

### 7.3 Institutional Distinctiveness

7.3.1 Portray the performance of the Institution in one area distinctive to its priority and thrust within

**Response:**

**The Thrust:**

In alignment with the vision and mission of the college to make a difference in society, the college has initiated Care and Share project. The objective of the project is to imbibe the value of concern for the marginalized, thus inculcating in every faculty and student, the sense of social responsibility.

**Care and Share Programme:**

Through this project, the entire college is involved in mobilizing resources. The departmental teams take charge to collect the materials and hand it over to a central team. The distribution of collected materials is done through the network of NGOs and their beneficiaries.

**The Outcome:**

The faculty and students have been sensitized to the struggles of the less privileged and the need to reach out to them. Volunteerism to contribute has been initiated and it is encouraging to see the overwhelming response from the faculty and students to share. Healthy competition among the departments was encouraged to mobilize resources. In this process, the energy of the students and faculty was channelized in the right direction for a social cause. The College was able to network with NGOs. The college witnessed the direct services to the beneficiaries.

