



**Kalaingar Karunanidhi Government Arts College for Women (Autonomous)**  
**(Nationally Re-accredited with B<sup>++</sup> Grade by NAAC 3<sup>rd</sup> Cycle)**  
**(Affiliated to Bharathidasan University, Tiruchirappalli)**  
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## CRITERION VII – INSTITUTIONAL VALUES AND BEST PRACTICES

### 7.3 INSTITUTIONAL DISTINCTIVENESS

#### 7.3.1 Distinctiveness

The distinctiveness of any higher education institution can stem from various factors such as its academic programs, faculty expertise, research opportunities, campus culture, extracurricular activities, geographic location, facilities, and reputation. The factors that contribute to the distinctiveness of our institution are:

- **Social development:** The social skills are nurtured through various activities conducted by the National Service Scheme (NSS), Red Ribbon Club (RRC), Youth Red Cross (YRC), Students Service League (SSL), Rotaract Club and through the extension activity carried out by final year Under Graduate students of the institute. The students are exposed to the diverse social structure and their issues, particularly in the neighboring areas, through the extension activity and the National Service Scheme implemented at the Institution. The students undertake activities of spreading social awareness about various burning topics such as Protection of Girl Children, Women Health, Swatch Bharat, AIDS Awareness, Drug Eradication Rally, Child Labour Prevention Rally, Road Safety Rally etc. While doing so, they also become aware of the issues of the society and think on probable measures to solve them.

In the one week camp organized by the four units of NSS every year, the students take part in helping the neglected part of the society like orphans and old age people. “*Ek Bharat Shreshth Bharat*” in collaboration with the Government Degree College, Surankote, Poonch, Jammu & Kashmir is a step towards cultural exchange between the students of Tamilnadu and Jammu Kashmir. This Club celebrates the Unity in Diversity of our Nation, strengthens the emotional bonds between the people of our country,

exchange the rich heritage, culture, customs and traditions of the people and promotes the spirit of National Integration among people.

- **Endowment Prizes:** This distinctiveness plays a crucial role in shaping the institution's identity and competitiveness in the higher education landscape. To encourage class and course toppers, endowment prizes were instituted in the name of “Silver Jubilee Prizes” on the silver jubilee anniversary of the college in the year 1994. Donations from Philanthropists and Faculty members were deposited in a separate bank account and prizes are being distributed every year from the accumulated interest amount which encourages toppers and other students towards academic excellence.
- **Virgin Club and Day Care Centre:** To address the health issues and to promote the wellbeing of girl students, Virgin Club is functioning in the college. The club organizes activities related to the health and hygiene of girls, developing their mental strength and addressing the feministic issues faced by our girl students. To help nursing students and faculty and to take care of their infants, Day Care Centre is functioning in the College. This helps the students to concentrate on and complete their graduation and faculty members to indulge in academic activities without mental worries.
- **Developing the cultural heritage of the students:** As the Father of our Nation, Mahatma Gandhi said, “A nation’s culture resides in the hearts and in the soul of its people”. So it’s our duty to cultivate the cultural heritage in the minds of young children. In order to promote a sense of belonging and pride about our national culture, Pongal Festival and Saraswathi Pooja are celebrated every year. Pongal is one of the most important festivals celebrated by Tamil people in Tamil Nadu and other parts of South India. It is also a major Tamil festival observed by the Tamil diaspora worldwide. It is a multi-day Hindu harvest festival celebrated in the month of January. Every year Students Union organize “Pongal Festival”. Students from 13 departments actively take part in pongal making in mud pots and are collectively placed together and the ‘Sun God’ is worshipped in the open ground. Students and Faculty members wear traditional costumes of Tamilnadu. This not only enables students to learn their culture but also to promote communal harmony and social togetherness. As a part of Dasara celebration, Saraswathi Pooja is celebrated every year as a custom of worshipping the “Goddess of Education”, Saraswathi with great enthusiasm.