuring accessibility regardless of socio-economic backgrounds, gender, or other factors.



The Centre for Research & Innovation and IQAC, PEC hosted the second session of the Online Lecture Series on 'Optimisation Techniques' titled 'Artificial Neural Networks (ANN)' on 16.11.23. Dr.V.Ganapathy, an eminent professor, was the speaker. During his lecture, he discussed the basics and advancements of ANN optimization techniques. He covered topics such as Turing imitation game, Turing test for AI, emergence of neural networks in AI, weak AI vs. Strong AI, Siri software and Machine learning.



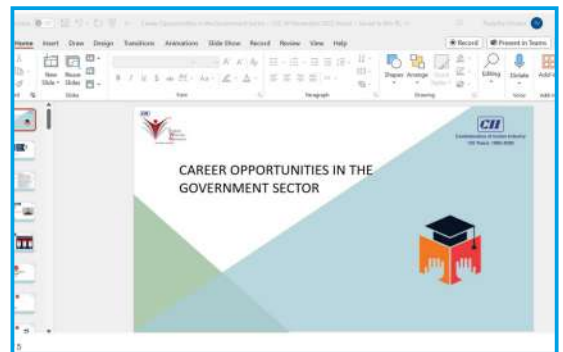
On 16.11.23, the Department of ECE, PEC in collaboration with IETE, hosted the Vocal Vibes Singing Competition as part of the Fine Arts Club Event. A total of 45 students from various departments participated in the event. Dr.V.Annapoorani, a Professor from the Department of MCA, served as the jury member. She encouraged students to participate in such events to nurture their natural talents and skills and commended the department for its efforts in organizing regular club activities.



On 16.11.23, the Department of Civil Engineering, in collaboration with the Institution's Innovation Council, PEC organized a one-day mentoring event titled 'Poster Presentation of Ideas'. P.N.Thenswetha, a final year student, extended a warm welcome to our Innovation Ambassador Juries, Dr.V.Subburam, Professor, Mech and Mrs.M.Saranya, AP, IT, PEC. The juries emphasized that poster presentations allow students to exhibit their creativity and design skills on the given topic.



On 18.11.23, PEC, in collaboration with CII-IWN(TN), organized a session titled "CAREER OPPORTUNITIES IN GOVERNMENT SECTOR" specifically for second-year female students. Dr. V. Radha Devi, the resource person of the day, provided valuable insights into various government exams and emphasized the importance of applying for and preparing adequately for each exam. She stressed the importance of planning, preparing, practicing, and performing well in exams.



On 27.11.23, the Department of Pharmaceutical Technology, PEC organized an Alumni guest lecture titled 'Medical Coding as a career choice'. The resource speaker, Ms. Pavithra Gnanadurai, a Junior Medical Coder at Optum Health & Technology, Chennai, commenced the session with a motivational story, engaging the students in interactive discussions. Ms. Pavithra highlighted the essential skills required to excel as a medical coder and provided insights in the field of medical coding.



On 28.11.23, the Google Developer Student Club, PEC organized an exciting event titled 'FlutterBlitz: Accelerate Your App Development Journey'. The event kicked off with a warm welcome from Mr. S. Vikram Raja, the GDSC Lead, who set the stage for an informative and engaging session. Mrs. B. Deepa, ASP, IT discussed the abundant job opportunities available in the field of Flutter, shedding light on its practical applications and industry demand.



On 29.11.23 the Department of CSE, PEC in collaboration with the Computer Society of India, organized a Workshop titled 'Prototyping Your Way into Web Design'. Dr. I. Rajendran, Dean R&I, PEC delivered the presidential address, emphasizing the importance of upgrading skills beyond the curriculum to address future challenges effectively. Mr. Jayasurya Gnanavel, Founder and CEO of Cybernaut, Coimbatore, highlighted the significance of entrepreneurship and the concept of web design.



On 29.11.23, PEC organized a training program for engineering students titled 'Opportunities in Foreign Countries'. Smt. Mangai Natarajan, Correspondent, Paavai Institutions, presided over the function. The guest speaker was Mr. Ramesh Anbalagan, Application Engineer and Director at CNA Insurance in Greater Chicago. He elucidated on the importance of programming languages such as Spring Boot, JAVA, Python, and recent trends in Artificial Intelligence (AI).



On 30.11.23, the Department of CSE, PEC in collaboration with the IIC, organized a workshop on the topic 'Entrepreneurship and Innovation as Career Opportunity'. Dr. I. Rajendran, Dean of Research and Innovation, PEC delivered the presidential address, emphasizing the importance of focusing on small things that can bring about drastic changes and foster innovation. He expressed his support for students' growth and career development through various events.



The Department of MCTS, PEC in association with the Institution's Innovation Council organised an online guest lecture titled 'Intellectual Property Rights' on 30.11.23. Dr. K. Sathiyalingam is currently working as Associate Professor at Dhanalakshmi Srinivasan Engineering College, Perambalur was the resource speaker. In his address, He briefed about IPR types and its branches. He also explained the various details about the IPR website and given some tutorials.



Google Developer Student Club, PEC organized an NPTEL Awareness Session on November 27, 2023. Mr. S. Vikram Raja, GDSC Lead, welcomed the attendees and set the tone for the session. Dr. M. Premkumar, the principal, delivered the presidential address, highlighting the significance of NPTEL courses in students' educational journeys. Dr. B. Venkatesan, the GDSC Faculty Advisor, delivered the keynote address, providing insights into how NPTEL can benefit students academically.



Social Sencitivity

PEC NSS Volunteer Ms.A.U.Lekha Shree, II Pharma was selected and actively participated in the South Zone Level (South India Level) PRE - RD Selection 2023 held at Cauvery College for Womens (Autonomous), Thiruchirappalli from 30.10.23 to 09.11.23. She practiced parade and performed very well and participated Cultural activities in outstanding way. She was selected from Anna University Pre-RD Camp held on 29.09.23 at MIT Campus, Anna University, Chennai.



Speaker

Name: Safa Faren M J / Biomedical Engineering

Year: Final year

Date :02.11.23

On 02.11.23, I visited Pachal Govt Higher secondary school to mentor X th grade children. I explained them about the importance of planning and effective time management. Also insisted them to stick to proper timetable for their preparation of board exams.



Speaker

Name: Mukila / Biomedical Engineering

Year: Final year

Date :11.11.23

On 11.11.23, Mukila went to take Tamil classes for grade XI students in Govt Higher secondary school, Erumapatti for Tamil thiranaiku theruvu. She taught them Tamil alphabet and grammar



We are indeed glad to inform you all that today TQI team went to Namakkal Nallipalayam North School to celebrate children's day. It was really an amazing day for both students and for our team. We had a little warm up activity and started the games. The classroom was buzzing with excitement and joy. Those little bunch of happiness enjoyed the session as well. We also distributed children's day cards to all the students in the school. At last we distributed prizes to the winners that we have collected from Daan utsav.



Paavai Engineering College 30 NSS volunteers provided volunteer ship for Sri Sellandi Amman Kovil function on 17.11.23 and provided crowd control and traffic control along with the police department. Paavai Engineering College 100 NSS volunteers provided volunteer ship on 19.11.23 for Sri Sellandi Amman Kovil. Kumbhasheikam Semmampatti, Namakkal. They rendered their services for crowd control and food serving in the temple function.



In commemoration of the World Diabetes day on 14.11.23, PCNR has taken an active participation at Government Medical College hospital, Namakkal. A rally was conducted at GMCH, Namakkal. Flagged by the Dean Dr. Santa Arulmogghi. The rally went about 3 km from the main gate and through the Trichy road, finally reached the gate. III B.Sc, Nursing students 40 prepared placards and posters on diabetes mellitus diet. The Public and the students were largely benefited by this programme.



Why your research articles isn't getting read – Common Reasons

(Taylor & Francis provides paid service to overcome the challenges)

1. Not using your free e-prints or a banner email signature to share your article

An eprint is a free, online link sent to all authors who publish in a subscription-based Taylor & Francis journal or other reputed journals as soon as their article is published. Authors will be emailed the link as soon as their article is published, to give others access to the article if it isn't published open access. You can access it at any time from Authored Works on Taylor & Francis Online. Sharing your reprints is a fantastic and free way to spread the word about your research. The link can be used up to 50 times and each of your co-authors (if applicable) will also have their own separate 50 eprints. So, if you collaborated on a paper with three other researchers, you'll be able to share free access with 200 different contacts. Another great way to share what you've published is to include a link to your research in your email signature.



2. Communicating your research in a way that a wide audience cannot understand

For your research to be considered worth reading, it is important to communicate the significance of your research to wide audiences in clear, jargon-free language. This is referred to as plain language summary or lay summary in some subject areas. This is a great way to increase the visibility of your work as well as improve the understanding of key findings among non-expert audiences. If you are not sure of how to get started, consider using experts to create a lay summary for your research. Taylor & Francis Research Communication Services offers two summary services designed to raise public awareness of your research and create an opportunity to communicate your work with peers, funders, and the media.

3. Not effectively promoting your article on social media

Social media is a powerful tool for researchers, and using it allows you to:

- x Connect with other academics in your field and build a community
- x Source for ideas by asking questions (crowdsourcing)
- x Spread the word about the research you're undertaking
- x Publicize your article, to increase downloads, citations and impact

While social media platforms have the potential to reach billions of people, not all platforms are equal. So, you need to know the most effective way to catch the attention of your target audience with your research. Our research impact free guide has an entire section devoted to giving you useful tips about using social media. Along with the free guide, you can also read our guide to using Twitter for researchers.

4. Lack of eye-catching visuals of your research to create interest

Millions of academic manuscripts are published yearly, so your research catching the attention of your target audience can be challenging. A 60-second bite-sized video story or a visually appealing summary of an article are engaging ways to stand out and bring your research to life. Infographics create a visual summary or highlight a key element of your research article and its findings. These are eye-catching and can be shared on social media platforms, during presentations, and on websites. Once your research infographic has caught the attention of your audience, make sure you link to your published article DOI so that your complete article can be read. Apart from infographics, short, concise, and easily shareable, video highlight are ideal to use across multiple channels to encourage conversations about your research and are perfect for reaching and engaging new audiences.

5. Doing networking all wrong

Networking doesn't come naturally to everyone, but it is a key skill to hone that can help boost the impact of your research. Below are a few networking ideas to consider, that can help increase your chances to successfully get your article read.

- Join an academic sharing research network

A great way to broaden your networking pool is to join an academic sharing research network like Research Gate and Academia.edu. Many others exist, so find out which option works best for you and your needs. If you already have a profile on a sharing network, make sure you have links to your articles on your profile.

- Drive your articles' readership with a Google Scholar profile

You can create a public profile on Google Scholar, which is a search engine for finding scholarly literature. This will help you boost your academic profile and bring more eyes to your work. For more information read our research impact free guide.

- Newsletters

Does your institution have a newsletter? Are there any newsletters popular in your field of study? See if there is a way you can contact the owner of a newsletter relevant to your research and have your research featured.

- Attend academic conferences and workshops

Conferences and workshops can be wonderful for networking with peers in your field. This can be a great opportunity to share your research with colleagues and find potential co-authors to collaborate on future research projects.

- Engage with stakeholders and policymakers

For your research to make a difference, it's important for it to get in front of stakeholders and policymakers. The right stakeholders should be involved early on and can help you understand your target audience better.

Working with policymakers has powerful 'impact-potential,' but it can be a challenging task. To streamline the process, take some time to read the section of our free guide on research impact covering the 6 key tips for engaging with policymakers.

Source: <https://authorservices.taylorandfrancis.com/blog/research-impact/5-reasons-your-research-article-isnt-getting-read>

Funding Proposal Submitted Details

| Name of the Faculty with designation | Title of the Proposal | Nama of the funding Agency | Submission Date | Status |
|--|---|----------------------------|-----------------|-----------|
| Dr.I.Rajendran PROF MECH- PEC Dr.K.Sundaramurthy PROF MECH- PEC Dr.V.Subburam ASP MECH- PEC | Graphene: The Material of the 21st Century | ISRO, Bangalore | 02.11.2023 | Submitted |
| Dr.N.Dhanabalan ASP CHEMISTRY, PEC Dr.G.Raja PROF CHEMISTRY, PEC | Two day National level Seminar on Advancement in Green Chemistry: Sustainable approaches to synthesis | ISRO, Bangalore | 02.11.2023 | Submitted |

Student's Achievements and Awards

| Name of the Students | Name of the Programme | Venue and Date | Name of the Event | Position/Place |
|-------------------------------|--|---|--|---------------------------|
| Harish IV BME- PEC | Volleyball Zonal | Paavai Engineering College & 06.11.2023 to 07.11.2023 | Anna University Zonal Board Chennai | I |
| Soundharya.A IV Civil- PEC | Anna University international weightlifting men and women Tournament | Anna University & 22.11.2023 | International weightlifting men and women Tournament 2023 | Bronze medal |
| N.Manikandan III ECE- PEC | 8 th Zonal level Volleyball Tournament | Paavai Engineering College 6.11.2023 - 7.11.2023 | Volleyball Tournament | I |
| A.Lekhashree Pharma-PCE | South Zone RD Parade Camp 30.10.23 to 09.11.23 | Ministry of Youth Affairs, NSS Regional Directorate, Chennai | NSS | Participated in Parade |

Student Journal Publications and Patents

| Name of the Faculty | Journal Name / Book Name | Title of the Patent/ Article / Book | Reference No. |
|--|--|--|----------------------------|
| E.Udhayarasu M.Pradeepkumar P.NaveenAdithiya S.Santhosh CSE- PEC | International Journal of Engineering Research & Technology (IJERT) | Automated Irrigation System Based Upon Crops | ISSN (Online) 2278-0181 |

Faculty Journal Publications and Patents

| Name of the Faculty | Journal Name / Book Name | Title of the Patent/ Article / Book | Reference No. |
|---|---|--|---|
| Dr.D.Deepak ASP AERO-PEC | Journal of Current Research in Engineering and Science | An Experimental Investigation of Design and Fabrication of Quadcopter Frame with 3D Printing Technology | 2581-611X |
| Dr. P.Balaganesh, ASP CHEMICAL-PEC R.Balasubramani, ASP CHEMICAL-PEC Dr. K.Gopi ASP CHEMICAL-PEC | Waste to Wealth: A Futuristic Outlook for Waste Utilization in India | An Experimental Investigation of Design and Fabrication of Quadcopter Frame with 3D Printing Technology | doi:10.1088/1755-1315/1258/1/012011 |
| Dr. P.Balaganesh ASP CHEMICAL-PEC | Flow behaviour of wastewater contaminants in compost with manufactured sand (m-sand) under layered conditions | Journal of Solid Waste Technology and Management | https://doi.org/10.5276/jswtm/iswmaw/492/2023.231 |
| S.Kavitha ASP PHYSICS -PEC | J Mater Sci: Mater Electron | Aluminium and fluorine doped tungsten oxide hybrid nanoparticles via simplified soft chemical route for the photocatalytic degradation of methylene blue dye | doi.org/10.1007/s10854-023-11504-5 |
| M.Ponmanian AP PHARMA- PEC | PATENT (Research trends in Science & Technology) | Sustainability by Design : Modernizing Food Processing with Novel Techniques | 978-93-95847-XX-X |
| S.Satheeshkumar AP ECE-PEC Dr.M.Sudha Prof ECE-PEC Dr.R.Pushpavalli Prof ECE-PEC Mr.S.Sathish, AP ECE-PEC Mrs.S.Usha, AP ECE-PEC | PATENT | Instinctive Wall Painting Robot | 202341068660 A |
| Dr.M.Sudha Prof ECE-PEC | PATENT | Remote health Diagnosis device | 6299245 |
| Dr.M.Deepa AP CSE- PCE P. Prakash AP CSE- PCE R.Manojkumar AP CSE- PCE K.Divya AP CSE- PCE | Industrial Engineering JournalPATENT | Smart cities Smart data : A New Era in urban Landscape Design | Vol:52 Issue 11 no:2, ISSN:09702555 |

Alumni Testimonials

PAAVAI ENGINEERING COLLEGE

SRIVATHSAN HARIHARAN

B.E - MCTS

Embedded Software Engineer
Wiseintegration, Grenoble
France



I am so glad to share my experience which I had gone through at Paavai Engineering College as a Paavaian. Feeling proud to be a part of this Alumni Testimonial and thanking to my beloved Paavai Management who giving this opportunity to expose my achievements in Life, after graduated at Paavai.

My first attraction at Paavai is Infrastructure which made me to feel positive vibes, while entering into the Campus itself. The Dynamic Management and Professors here to put their trust on the students to the fullest and continuously support us to reach heights. In these 4 years of academic, I have learnt a lot which helped me excel academically, as well as personally. Paavai aims at overall development of an individual and also provides multiple opportunities to develop new skills.

PAAVAI COLLEGE OF ENGINEERING



E.SUVALAKSHMI

B.E - EEE, 2019-2023

Sutherland Global Services
Chennai

I was a student of Electrical and Electronics Engineering Department. My college days are the best part of my life. My department encouraged me to explore my talent and potential by providing an exceptional integrated learning environment. It's really been a great experience as a paavaian. There, I have learned the basics of life, how to balance work and studies the same time. Apart from classes and lectures there were also multiple workshops, seminars, which shaped me as the person I am right now. I express my heartfelt thanks to the institution for giving me the perfect opportunity to explore myself. I am grateful to be such an institution.

PAAVAI COLLEGE OF TECHNOLOGY

V.AJITH KUMAR
B.E MECH, Batch - 2015- 2019
Bristol Health Care Service
Consultant



I studied B.E. Mechanical Engineering at Pavai College of Technology. The quality of teaching is great; teachers have a lot of experience in their respective fields. I can positively say that my institute has made me a good human and a better business man today. Because, it not only helped me to develop a positive attitude towards my academics, it made me discover more about myself.

It has been a great experience. Here in PAAVAI we have great faculty members under which I have learnt a lot. Because of which I can see my fruitful future. It has helped me to develop a positive attitude towards my studies and discover more about myself.

ENGLISH CORNER & ñ Q ç

ONE WORD SUBSTITUTION

'One word substitution' as the phrase indicates itself means the word that replaces a group of words or a full sentence effectively without creating any kind of ambiguity in the meaning of the sentence.

One Word Substitutes with Meaning:

| | |
|----------------|--|
| Audience | – a number of people listening to a lecture |
| Atheist | – a person who does not believe in God |
| Anthropologist | – one who studies the evolution of mankind |
| Autocracy | – government by one person |
| Autobiography | – the life history of a person written by himself |
| Archives | – a place where government or public records are kept |
| Aristocracy | – government by the nobles |
| Anthology | – a collection of poems |
| Astronomer | – a person who studies stars, planets and other heavenly bodies |
| Anthology | – a collection of poems |
| Axiom | – a statement which is accepted as true without proof |
| Agenda | – a list of headings of the business to be transacted at a meeting |
| Anarchist | – one who is out to destroy all governance, law and order |
| Bibliophile | – a lover and collector of books |
| Bouquet | – a collection of flowers |
| Bureaucracy | – government by the officials |
| Belligerent | – a person, nation that is involved in war |
| Biennial | – an event which happens once in two years |
| Cosmopolitan | – a person who regards whole world as his country |
| Chauffeur | – one who is employed to drive a motor car |
| Cannibal | – one who feeds on human flesh |
| Cynosure | – centre of attraction |
| Crusade | – a religious war |
| Choreographer | – one who teaches dancing |
| Calligraphist | – a person who writes beautiful handwriting |
| Cardiologist | – a person who is specialist in heart diseases |
| Cartographer | – one who draws maps |
| Dormitory | – the sleeping rooms with several beds especially in a college or institution |
| Epitaph | – words which are inscribed on the grave or the tomb in the memory of the buried |
| Effeminate | – a person who is womanish |
| Emigrant | – a person who leaves his own country and goes to live in another |
| Egotism | – practice of talking too much about oneself |
| Encyclopaedia | – a book that contains information on various subjects |
| Epicure | – one who is devoted to the pleasure of eating and drinking |
| Fastidious | – one who is very -selective in one's taste |
| Facsimile | – an exact copy of handwriting, printing etc |
| Fugitive | – one, who runs away from justice or the law |

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| Feminist | – one who works for the welfare of the women |
| Inaudible | – a sound that cannot be heard |
| Illegible | – incapable of being read |
| Inevitable | – incapable of being avoided |
| Immigrant | – a person who comes to one country from another in order to settle there |
| Invincible | – one too strong to be overcome |
| Incognito | – travelling under another name than one's own |
| Invigilator | – one who supervises in the examination hall |
| Itinerant | – one who journeys from place to place |
| Lexicographer | – one who compiles a dictionary |
| Loquacious | – one who talks continuously |
| Linguist | – one who is skilled in foreign languages |
| Lapidist | – one who cuts precious stones |
| Misanthrope | – a hater of mankind |
| Mortuary | – a place where dead bodies are kept for post mortem |
| Martyr | – one who dies for a noble cause |
| Mint | – a place where coins are made |
| Misogynist | – a hater of womankind |
| Namesake | – a person having same name as another |
| Nostalgia | – a strong desire to return home, home sickness |
| Optimist | – a person who looks at the brighter side of things |
| Orphan | – one who has lost parents |
| Omnipresent | – one who is present everywhere |
| Omnipotent | – one who is all powerful |
| Omniscient | – one who knows everything |
| Opaque | – that which cannot be seen through |
| Obituary | – an account in the newspaper of the funeral of the one deceased |
| Ostler | – one who looks after horses at an inn |
| Omnivorous | – one who eats everything |
| Plutocracy | – government by the rich |
| Pseudonym | – an imaginary name assumed by an author for disguise |
| Posthumous | – a child born after the death of his father or the book published after the death of the writer |
| Pediatrician | – a person who is specialist in child diseases |
| Polyglot | – one who speaks many languages |
| Pedestrian | – one who goes on foot |
| Rhetoric | – the art of elegant speech or writing |
| Sculptor | – one who cuts in stones |
| Somnambulist | – a person who walks in sleep |
| Teetotaler | – one who does not take any intoxicating drink |
| Utopia | – an imaginary perfect social and political system |

Paavai in Press



With best compliments from :

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