

Institutional Distinctiveness

INTRODUCTION

Endowed with a rare blend of immense nobility and intense humility, the illustrious Founder President of our college, Kulapathi Shri. A.P.C. Veerabahu, established the renowned institution, A.P.C. Mahalaxmi College for Women in Thoothukudi in 1973. With the motto of promoting universal love, wisdom, and righteousness (Anbu, Arivu, Aram), the college has since made significant strides in providing quality higher education that is accessible and affordable to the underprivileged sections of society, particularly the socioeconomically challenged rural women.

VISION AND MISSION

The vision of our Founder President “**To enlighten and empower with values**” outlines his long-term aspiration and goal. Our mission statements

1. To provide access to quality education to underprivileged girls from rural areas
2. To empower girls with knowledge and skills to succeed in a rapidly changing world
3. To integrate academic excellence with moral values for personal and societal growth
4. To cultivate critical thinking for lifelong learning
5. To promote transformative education for ethical leadership

define the institution's purpose, values, and primary objective.

APCM annually accommodates an average of 2100 students, a significant portion of whom face unique challenges. Among them, 35% are raised by single parents, 68% are first-generation learners, 87% are children (of drivers, farmers, coolies, mechanics, fishermen, etc.,) whose family income is less than three lakhs per annum, and 32% are single daughters. Nurturing these demotivated, depressed, and disturbed young women is indeed a formidable task. However, our college approaches this challenge with compassion and dedication, embracing these students with love and care as if they were our own. Through personalized support and guidance, we empower

them to overcome obstacles and transform into exceptional individuals who emerge as **EVEs - Empowered with Values and Education.**

EMPOWERING ECONOMICALLY DISADVANTAGED GIRLS THROUGH COMPREHENSIVE EDUCATIONAL INTERVENTIONS

To support the holistic development of socially and economically backward students, a comprehensive approach that addresses their academic, social, emotional, and physical well-being is essential. The following strategies are employed to achieve the vision of the Founder President and this makes the institution stand out in its distinctive identity and exceptional reputation:

1. **Maintaining Academic Excellence:** Our college is known for its distinguished faculty members of whom 75% have Ph.D./NET/SET as their highest qualification. 40% of faculty have shared their expertise in various forums as resource persons. Their rigorous academic pursuits have made them enlighten the students with the knowledge they have gained.
2. **Providing access to quality education:** Innovative instructional approaches giving importance to ICT enabled teaching and blended learning approach are implemented, ensuring access to educational resources, so that students have the necessary skills and knowledge to succeed academically.
3. **Leveraging technology:** Digital teaching-learning tools and online resources are used extensively to supplement traditional education. 100% of the faculty use ICT based teaching methods. The Blended Learning approach has become common after the COVID 19 pandemic period.
4. **Offering mentorship and guidance:** Students are connected with mentors and academic counsellors who can provide support, guidance, and inspiration to help them develop resilience, self-confidence to overcome challenges, set goals, and pursue their dreams with determination. Mentor-Mentee meetings are conducted at least thrice a semester.
5. **Creating community engagement opportunities:** Community involvement in education is a regular practice among all the students as they visit a neighbouring village of their choice and engage in service, department wise. The college has hosted a number of events for school students in which our students have played significant roles. They learn practical skills such as event

management, planning, organizing and executing. This is evident during the Traditional Fest celebrated on 3rd, 4th and 5th October, 2018, when around 3000 school students visited our college.

6. **Learning resources:** Students have free access to e-resources as IDs are created to access the **INFLIBNET. Book Bank** facility is a boon to students who cannot afford to buy text books.
7. **Promoting skill development for employability and entrepreneurship:** Vocational training programmes, workshops on skill development and hands-on training sessions are provided to equip students with practical skills that can enhance their employability. They also help students explore career options and develop practical skills for future employment. Students also get opportunities to earn while they learn.
8. **Providing scholarships and financial assistance:** Further exertions are undertaken to offer scholarships or financial aid to deserving students to ensure that financial constraints do not hinder their educational pursuits. Apart from the regular Government scholarships, students also become beneficiaries of scholarships from external bodies like Tamil Nadu Mercantile Bank, JSW, Rotary Club, to name a few.
9. **Fostering a values-based education:** Moral and ethical values are incorporated into the curriculum delivery to instill integrity, empathy, and respect and they become inherent qualities among students. Motivational thoughts and messages read during the morning prayer every day starts the day on a positive note. LIVE classes (Lessons in Value Education) are held in the classes every day. Short inspirational moral stories are narrated in the classes to make students understand values.
10. **Radiant Campus Culture:** A well supportive, green and inclusive campus community, which promotes diversity and equity, provides a vibrant student life experience as every individual feels supported and valued.

CONCLUSION

These features mark the institutional distinctiveness of APCM, creating a unique identity and value proposition that attracts students, faculty, and stakeholders to

the institution. When young women graduate from the portals of APCM, they emerge empowered with a strong foundation of values and equipped with the resilience needed to navigate the challenges of the world. **EVE** in mythology reflects the enduring role of the feminine principle in shaping the world. Our **EVEs**, **E**mpowered with **V**alues and **E**ducation, carry with them the essence of **SAKTHI**, (the inner power and potential within every individual), embodying **Strength, Ability, Knowledge, Tenacity, Hope, and Integrity**. This holistic approach, which is in accordance with our Founder President's vision, not only prepares the economically backward students to excel in their personal and professional lives but also empowers them to nurture strong families and contribute positively to society.