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To  
The Editor,

Date: 15-3-2019

Sir,

I request that the following matter may kindly be published in your esteemed daily:

### **In Pursuit Of Enhancing Tnau's Global Eminence and Visibility**

A one day workshop on “In pursuit of enhancing TNAU’s global eminence and visibility” was conducted at Tamil Nadu Agricultural University, Coimbatore, on 14<sup>th</sup> March, 2019. Nearly 100 faculty members of TNAU of various cadres such as Deans, Directors and Professors participated in this workshop.

Earlier Dr. MuraliKrishnasamy, Professor (Directorate of Planning and Monitoring) welcomed the gathering. Dr. J.Venkatapirabu, Director (DPM) gave the introductory note and highlighted the significance and necessity for ranking to face the global challenges and to reach the heights for collaboration, training and knowledge exchange programs.

Dr. N. Kumar, the Vice Chancellor of TNAU, presided over the function. In his presidential note, he appreciated the faculty members for playing a crucial role in scoring more points in ICAR-JRF fellowship. He insisted the need for alumni strengthening so as to garner support and increase the ranking of the university. He stressed the importance of global ranking, as sheer complacency would not be enough to face global competitions. He expected the university faculty to work together to publish high quality research papers, to carve a niche towards acquire the QS ranking, and to win the topmost position among all the state agricultural universities on roll.

Self auditing is an essential ingredient to cope up with the challenges arising during the process of ranking, branding and labelling. To cater the needs, Shri. Ritin Malhotra, Regional Director (South Asia), Times Higher Education spoke on the scope of “Times Higher Education” (THE) ranking. Shri. Shivakumar Natarajan, CEO, Accenture, gave a preamble on National Institutional Ranking Framework (NIRF) and delineated ideas on demystifying NIRF rankings for TNAU’s growth as a globally reputed institution. Shri Ashwin Fernandez QuacquarelliSymmonds, Regional Director, spoke on the importance of branding and its role in elevating the institutions through publications and collaborations.

Dr. A.S. Krishnamurthy, Registrar, TNAU offered the valedictory note. He appealed to the faculty to reorient themselves to grab the top most position by adopting crucial parameters for ranking. Later certificates were distributed to the participants and a formal vote of thanks was proposed by Dr. C. Velavan, Associate Professor (ARM), TNAU.

Public Relations Officer