

### **7.3.1: Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words**

#### **Upliftment of Sourashtra Minority and Socially and Economically Backward Sections:**

Sourashtra College was founded in 1967 with the aim of providing higher education to the socially and economically backward Sourashtra Community Youth in particular and the society in general. Even though, it is a Sourashtra Linguistic Minority Institution, it has gained secular credentials in the society at large by admitting non-minority communities from different religions as per the government's quota.

The Sourashtra people or Sourashtrians living in and around Madurai are migrated from Gujarat State and majority of people doing the occupation of weaving. They are economically disadvantaged and socially backward. The College is managed by the Sourashtra College Council which is registered under the Tamil Nadu Societies Registration Act, 1975 with the motto of providing higher education to the Sourashtra Youth. Philanthropists of Sourashtra Community have given donations for providing higher education to the socially and economically backward Sourashtra Community youth. The College has arranged and offered scholarships from various trusts like Sourashtra Engineers and Technologists Net (SETN), Madurai Charitable Trust, Sourashtra College Alumni Association, and so on for the upliftment of the society. In addition, the Tamil Nadu State Government Scholarships for BC, MBC, SC and ST is provided to the students. Apart from this, most of the teachers also afford the tuition fees in respect of the socially and economically backward students. Further, the philanthropists have instituted endowments for distribution of Medals for the toppers in each subject and rank holders. More than 200 medals were instituted for various subjects for motivating the students securing high marks.

The institution also focuses on accomplishing the vision and the mission of the college through pursuing academic excellence and employment. The institute aims at effective learning skills with an attention on global demands, enhancing teaching-learning process, ICT, Human Values, and building functional relationship with all the stakeholders for the holistic development of the individual and society. To achieve this, the College has adopted the innovative processes on curriculum and it provides for academic progression through multidisciplinary and interdisciplinary approach.

Being an Autonomous institution, Choice Based Credit System with Outcome Based Education is followed, and care is taken to design the curriculum that suits local/national/global needs. Syllabus revision is carried out on need basis for UG/PG Courses. 'Environmental Studies' and 'Value Education' courses are mandatory to all I year UG students. Value-added and Certificate courses are conducted by various departments. The UG students should compulsorily study a course in Extension activities under Part V, which comprises of NSS, NCC, Physical education, Library, YRC, RRC, WUS and CCC. In addition, two job oriented courses namely "Soft Skills" and "General Knowledge" are introduced under Self Study Scheme for all UG programmes which ensure the multidisciplinary approach.

The programmes offered by the institution focus on employability and entrepreneurship skills by including subjects in the curriculum like Business Correspondents, Marketing, Financial Accounting, Cost and Management Accounting, Practical Banking, Income Tax Law and Practices, Commercial and Industrial Law, Tally, M.S. Office, English for Competitive Examinations, Data Analytics, Cell Biology, Food and Industrial Microbiology, Clinical Biochemistry, Plant Biochemistry, Medicinal Botany, Mathematics for Competitive Examinations, Tourism Management, and so on. Further, the curriculum has Skill Based Courses like Life Skills and Value Education, General Knowledge, NME, and Environmental Studies have been mandatorily taught under Part-IV for skill development. The College

offers as many as 60 Value Added Courses like Goods and Services Tax, Tally ERP 9, Office Automation, Water Analysis, Cyber Security, Wiring and Repairing of Domestic Appliances, Data Analysis and Scientific Modeling, etc., and Certificate / Diploma Courses in Gandhian Thought. Field works, individual and group projects, and Internships are also provided to the students to develop their skills.

The Unique Pedagogy followed in our institution for the upliftment of minority and socially backward students through curriculum are:

- Peer learning system is followed in BBA.
- Motivation of Fast learners to handle seminars with current challenging topics.
- Organisation of Interactive guest lectures.
- Factory visits are arranged for exposing students to Industrial climate.
- Case Study method is followed to enhance analytical capabilities.
- Role Play technique is utilized to develop leadership skill.

In addition, our College has established an Institution Innovation Cell (IIC) for fostering the culture of Innovation in Higher Education. This Cell encourages students to involve in the application of technology for social needs. Students are also encouraged to apply technology for addressing societal challenges, with a focus on product service training to raise awareness about marketing strategies. Workshops, seminars, webinars and special lectures were organized on entrepreneurship by providing an opportunity to interact directly with successful entrepreneurs / experts for gaining valuable insights.

The College also has IPR Cell which motivates the students, scholars and faculties to come up with new ideas and help them to protect the innovation. It also creates the awareness and necessity of copyrights, trademarks, and patents among the researchers through the various programmes like Guest Lectures, Seminars, Workshops, and Faculty Development Programmes. In 2022, the institute has formed the Incubation Centre in the campus with the tie-up from Elysium Group of Companies for providing training on various fields and transfer of technology.

The institution believes that the aim of higher education is to provide a platform for employment. The College accomplishes this task through the Placement Cell and the Career Guidance Cell. Students are given free coaching classes during holidays for Competitive Examinations like TNPSC, SET, NET, and TANCET for all UG and PG Programmes. All the UG and PG final year students are provided a 165+ hours Soft Skill Training Programme at free of cost through the SGBS Unnati Foundation, Bengaluru. Further, preference will be given to the qualified Alumni during recruitment for teaching and non-teaching posts both in aided as well as in Self-Finance programme. These activities really helped for the upliftment of Sourashtra Minority students and socially and economically backward sections of the society.