

Dr.S.Nagarathinam

Professor and Head, Department of Communication

School of Linguistics and Communication

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**Personal Details**

Date of Birth : 02.05.1973

Gender & Marital Status : Male, Married

Community : B.C.,

Nationality : Indian

Place of Birth : Kunnuvarankottai, Nilakottai Taluk, Dindigul Dt.

Educational Qualifications: M.A., Ph.D., (Journalism and Mass Communication)

Professional Experience:

No	Name of the University / Institution	Position Held	From (Date)	To (Date)
1.	Madurai Kamaraj University	Chairperson	2015-2017, 2019-202, 2023- 2025	-
2.	Madurai Kamaraj University	Head, Dept. of Communication	26.12.2011	Till Date
3.	Madurai Kamaraj University	Professor	03.02.2014	Till Date
4.	Madurai Kamaraj University	Associate Professor	03.02.2011	02.02.2014

Research Specialization / Field of Research

- S&T Communication
- Eco Media Communication
- Nature and Environment Communication
- Health Communication

Research Guidance/Supervision

Degree / Programme	Completed	Submitted	Ongoing
PhD (Full-time)	3	1	4
PhD (Part-time)	3	-	
MPhil Research Project (Full-time)	31	-	-

Funded Research Projects

Ongoing

No	Title of the Project	Funding Agency	Period / Duration
1.	Risk Communication and Community Awareness Building on Science and Health	NCSTC, DST, GOI	2021-2022
2.	Developing a Communication Framework for Climate Change Resilience and Adaptation in the Vaigai River Basin	RUSA, MKU	2021-2023
3.	Eco Digital Media Literacy and Communicating Sustainability Sciences through Developing Educators.	NCSTC, DST, GOI	2023-2024

Completed

No	Title of the Project	Funding Agency	Duration and Month & Year of Completion	No of Papers out of Project
1.	Converting Classical Tamil Literature into Digital Video Production	CICT, Tamilnadu (Programme)	10.12.2013 to 19.12.2013	Shortfilm & Animation film on Sangam Literature.
2.	Tamil Music media Content: Mobile Application Product development Research	CICT, Tamilnadu	2015-2016	2 (UGC-CARE)
3.	Networking Vernacular Young and Aspiring Media Persons for Climate Change News	INTERNEWS, USA	2015-2016 / 1 Year	2 Books (UNDP & INTERNEWS, USA)
4.	Capacity building workshops on Adolescent Health for tribal girls and young adults	Vigyan Prasar, New Delhi (Workshop)	April 2016	1 Book (Vigyan Prasar, GOI, Illustration Book)

5.	Science Technology Communication on Drudgery Reduction, Health & Nutrition for Tribal Women in Tamilnadu	Vigyan Prasar Collaborative, New Delhi	2017-2018	2 Books (Vigyan Prasar. GOI)
6.	School in Eco Media and WASH Science Communication	NCSTC, DST, GOI	2016-2017	20 Videos on Eco Sites
7.	NCSTC TAC Meeting Programme	NCSTC, DST, GOI	May 2018	-
8.	NCSTC Regional Eco-NEXT Media Lab Programme	NCSTC, DST, GOI	May 2018	Policy Frameworks Advancements for Arittapatti for Eco Water Heritage Site
9.	Climate Change Communication Resilience and Adaptation for the Media Persons along the Bay of Bengal in South Tamilnadu	INTERNEWS, USA	2019-2020	1 Book (INTERNEWS, USA)
10.	Eco Rise Challenge and S&T Communication for Young Change Makers	NCSTC, DST, GOI	2018-2019	Vaigai Policy Advancement Framework

Research Collaborations (Vigyan Prasar Project)

Name of the Collaborator	Institute	Collaboration Details
Vigyan Prasar	Dept. of Communication Madurai Kamaraj University	Technical Collaboration on Drudgery Reduction Project

Countries Visited

Name of the Country	Year	Purpose
UK	2006	Award Study Tour
USA	2007	Reuters America

Honours / Awards / Recognitions

Sl.No	Name of the Honours / Awards / Recognition	Awarding Agency	International / National / State / Institute Level
1.	National Award for Science and Technology Communication - 2020	Hon'ble President, Govt. of India, DST, GOI (Received at Vigyan Bhavan, New Delhi)	National Level
2.	Inspiring Real Hero - 2022	Women's Professional Connect (Received at Madurai)	Regional Level
3.	Science Service Award (Popularisation) -2019	Science City, Govt. of AP (Received at Vijayawada, AP)	Institute Level
4.	Appreciation Award by Madurai Kamaraj University - 2017	Madurai Kamaraj University	Institute Level
5.	UNFPA – Laadli National Creative Excellence Award - 2007	UNFPA- Population First, Mumbai (Received at Mumbai Tata Theatre Auditorium)	National Level
6.	The EU-India Media Award - 2006	Thomson Foundation, UK (Received at India Habitat Centre, New Delhi)	National Level

Conferences / Seminars / Workshops Organized

Level	Conference Title	Date(s)	Organizations	Role Played	Funding
Institute Level	One Day Workshop on Wildlife, Nature Conservation & Media Reporting.	16.11.2011	Dept. of Communication, MKU	Organizer	-
International	One-day Seminar on Information Access and Knowledge Gap	08.03.2012	Dept. of Communication, MKU, ACT TNP	Organizer	-
Institute Level	Two-Day Hands on Workshop on Script Writing & Story Boarding With Film Maker: Sathiyamurthy	13-14 – 08 – 2012	Dept. of Communication, MKU	Organizer	-
Institute Level	One-Day Workshop on Gender, Masculinity and Media	22.08.2012	Dept. of Communication, MKU	Organizer	-

Institute Level	One day Seminar on HIV /AIDS Communication	27.02.2013	MANT & Dept. of Communication	Organizer	-
National	Men and Masculinities in South India jointly	10&11.03.2016	Forum to Engage Men, EKTA, MRF & Dept. of Communication, Madurai Kamaraj University.	Co-Organizer	-
National	National Capacity Building Workshop on Adolescent Health for Tribal Girls, Kurangani/Kottakudi, Bodi, Jointly organized.	24.06.2016	Vigyan Prasar, GOI & Dept. of Communication, Madurai Kamaraj University	Organizer	Vigyan Prasar, Govt. of India
National	10-Day National Training Programme on Eco-Media & WaSH Science Communication	14-23 -09-2016	Dept. of Communication, Madurai Kamaraj University & NCSTC, DST, GOI	Organizer	NCSTC, GOI
National	3-Day National Training Programme on Climate Change News Coverage for Aspiring and Young Vernacular Media Persons.	27-29.01.2017	Dept. of Communication, Madurai Kamaraj University and INTERNEWS Network, USA.	Organizer	INTERNEWS Network USA
Institute Level	BBC – Interaction Programme for Media Students	9.03.2017	BBC & Dept. of Communication	Organizer	-
National	10-Day National Training Programme on Eco-Media & WaSH Science Communication	22-31, March 2017	NCSTC, DST, GoI and Dept. of Communication, Madurai Kamaraj University, Madurai	Organizer	NCSTC, GOI
National	National Training Programme on S&T Communication on Drudgery Reduction, Health, Food and Nutrition for Tribal Women in Tamilnadu in Kollihills, Trichy Dt.,	24-25. 07. 2017	Dept. of Communication and Vigyan Prasar	Organizer	Vigyan Prasar GOI

National	National Training Programme on S&T Communication on Drudgery Reduction, Health, Food and Nutrition for Tribal Women in Tamilnadu in Pachamalai, Namakkal Dt.,	26-27. 07.2017	Dept. of Communication and Vigyan Prasar	Organizer	Vigyan Prasar GOI
National	National Training Programme on S&T Communication on Drudgery Reduction, Health, Food and Nutrition for Tribal Women in Tamilnadu in Pechipaarai, Kanniyakumari Dt.,	30-31.07.2017	Dept. of Communication and Vigyan Prasar	Organizer	Vigyan Prasar GOI
Institute Level	Blackmagic DaVinci Resolve – Training Programme	24.01.2018	Dept. of Communication, MKU	Organizer	-
National	Eco NEXT Media Lab & TAC Meeting	2-3.06.2018	NCSTC, DST, GOI & Dept. of Communication	Organizer	NCSTC, GOI
National	5-Day National Training Programme on Eco-Media, Design and Innovation for Young Change Makers	09.04.2019 To 13.04.2019	NCSTC, DST, GOI & Dept. of Communication	Organizer	NCSTC, GOI
State	Online Training Programme for Mediapersons on Climate Change and Bay of Bengal Ramanathapuram Region	12-13, 09.2020	Dept. of Communication, EJN, INTERNEWS Network USA	Organizer	INTERNEWS, Network, USA
State	Online Training Programme for Mediapersons on Climate Change and Bay of Bengal Tirunelveli Region	19-20, 09.2020	Dept. of Communication, EJN, INTERNEWS Network USA	Organizer	INTERNEWS, Network, USA
State	Online Training Programme for Mediapersons on Climate Change and Bay of Bengal	26-27, 09.2020	Dept. of Communication, EJN, INTERNEWS Network USA	Organizer	INTERNEWS, Network, USA

	Kanniyakumari Region				
National	A Real Time Odyssey with Eco-Media: National Level Multi Institutional Web Conferencing. Exploring Keelakuilkudi for Eco Media Literacy and Heritage of Nature.	21.03.2021	Dept. of Communication, MKU & EVI	Organizer	-
National	A Real Time Odyssey with Eco-Media: National Level Multi Institutional Web Conferencing. Re-Birth of Dreams of Kirudhumal River	28.03.2021	Dept. of Communication, MKU & EVI	Organizer	-
National	A Real Time Odyssey with Eco-Media: National Level Multi Institutional Web Conferencing. Protecting Pullooththu Spring and Mountain Eco-System of Nagamalai Hills	04.04.2021	Dept. of Communication, MKU & EVI	Organizer	-
National	A Real Time Odyssey with Eco-Media: National Level Multi Institutional Web Conferencing. Kadamba Trees and Nature of Sangam Age Madurai	11.04.2021	Dept. of Communication, MKU & EVI	Organizer	-
National	A Real Time Odyssey with Eco-Media: National Level Multi Institutional Web Conferencing.	18.04.2021	Dept. of Communication, MKU & EVI	Organizer	-

	Exploring Keelakuilkudi for Eco Media Literacy and Heritage of Nature.				
National	COVID and Post COVID Scientific Literacy on Public Health – Risk Communication and Mitigating Misinformation	23.09.2021	NCSTC, DST, GOI & Dept. of Communication	Organizer	NCSTC, GOI
National	COVID Information for Community: Public Health and Scientific Literacy	24.09.2021	NCSTC, DST, GOI & Dept. of Communication	Organizer	NCSTC, GOI
National	Risk Communication and Health of Women During the times of COVID	25.09.2021	NCSTC, DST, GOI & Dept. of Communication	Organizer	NCSTC, GOI
National	Living with Nature and Coping with COVID Pandemic - Science and Health Public Communication	26.09.2021	NCSTC, DST, GOI & Dept. of Communication	Organizer	NCSTC, GOI
National	Tribal Communities and Indigenous Knowledge in Fighting Against COVID-19 and Living with Post COVID Scenario	01.10.2021	NCSTC, DST, GOI & Dept. of Communication	Organizer	NCSTC, GOI
International	Madurai International Communication Conference – Future of Eco Literacy – The Role of Eco Centric Media	3-4.12.2022	Dept. of Communication, RUSA, MKU & EVI	Organizer	RUSA
National	Post-COVID Pandemic Cleanliness and Health for Sanitation Workers	26.05.2022	NCSTC, DST, GOI & Dept. of Communication	Organizer	NCSTC, GOI
National	Communication on Post-COVID Sequelae for People Living with HIV/AIDS	31.05.2022	NCSTC, DST, GOI & Dept. of Communication	Organizer	NCSTC, GOI
National	Protection of Nature, Water bodies in Eco Heritage Site of	12.06.2022	NCSTC, DST, GOI & Dept. of Communication	Organizer	NCSTC, GOI

	'Arittapatti' through Visual Media during Post COVID				
International Invited Lecture	International Invited Lecture by Dr. Claudia Poggioloni	22-23.02.2023	Dept. of Communication & RUSA MKU	Organizer	RUSA- MKU

Invited Lectures / Resource Person

No	Institute / Organizer	Name of the Conference / Seminar / Workshop	International / National / State / Institute Level	Date(s)
1.	Dept. of Electronic Media, Pondicherry University	National Seminar on Media Education	National	19-20. 12.2011
2.	Department of Sociology, Madurai Kamaraj University.	ICSSR Sponsored National Seminar on "New Media in a Globalized Society" organized.	National	14.12. 2012
3.	Department of Mathematics, Arul Anandar College	UGC Sponsored State Level Seminar on " New Frontiers in Mathematics"	State Level	07.02.2013
4.	EKTA	OBR Campaign	Regional	2013-2022
5.	University of Madras, DJC	Curriculum Development in Journalism and Communication	Institute Level	25.03.2013
6.	Indian Academy of Social Sciences, Allahabad	Indian Academy of Social Sciences Conference	National	28.03.2013
7.	Biyani Group of Colleges	BICON-13 International Conference, Jaipur	International	25.09.2013
8.	M.S. University, Tirunelveli	National Conference on ICTs and Development,	National	13.2.2015
9.	DST, GOI Udaipur, Rajasthan	Ecological & WaSH Futures” and its forthcoming Jal Sutra Initiative – a Brainstorming Meet on Jaisamand Water Ecosystem.	National	1.10.2015
10.	103rd Indian Science Congress Conference	Indian Science Congress Conference	National	06.01.2016

11.	Periyar EVR College, Trichy	First Step - Dept. of Visual Communication.	Institute Level	04.02.2016
12.	EKTA, MRF & Dept. of Communication, Madurai Kamaraj University	Men and Masculinities in South India jointly organized by Forum to Engage Men,	National	10.03.2016
13.	UGC-HRDC	Refresher Course – School of Performing Arts, Madurai Kamaraj University.	Institute Level	14.11.2016
14.	NCSTC, DST, GOI & Dr.B.R.Ambedkar University of Social Sciences. Mhow, Indore, MP	Youth Meet, Jointly organized	National	19.11.2016
15.	Media Research Forum –CIC Hall, MKU	Rediscovering and Redefining Radio	National Level	14.03.2017
16.	Govt. of India and Punjab State Council for S&T held at Khalsa College, Amritsar	Regional Consultative Meet on Ecology and Media jointly organized.	National	18.03.2018
17.	Indian Science Congress, Manipur University, Imphal.	Indian Science Communicators Meet,	National	20.03.2018
18.	UGC-HRDC & School of Economics, Madurai Kamaraj University	Refresher Course on Economics (Social Sciences),	Institute Level	16.11.2018
19.	UGC-HRDC & School of Biological Sciences, Madurai Kamaraj University	Refresher Course on Life Sciences – Bio-Technology	Institute Level	21.11.2018
20.	KSKV Kachchh University, Bhuj, Gujarat.	Regional Consultative Meet for the S&T Communication Programme	State	28.11.2018
21.	All India People's Science Network, held at Madurai.	All India Children's Science Festival organized	National	30.12.2018

22.	Manonmaniam Sundaranar University	National Conference on 'Media Literacy in the Digital Age',	National	31.01.2019 to 01.02.2019
23.	Periyar EVR College, Trichy.	UGC Sponsored Two-Day State Level Seminar on Media for Development,	State	11.03.2019 To 12.03.2019
24.	Dept. of Folklore and Cultural Studies, Madurai Kamaraj University	National Conference on Multi Species Ethnography in Folkloric Research	National	18.03.2019
25.	School of Economics and UGC HRDC of Madurai Kamaraj University	Refreshers Course in Economics	Institute Level	15.07.2019
26.	School of Tamil Studies, Madurai Kamaraj University	Refresher Course in Tamil	Institute Level	19.07.2019
27.	All India Radio	Climate Change - Ecology - Environment and Nature.	Institute Level	16.11.2019
28.	English and Foreign Languages University Campus, North Eastern Hill University (NEHU), Shillong, Meghalaya	1st Shillong International Communication Conference 2019,	International	13.12.2019
29.	Science City, Govt. of Andhra Pradesh and NCSTC, DST, Govt. of India at Siddhartha College, Krishna University in Vijayawada	Eco-Air and Eco-Connect programme	National	18.12.2019 to 19.12.2019
30.	Indian Science Congress at Bengaluru	Science Communicator's Meet	National	04.01.2020
31.	In technical collaboration with Department of Communication, Madurai Kamaraj University, Media	Programme on "Redefining Science Communication for Masses in the Age of Convergence" during 15-	National	15.02.2020

	Research Forum, Madurai and Vigyan Prasara, Govt. of India	16 Feb 2020 at INO Madurai		
32.	P.N.Panicker Foundation, Thiruvananthapuram	Webinar on Eco Digital Jan Vigyan Jagirithi (Quit COVID National Campaign)	National	14.10.2020
33.	English Literary Association, PG & Research Dept. of English Holy Cross College (Autonomous), Trichy	Dimensions of News Media in the Digital Era, Online Presentation	Institute Level	28.10. 2020
34.	Anna University College of Engineering, Villuppuram	The Atal-AICTE FDP Online on Photography and Media Communication,	Institute Level	12.11.2020
35.	Tamilnadu Science Forum and Vigyan Prasara, Govt. of India.	Script Writers' Workshop	Institute Level	12.12.2020
36.	UGC HRDC School of Biological Sciences, Madurai Kamaraj University	Online Refresher Course in Life Sciences,	Institute Level	16.12.2020
37.	UGC HRDC School of Social Sciences, Madurai Kamaraj University	Online Refresher Course in Social Sciences,	Institute Level	19.12.2020
38.	EKTA, Madurai Co-Organized by Dept. of Communication	One Billion Rising Event	Regional	14.02.2021
39.	UGC - HRDC – School of Energy, Environment and Natural Resources, Madurai Kamaraj University	Refresher course in Environmental Studies	Institute Level	13.03.2021
40.	Dept. of Communication, MKU	National Virtual Training Programme on Colouring in Visual Media	National	07.05.2021
41.	UGC HRDC & School of Economics	Refresher Course on Reforms and Economic Transformation in India	Institute Level	14.09.2021

42.	UGC HRDC & School of Tamil Studies	Refresher Course in Tamil	Institute Level	16.09.2021
43.	UGC-STRIDE Dept. of Plant Sciences, MKU	Science writing for Media: Journalistic Perspectives	National	24.10.2021
44.	UGC-HRDC– Social Sciences, MKU	Refresher Course	National	30.10.2021
45.	UGC-HRDC– Historical Studies, MKU	Refresher Course	National	20.11.2021
46.	TNSF Science Series -14 Online Programme	The UN Decade Action on Ecosystem Restoration	State	24.11.2021
47.	NSS-Thiagaraja College, Ministry of Jal Sakthi, GOI	Past, Present and Future of Vaigai River	State	30.12.2021
48.	UGC-HRDC– Management Studies, MKU	Eco Media Interventions and Management for Sustainability	Institute	22.03.2023
49.	UGC-HRDC– Environment Studies, MKU	Environment, Nature and Climate Change Communication	Institute	27.07.2023
50.	UGC-HRDC– Tamil Studies, MKU	Silambu Tamil Isai Alaipesi Seyali Uruvakkam	Institute	22.07.2023

Professional Development Programs / Faculty Development Programs Organized

Name of the Program	Role	Place	Date(s)	Funds in Rs & Sponsor
Refresher Course in Economics	Coordinator	MKU	1-13-09.2022	UGC HRDC
Refresher Course in History	Coordinator	MKU	15-29 - 09.2022	UGC HRDC
Refresher Course in Economics	Coordinator	MKU	13-26 09.2023	UGC HRDC

Professional Development Programs / Faculty Development Programs Attended

Name of the Program	Place	Year	Sponsor
Short Course on Basic Cinematography	FTII, Pune	2012	-

Administrative Experiences

Role Played	Responsibilities	Period (from ... to)
Member, Syndicate	Governing Body of MKU	2020-2023

Member, Finance Committee, MKU	Finance Administration of MKU	2022-23
Appointment Committee	Appointments and Establishments Affairs	2022-23
Affiliation and Endowment Committee	Affairs of Affiliation of MKU	2019 to till now
Examination, Discipline and Students Welfare Committee	Enquiry and decision on matters related to Exams and Discipline	2022 to till now
Member, Governing Council, Fatima College	Governance of College	2021-2023
Member, Management Committee	Affairs of Management of College	2021-2023
Head, Dept. of Communication	Academic, Research & Extension	2011 Dec. to Till Now
Chairperson SOLC	Coordinating the School and Administration	2015-17, 2019-21, 2023-
Chairperson i/c, School of Economics	Coordinating the School and Administration	2022 July to till now
Chairperson i/c School of History	Coordinating the School and Administration	July 2022 to June 2023

Membership in Academic Bodies

Name of the University / Institute / College	Type of Membership	Duration / Period
Academic Council, MKU.	Member	2011 -
Senate, MKU.	Member	2018 -
Syndicate, MKU.	Member	2020-2023
Chairman, BOS, JMC.	Chairman	2011-2017 & 2021 to 2024

Membership in Recognised Professional Bodies

Name of the Professional Body	International / National	Type of Membership
International Communication Association	International	Life member
Association of Communication Teachers, Tamil Nadu & Pondicherry	Regional	Life member
Indian Science Congress	National	Life member
Global Media and Communication Association	National	Life member

Languages Known

Languages	Read	Write	Speak
Tamil	Yes	Yes	Yes
English	Yes	Yes	Yes

Any Other Relevant Information

Details of Publications

<i>S. No.</i>	<i>Title of the Book & Editor(s)</i>	<i>Name of the Publisher</i>	<i>International / National</i>	<i>ISBN/ ISSN</i>
1.	New Media Technology and Society 2012	Paramount Publishing House, New Delhi - Hyderabad	National	ISBN -978-93-82163-64-0
2.	Vidura 2013	Press Institute of India	National	ISSN 0042-5303
3.	Achieving Healthy Tribal Community in India 2014	MANT and Excel India Publishers	National	ISBN:978-93-83842-58- 2
4.	Media Musings – A Resonance of Thoughts on Media 2014 Editor / Chapter Author	MANT, Kolkata	National	ISBN – 978-81908837-1-9
5.	Paruvanila Maatram – Seithialar Kuralkal 2015 Edited / Chapter Author	UNDP, EJA, Internews, MKU & MRF	International	ISBN 978-81-908837-2-6
6.	Paruvanila Maatram – Sarvathesa Seithialarkalukkaana Kayyedu 2015 Edited / Chapter Author	UNESCO, Internews, MKU	International	ISBN 978-81-908837-3-3
7.	Tamizhaga Palankudiyinar 2017 Edited / Chapter Author	Vigyan Prasar & Dept. of Communication	National	9788174802972
8.	Exploring Eco Media Rising Scientific Temper Co-Edited / Chapter Author 2018	Eco Visioning Forum	National	9789353218164

9.	Kalanilai Maatram Vangakadal Oodagaviyalarkalukkaana Sarvadesa Kayyedu	Dept. of Communication INTERNEWS Network, USA	International	9789354073 014
10.	Narratives and New Voices from India Chapter Author 2022	Springer Nature	International	9789811924 958
11.	UNESCO Journalism, Fake News & Disinformation 2022	UNESCO & Dept. of Communication, Madurai Kamaraj University	International	9789230001 551

Research Publications

UGC-CARE Listed Journals

<i>S. No.</i>	<i>Title of the Journal Publication Year</i>	<i>Name of the Publisher</i>	<i>Title of the Article</i>	<i>ISSN</i>
1.	Lancet Co Author 2010	Lancet, London	India Mentally ill	0140 -6736
2.	Gajah Co-author 2012	IUCN/SSC Asian Elephant Specialist Group	Human – Elephant Conflict and the Role of Print Media	1391-1996
3.	CSIR-Science Reporter 2013	CSIR	Climate Change and Media Coverage on Drought	0036- 8512
4.	CSIR-Science Reporter Co-author 2013	CSIR	World on the Web: GIS Technology comes of Age	0036- 8512
5.	Indian Journal of Natural Sciences 2022	Tamil Nadu Scientific Research Organisation	Developing Scientific Temper on Health among Tribal Women in Tamilnadu	0976 – 0997
6.	International Journal of Tamil Language and Literary Studies 2022	Pandian Educational Trust	Will Idakkai Isaikaruvi (Aamanthirikai) Speak Tamil?	2581-7140

7.	Pudhupunal 2023	Pudhupunal Publications	Nammazhvar's Pathways for Discourse on Media (Tamil)	ISSN 2278 - 1641
8.	Puthiya Avaiyam 2023	Sacred Heart Journal of Science and Humanities	Tamil Music played by Kudamuzha for Silappathikaram Songs (Tamil)	ISSN 2456- 821X
9.	Manarkeni 2023	Manarkeni Publications	Scientific Temper on Palmyra Palms inculcated by "Tala Vilasams" (Tamil)	ISSN- 2249 - 9164
10.	Journal of the Asiatic Society of Mumbai 2023	The Asiatic Society of Mumbai	Public Understanding of Local Heritage and Nature: Keelakuyilkudi – An Eco-Media Case Study	ISSN: 0972 – 0766