

DEPARTMENT OF CIVIL ENGINEERING

Periyar Nagar, Vallam, Thanjavur-613403, TamilNadu
Phone : + 91 - 4362 -264600 Fax : + 91 - 4362 - 264660
Email : headce@pmu.edu Web: www.pmu.edu



**PERIYAR
MANIAMMAI
UNIVERSITY**
(Under Sec. 3 of UGC Act, 1956) • NAAC Accredited
think • innovate • transform

WATER CONSERVATION AWARENESS CAMPAIGN ON

“NEERENRI AMAYATHU ULAGU”

(“நீரின்றி அமையாது உலகு”)

Date: 4.10.2019

Time :10:00 am -12:00 noon

Department of Civil Engineering and Centre for Energy and Environment, jointly organized “Neerenri Amayathu Ulagu” awareness campaign on Water Conservation on 04.10.2019 at Institution premises. **Thiru. Karthikeya Sivasenapathy**, Managing Trustee, Senapathy Kangayam Cattle Research Foundation (SKCRF) acted as Resource person and narrated the need of water conservation by highlighting the scarcity and drought conditions in the State. Moreover, he added the significance of installing Rain water Harvesting Structures. Likewise, he insisted the gathering to set ponds near agriculture farms which might help the farmers. He also interacted with students and answered questions raised by them. About 725 students participated in this event.



Prof. Dr.S.Velusami, Vice Chancellor, PMIST addressing the students



Student participation in the awareness campaign

Mr. KARTHIKEYA SIVASENAPATHY
Managing Trustee
Senaapathy Kangayam Cattle Research
Foundation (SKCRF)
Ainthinai Arakattalai

Karthikeya Sivasenapathy is a social activist working on Bio-Diversity, Environment, Native Livestock, Tamil culture & Language and Social Justice. He is the Managing Trustee of Senaapathy Kangayam Cattle Research Foundation and Ainthinai. He has been working on creating awareness and sustainability of the livestock-based farming system. He has been organizing cattle show for Kangayam cattle from 2010. There has been a movement towards Native cattle, Tamilnadu Livestock and Zero budget / Zero input farming. The movement of the youth towards Kangayam cattle can be attributed to him. From 2009 he has addressed 1000s of colleges, schools, company employees, clubs and meetings to raise awareness. Nammalvar ayya's one of the favorite protege and who has stayed with him at his home multiple times. He has organized a UNCBD international consultation in SKCRF and was invited by UNCBD for the CoP to Nagoya, Japan where he spoke on the conservation of biodiversity being mentioned in Thirukural 2000 years back. The international intergovernmental audience was stunned by the ancient knowledge of Tamils due to the speech. The mayor of Toronto, UNEP director hosted a meet in honor of Tamil Literary in Nagoya and felicitated him.

PERIYAR MANIAMMAI
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University)
Established under Sec. 3 of UGC Act, 1956 - NOVA Accredited
think • innovate • transform

Water Conservation Awareness Campaign

On

"Neerenri Amayathu Ulagu"

"நீரின்றி அமையாது உலகு"

Organized by

**Centre for Energy and Environment
Periyar Maniammai Institute of Science & Technology**

Lecture by: Mr. KARTHIKEYA SIVASENAPATHY
Managing Trustee, Senaapathy Kangayam Cattle Research Foundation (SKCRF), Ainthinai Arakattalai

Inauguration by: Prof. Dr. S. VELUSAMI, Vice Chancellor, PMIST.

On

4th October 2019

@ 10:00 AM

Venue: Valluvar Hall, PMIST.