

7.3 Institutional Distinctiveness

The vision of the institution is to enable the students to acquire an integrated personality, endowed with Character, Culture, Compassion and Discipline. The mission of the institution is to foster Higher Education and the Upliftment of Women in Society in general and the improvement of their Economic Status and Independence in particular.

The perspective plan of the college is to promote the employability of women through higher education. The college offers a number of job oriented courses specially suited for women. Students from rural areas in and around Trichy have studied in rural schools with Tamil as medium of instruction. Therefore, it becomes imperative that these students be given an orientation in English as soon as they enter college. A Motivation cum Personality Development Programme is arranged for about a week for I year Undergraduate students as soon as they enter college. This is used to boost their confidence, and acquaint them of the academic set up in the college in contrast to that in school. Students are also made to participate in group activities to bring out their hidden talents, alleviate their fears, and nurture team spirit and co-ordination among peer groups. PG students are also given orientation for a period of 2 weeks as soon as they enter college.

Advanced learners are motivated to pursue higher goals like participating in conferences, workshops and presenting papers in them. This nurtures life long learning and research attitude in them. They are motivated to pursue higher education, learn concepts deeply and apply them to real time data. Such students not only complete their M.Phil or Ph.D degrees but also

get placed in high positions. Students who show more enthusiasm in learning are encouraged to join in online certification courses, short term courses, internships, project works, field visits etc.

The Training and Placement Cell of the college arranges placement drives besides giving pre-placement training for final year students of the college. The Entrepreneurship Development cell of the college also guides the students in becoming entrepreneurs.

It has been found that 40% of students pursue PG after UG, while 15% are placed immediately after graduation. 30% of students are placed after an year. Many students get placed in companies and organizations where they undergo internship or project work. Some of the students who have joined Diploma in Fashion Technology have started their own Fashion design centres, boutiques and shops. 90% of Students of Fashion technology, Social Work and Hospital Administration are placed in lucrative jobs. Students of M.B.A, Microbiology, and Biochemistry also get placed in their respective fields. Students of Mathematics and Commerce take part time jobs even when they are studying. Students of computer science take up higher studies to become teachers and are placed in lucrative jobs in the IT Sector.

We even take up pre-placement training and placement drives for our alumni. Recently 44 students were given training and placement through ICT Academy. Many of our Alumni also help in empowering our students through career guidance and placement