

### **7.3 Institutional Distinctiveness**

**Provide the details of the performance of the institution in one area distinctive to its vision, priority and thrust.**

#### **Vision**

Our motto is “**Sitruyirkum Utra Thunai Kalvi**” (Education is the custodian of life). The founders’ perspective vision are

- To provide exemplary service in imparting higher education to the rural, economically downtrodden society and tapping talent potentials hidden in rural areas to generate human resource equipped with contemporary skills eventually leading to nation building.
- To preserve communal harmony with religious identity

#### **Mission**

- To disseminate the message of providing higher education to the public
- To strive hard to provide quality academic and moral education to the rural mass
- To make this Institution as a Vehicle of Rural Higher Education, the root of Gandhiji’s vision, in providing sustainable livelihoods for village background youth.
- To eradicate gender bias among the students

In line with its vision and mission, the institution fosters spiritually mature Graduates. The vision of the College includes aims to provide knowledge of the highest standard and achieve excellence.

To foster the spirit of love, compassion, universal brotherhood and

patriotism through the ideal of tolerance of diversities within the society and thus fulfil the institution's motto, SitruyirkumUtraThunaiKalvi (Education is the custodian of human life).

To facilitate holistic development of the younger generation, which includes physical, mental and spiritual wellbeing moral values are taught and practiced in the College campus. The students get requisite lessons that keep their minds ignited for seeking knowledge and are motivated to do well in every sphere of their life. One distinctive practice of the College is the daily morning assembly which is taken up for 5 minutes with the song "**Sakalalakavalli Maalai**" written by **Saint Kumara Guruparar** before the commencement of classes. It is an effective mechanism for maintaining discipline, nurturing leadership abilities, exposing hidden talents of the students and punctuality. Extracurricular activities are conducted in the College which gives a platform to the students to display their talents and potentialities. The following activities were undertaken during the year

1. Plastic waste cleaning
2. Pledge taken on the Marty's day
3. Awareness programme on COVID-19
4. Free medical camp
5. Gandhian Thoughts and Social services
6. Poshan Maah Programme–Complimentary feeding

The college looks clean and green due to the tree plantation programmes of NSS. The volunteers plant saplings whenever and wherever necessary.